

LOVRÉN

Worldwide

Mascara M6

Discover what's new for our best-selling mascaras

Lovrén Superb

The cosmetic performance you have been waiting for

Inflation busting

Prices unchanged since 2018

It's Lovrén!

The new catchphrase goes viral

Hair Care Revolution

What's new



NEW 2025



M6

MASCARA

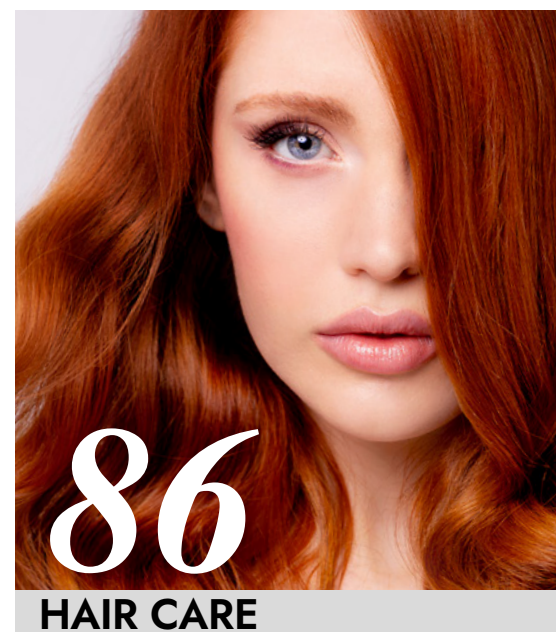
LIMITLESS EXTENSION-CURL EFFECT

High-precision ergonomic brush,
for a lengthening and curling effect
without sacrificing volume.

Read more on page 33



LENGTHEN
& ENLARGE
WITHOUT
LIMITS



LOVRÉN

Worldwide

PRODUCT CATALOGUE
NO. 4 - 2025



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LOVREN



discover the company
WATCH THE VIDEO!



The essence of beauty

MADE IN ITALY

Clinicalfarma is a company founded in 2017 and specialised in the production of its own make-up and skincare brands. The company - with headquarters in a characteristic 18th-century villa overlooking the sea in Genoa Nervi - bases its entire core business on Italian-made products and the high quality of the raw materials used in the production of products destined only to the pharmaceutical sales channel. Clinicalfarma can count on a solid distribution network of over 14,000 pharmacies and drug stores in Italy and abroad.

The pharmacy sales channel has been selected precisely for the quality it guarantees, and rewarded by the company with special prices. This choice that turned out to be a good one, given the great results achieved, which continue to grow. Indeed, according to data recently released by the market research company New Line for the year ending on October 2024, Clinicalfarma ranks fifth in terms of volume, in the total markets covered by skincare & hygiene products.

The operational staff at the Genoa headquarters in Via Sant'Ilario.



In addition, it can boast several market leaderships, including the overall make-up sector, with a resounding 52% of the mascara market share.

The flagship brand is definitely Lovrén, established in 2018 and specialising in personal care and wellness products. By innovating and offering consumers cutting-edge products of the highest quality at the right price, Lovrén is an absolute leader in the pharmacy make-up market range. Its best-selling product? Mascara, which stands out as the most sold mascara in pharmacies. And products go well beyond make-up: the brand's line also includes skincare, nail care, hair care, suncare, and men's items. A comprehensive proposal, constantly updated according to the latest cosmetics trends.

Getting to know Lovrén products means immediately noticing the three main features: price - definitely affordable and within everyone's reach; packaging - minimal and elegant; and quality - certainly well beyond price-related expectations. This virtuous circle of impressions immediately generates an excellent brand awareness, fostering customer loyalty, after just one use.

This is why Lovrén products are characterised by a very high turnover. For the company, mission and vision go hand in hand and walk in the same direction: to match the quality of great perfumery brands, while making it accessible at the right price, with the ambition to become a reference brand in certified, safe cosmetics on the pharmaceutical market. Hence the claim on which the brand philosophy is based: "The first time around, you choose it for its price, the second time around, for its quality".

A concept that distinguishes Lovrén and its shopping experience, whereby most consumers - intrigued by the price - choose to return, as the products never disappoint expectations.

How does it manage to guarantee hyper-competitive prices without losing quality?

"First of all - says Managing Director Alessio Baldaccini, who guides the company along with Diego Gulli - we choose on the basis of the quality and performance we want our products to have, then we negotiate with our suppliers so that every single product meets our standards, which get higher and higher every year."



*“ The first time around, you choose it for its **PRICE**, the second time around, for its **QUALITY** ”*

Fundamental and categorical for Lovrén are the corporate choices on which the entire business is based, including large production volumes, which allow for a drastic reduction in costs, and the desire not to adopt superfluous packaging that, on the contrary, would increase those costs, subtracting from their quality. This important choice also indicates a great attention for the environment, combined with internal green policies that involve the whole team.

Why place Lovrén in a market already full of beauty lines?

Because the philosophy that drives the brand is different, and the results it brings are tangible and evident. First of all, Lovrén can stimulate impulse purchases, dictated by a price accessible and attractive to anyone; and the purchasing experience does not end there, it continues at home, once the consumer comes into direct contact with the quality of the product. It is here, in our consumers' homes, that customer loyalty is consolidated: the realisation that they have



The Managing Partners
Diego Gulli and Alessio Baldaccini.

100% MADE IN ITALY

Production

Product quality is the focus of the company, which selects only the highest quality raw materials, ultra-gentle and suitable for all skin types. Production is entirely made in Italy: located throughout northern Italy, at some of the best Italian manufacturers of international standing.

purchased such a good product at such an affordable price, transforms a potentially 'normal' shopping experience into an exceptional one. And what does all of this drive? Word of mouth, demand and increased sales for the shop.

Led by Diego Gulli and Alessio Baldaccini, the company is made up of different and complementary souls, such as the Italian and foreign logistics department, which deals with orders and relations between agents, the distributor network, comprising over 170 agents located in Italy, France and Spain, as retailers in Serbia, Romania, Bulgaria and Albania, the marketing department, which deals with the creation of the brand image and all-round communication, the administration department, which is responsible for the company's financial management, and the human resources that work together to ensure the collaboration of each department. A total of 50 employees.

PRICE INCREASE?

No, thank you!

One of the most heartfelt planned choices of the company, which allows the brand to achieve ever greater results, is not raising its prices. "I think our stance is quite unique - points out Diego Gulli. Despite soaring raw material costs, we decided not to raise the retail prices for Lovrén products. This boosted our image and credibility - Gulli continues - and certainly contributed to the important figures we are achieving."

Lovrén **BEATS INFLATION** *prices unchanged since 2018*

Lovrén surprises once again.

Not simply does the company offer extremely high-quality products at competitive prices, it stands out from the crowd for its credibility with pharmacists and consumers.

After making its pharmacy début around November and December 2018, the brand was faced with an economic context of inflation in Italy that, according to ISTAT, had grown by 17.5%. But over the years the company has never raised the prices of its cosmetics, despite the significant impact of inflation across the production chain. A bold choice born from a specific promise. “When we joined the market”, explained



Diego Gulli, who manages Lovrén alongside **Alessio Baldaccini**, “many customers were worried that we would increase our prices, as we often see happening with other brands. Our response has always been the same: **you can rely on us, we will never increase them!**” This promise, made in 2018, proved to be a genuine long-standing commitment, despite the unpredictable price hikes on raw materials over the years to come. “We decided to make an investment in credibility”, continued **Gulli**, “and, together with Alessio, we absorbed the higher prices by asking our partners to limit them and by increasing production quantities. We are lucky to collaborate with companies that believe in our project and that are open to dialogue. This has made it possible to keep our promise, and we are extremely proud of it.”





Brightens your eyes
with long-lasting
shimmer.

Long Lasting Liquid Eye Shadows

Find out more on page 38

LOVRÉN



The Company's **OUTSTANDING GROWTH**



Founded in 2017 in Genoa, Clinicalfarma is a company specialised in the production of own-brand make-up and skincare products. The company, which is based in Genoa, founds its entire core business on Made in Italy and on the high quality of the raw materials that are used in the products production destined for the pharmacies. In fact, Clinicalfarma relies on a solid distribution **network of over 14.000** pharmacies and parapharmacies located in Italy and abroad: a sales channel selected precisely for the quality it guarantees and rewarded by the company with prices reserved for it. The company quickly established itself on the Italian cosmetics scene with the Lovrén brand, specialised in make-up and skincare products. By innovating and proposing to consumers cutting-edge products of the highest quality at the right price, Lovrén is the absolute leader in the total pharmacy make-up market in Italy. Thanks to these results, Clinicalfarma has recorded impressive growth, going from a turnover of **€1 million in 2019** to over **€31 million in 2024**. In 2024, Clinicalfarma was also recognised as a case history in the 'Best Performance' contest

of the Bocconi University of Milan, a prestigious award that celebrates Italian excellences in terms of sustainable growth and innovation. The Lovrén brand is currently provided in more than **6.000 pharmacies and parapharmacies** in Italy, with a 21 million euro turnover in the national market.

Particularly significant is its dominance in the mascara segment, where it holds a **52% market share**. International expansion has seen Lovrén successfully entering the French and Spanish markets, with a network of direct agents and a presence in **3.500** and **3.000 pharmacies** respectively.

Total sales in these two countries exceed a turnover of **€10 million**. In 2024, the company participated in major international trade exhibitions such as Beauty Istanbul and Cosmoprof in Miami, strengthening its global presence and evaluating further distribution opportunities in new markets.

Clinicalfarma represents an example of Italian excellence, combining quality, innovation and a targeted expansion strategy that has allowed it to emerge as leader in the cosmetics sector.



LOVRÉN

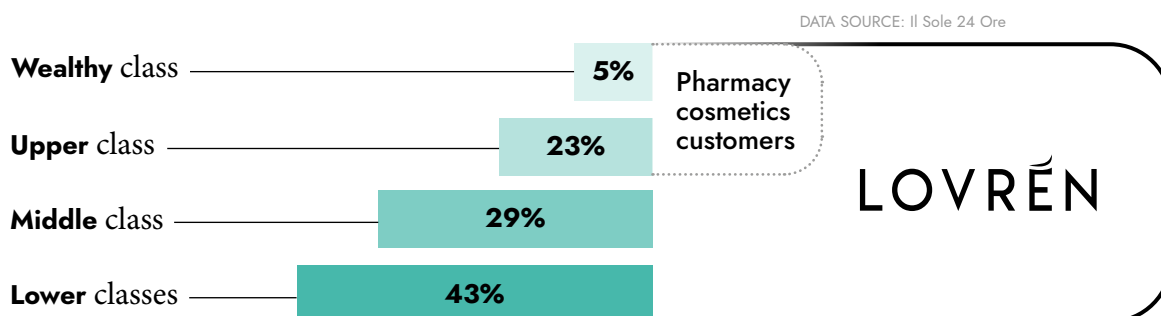
a few ACTUAL, FIGURES

Clinicalfarma buys the Italian segment pharmacy and drug store sell-out data update every 4 months from New Line Ricerche di Mercato - a long-established company operating in the field of surveys.

The data published on **official communication channels are impartial and certified**. For proper communication, the data must be circumstanced, by indicating the reporting period, market, percentage share of the market or absolute value, growth trend, etc.

Fiddling around with numbers would be serious and unprofessional.

Who are our targets?



Skincare and Make-up Market Italy 2023

2023
[Weight%]

DATA SOURCE
COSMETICA ITALIA
associazione nazionale imprese cosmetiche

Large-scale distribution	41,6%
Perfumery	20,2%
Pharmacy	16,7%
E-Commerce	8,9%
Hairstylist	4,7%
Herbalist shop	3,4%
Direct sales	2,8%
Beautician	1,6%



Increasing the market for **affordable products in pharmacies** makes it possible to reach all income brackets, by taking customers away from large-scale distribution in particular.

The importance of the TREND



When you look at these tables, you should notice the incredible difference in the growth trend of our products compared to our competitors. In markets where we are already leaders or hold leading positions, we continue to grow enormously.

This means that the market keeps going in a certain direction, our direction.

Official source: New Line Ricerche di Mercato benefit company, pharmacy channel Italy Volume sales.
Year ending on October 2024.

Reference Skincare and Make-up & Hygiene Markets Italy*

SHARE

TREND

*given for company

1. Clinicalfarma	8,3%	+43,3% ▲
2. Unifarco	7,6%	-1,6% ▼
3. Bionike	6,0%	-5,0% ▼
4. La Roche Posay	5,2%	+5,7% ▲
5. Avene	4,3%	-3,1% ▼
6. Euphidra	3,8%	-5,4% ▼
7. Rilastil	3,6%	-2,3% ▼
8. Vichy	2,8%	-11,4% ▼
9. Caudalie	2,7%	+21,2% ▲
10. Giuliani	2,3%	-8,2% ▼
Totale Mercato		+3.2% ▲



The advantages of pharmacy



Average receipt
increase



Customer
expansion



Minimum staff
commitment



No competition
at the top

LOVRÉN

Pharmacy market leader

Market Make-Up
+6,7% ▲

CLINICALFARMA
+40,9% ▲

VOLUME	QUOTA	TREND
1. Clinicalfarma	33%	+40,9% ▲
2. Bionike	12%	-3,3% ▼
3. Euphidra	9%	-4,0% ▼

FOCUS

Make-Up Eyes

Market overview

VOLUME	SHARE	TREND
1. Clinicalfarma	46%	+24,7% ▲
2. Euphidra	10%	+6,8% ▲
3. Mast Ind.	9%	-14,3% ▼
4. Rougj	9%	-13,9% ▼
5. Bionike	8%	+13,8% ▲
Total market		+5,2% ▲

VALORE	SHARE	TREND
1. Clinicalfarma	24%	+22,3% ▲
2. Euphidra	16%	+4,4% ▲
3. Bionike	15%	+15,8% ▲
4. Unifarco	8%	-5,3% ▼
5. Rougj	7%	-20,4% ▼
Total market		+2,7% ▲

Eyeliner Pencils

			SHARE	TREND
1.	LOVRÉN	P2 Black Pencil	9%	+10,6% ▲
2.	LOVRÉN	P1 Black Pencil	6%	+4,6% ▲
3.	LOVRÉN	P4 Brown Pencil	4%	+14,8% ▲
4.	LOVRÉN	P5 Green Pencil	4%	+8,9% ▲
5.	LOVRÉN	KK Kajal Pencil	3%	+214,1% ▲
6.	LOVRÉN	P3 Blue Pencil	3%	+4,7% ▲
7.	Trouss	Pencil Black Kajal	3%	-12,5% ▼

Best-selling
eye pencils
in pharmacies



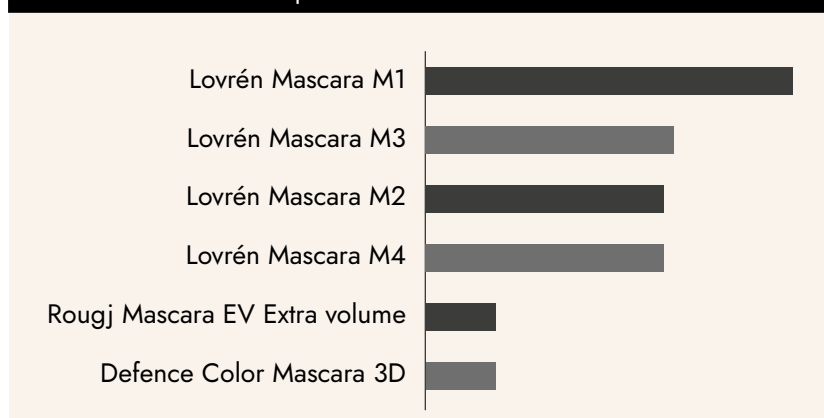
Mascara market trends

(aggregate brand)

1.	LOVRÉN	+23,0% ▲
2.	Rougj	-18,3% ▼
3.	Mast Industria Italiana	-16,9% ▼

Rank Mascara

più venduti in farmacia



Best-selling mascaras in pharmacy



market share
Italy 52%
France 43%
Spain 34%

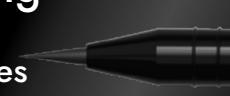
Eyeliner

SHARE

TREND

1.	LOVRÉN	E2 Intense Black	36%	+14% ▲
2.	Trouss	Make Up 11 Eyeliner	8%	-42,3% ▼
3.	Narika	Eyeliner Deep Black	7%	+76% ▲

Best-selling eyeliners in pharmacies



Anti-Ageing Face Creams*

SHARE

1.	LOVRÉN	V2 Time-Age Effect	2%
2.	LOVRÉN	Time-Age Gold	2%
3.	LOVRÉN	V3 Extreme-Lift Effect	1%
4.	LOVRÉN	V1 Hydra-Age Effect	1%
5.	CeraVe	Crema contorno occhi	1%
6.	Caudalie	Resveratrol-Lift	1%

Best-selling anti-ageing face creams in pharmacies

+32,2% ▲



*Mercato Crema Viso a marchio (no private label)

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Lovrén & Areaderma

*The secrets of **NATURE** become
the **FOUNDATIONS** of cosmetics*

For many products in its Skincare line, Lovrén launched a close collaboration with a true innovator in the research and development of natural cosmetic products that respect the environment.

Areaderma, founded in the early 1990s, has a history of passion, innovation and attention to detail. The company helps to elevate the Lovrén buying experience even further. The Lovrén/Areaderma collaboration began in 2019 and is the perfect union between brand and manufacturer: together they successfully integrate their knowledge to offer consumers safe, effective products for every need. Founded in 1992 under

the stairs of a local pharmacy, today Areaderma has over 80 employees and its excellence is known throughout Italy in the world of cosmetics. The company is based in Baselga di Pinè, among the mountains of Trentino, a region famous for its clean air, pure water and untouched nature. One of the key points of Areaderma's production is the plants used to create the cosmetics, the majority of which are organically grown without the use of any chemicals or harmful substances, just a short distance from the manufacturing facilities. These elements are the foundations of Areaderma's philosophy, which has always sought to use natural ingredients of staggeringly



SOME OF THE PUREST WATER IN EUROPE

Water is fundamental for a cosmetic product, making up at least 60% of its formulation. Areaderma uses the mountain water of Trentino, which is microbiologically controlled and safe, naturally sweet, light and pure. It has a neutral pH and the company's continuous analyses of its products have never found traces of nickel. This helps to make Areaderma cosmetics perfectly tolerated by all skin types. But that's not all! Most of the mineral water on the market has a conductivity between 100 and 700 $\mu\text{S}/\text{cm}$. According to current regulations (Italian Legislative Decree 31/2001), the conductivity value in water intended for human consumption must not exceed 2500 $\mu\text{S}/\text{cm}$. The water that flows down to Baselga di Pinè has a value of approximately 20 $\mu\text{S}/\text{cm}$: one of the purest in Europe!



high quality, combining the force of nature with scientific innovation. The Lovrén/Areaderma partnership is a perfect union of expertise and shared values. Both companies centre their work around the quality of ingredients, sustainability and innovation. Thanks to its in-depth knowledge of dermocosmetic formulations and its ability to select and use raw materials of extremely high quality, Areaderma provides Lovrén with face creams and serums for each of its skincare lines. These products are the result of meticulous research and each formula is designed to respond to specific skin needs, while ensuring efficacy, safety and well-being.

*With Areaderma **Lovrén** is able to offer treatments that respond to the **needs of customers** who are increasingly **mindful and informed**, who want to take care of their skin with **natural and high-quality products**. A friendship that looks to the future with the certainty of continuous **innovation**, always with respect for the fundamental values of **quality, safety and sustainability**.*

LOVRÉN *and* CONFALONIERI *Two Italian pioneers*



To manufacture its wood make-up pencils, Lovrén chose an internationally prominent partner, synonymous with quality and extremely high production standards: Confalonieri Matite.

Confalonieri is an Italian company that specialises in make-up pencils made exclusively from wood (California cedar). Based in Gordona, Valchiavenna, it is the only company in Italy to make a 100% Made in Italy product. Active for over 50 years in the production of very high-quality wood make-

up pencils for eyes, lips, eyebrows and the face with the best performance possible, Confalonieri has always sought to anticipate trends and

offer innovative formulas and products centred around sustainability.

The company's roots date back to 1897, when Guido Confalonieri, the grandfather of the current owner, decided to open a printing shop in Chiavenna, a small town in the heart of the Alps, near Switzerland. A few years later, by using the energy generated by the Mera River, he opened





partnership
WITH A COMPANY OF
great esteem
AND GLOBAL RECOGNITION

a company for chalk used in schools, tailors and billiards. It was not until 1929 that he began making other objects for schools: together with son Ferdinando and grandson Guido Carnazza, the company began making colour crayons and graphite pencils.

In 1960, production expanded to the cosmetics sector, specialising a few years later in pencils under the watchful eye of Elisabetta Gallese and her son Luca Confalonieri, who had led the company for decades with extraordinary results.

Confalonieri believes in nature, sustainability and quality materials. This is why the company has always respected the environment, even before the ecological buzz. Its head offices were built as per GMP (Good Manufacturing Practices), thanks to which it achieved ISO 22176 GMP certification, joined by other important awards for management of the FSC chain of custody for PEFC certified wood as well as its environmentally sustainable formulations, thanks to which it received ECOCERT, NATRUE and COSMOS certifications.



Alessio Baldaccini and Diego Gulli with Luca Confalonieri, the company owner.

Eyeliners pencils are some of Lovrén's bestsellers, with millions sold each year. The reason for this success is undoubtedly the partnership with a company of such great esteem and international recognition. Despite the complex production process, the pencils have maintained a very low cost.

This is how Lovrén manages to offer its customers a product of unsurpassed quality at just €2.99, while successfully meeting business sustainability parameters and **beating the belief that "high quality = high price"**.

Lovrén attends COSMOFARMA

11 | 12 | 13

APRIL 2025

Cosmofarma is the leading pharmaceutical sector event in Europe and an unmissable date in the calendar for innovation and development of new pharmacy products.

The 2025 edition will take place from 11 to 13 April at BolognaFiere and will play host to companies, experts and sector operators from across the world to promote new business opportunities, address market trends and present the latest developments in healthcare and beauty.

Lovrén has attended Cosmofarma since 2022. Its fourth anniversary will feature a unique stand that promises to take everyone's breath away.



EDITION
2022



EDITION
2023



EDITION
2024

To mark the occasion, it will once again take part in the Best Stand competition, consolidating its reputation as a high-impact exhibitor. The Lovrén stand will feature a design that combines elegance and cosmetics, with Gothic elements inspired by the

city of Genoa and chic details from interior design, creating an elevated and distinctive atmosphere.

The brand's participation confirms its commitment to be a benchmark for cosmetics in the pharmaceutical sector.

**Fourth anniversary at
Cosmofarma with the promise
of a jaw-dropping stand.**

*watch the video for
COSMOFARMA 2024*



 *Don't miss these upcoming events*



📍 BARCELONA
(Spagna)

25 - 27 March
2025



📍 BOLOGNA
(Italia)

11 - 13 April
2025



📍 ISTANBUL
(Turquía)

08 - 10 May
2025



📍 DUBAI
(UAE)

27 - 29 October
2025

ELEGANT *and* FUNCTIONAL

*new displays for
pharmacies*



Official source: New Line Ricerche di Mercato benefit company, pharmacy channel Italy Volume sales. Year ending on October 2024.

Lovrén has no intention of stopping its growth: with +43,3% in volume and +47,7% in value, the brand holds the leadership in the make-up market, with extraordinary and never-before-seen numbers in the pharmacy sector. And now, the brand wants to focus everything on its main sector - make-up - to further boost the market. With spring just around the corner, the new display will be presented to pharmacies: this will give pharmacists the opportunity to renew the product layout, optimising space and giving the shop a fresh and elegant look. The new, more logical and intuitive product layout will help optimise spaces in the pharmacy, and guide customers towards a new and enveloping shopping experience.

Lovrén has always good at making the impulse buying phase quicker and more appealing: with the new display, despite the extra items, it will be even easier and more immediate to find the product best suited to everyone's needs. Also, there will be no excessive waste, as the company has managed to carry out this tiny yet great revolution on the same displays used until now (where all couvettes will be changed, except the boules). Of course, the outer plate will also remain, with the over-the-counter support that has characterised





Lovrén's pharmacy display since 2021. Indeed, with the magnetic plates allow rotating the display plates on the counter display, in order to always have one in the cash register hot spot, and another 6 (+3 boules) on the display! The line will also be completed, by offering a series of new products that will enable loyal consumers to find even more day and night beauty items at the pharmacy. Indeed, Lovrén wishes to continue to build the loyalty of its valued customers, who increasingly see the pharmacy as a new reference point for purchasing make-up and skincare products at affordable prices, without compromising on the quality of the raw materials. The pharmacy remains a crucial channel in driving first purchases and bringing new customers to the brand. And quality does the rest, creating true 'addicts' who can't wait to try all the other products in the range.

Find out more on page 130



ANOTHER REVOLUTION!

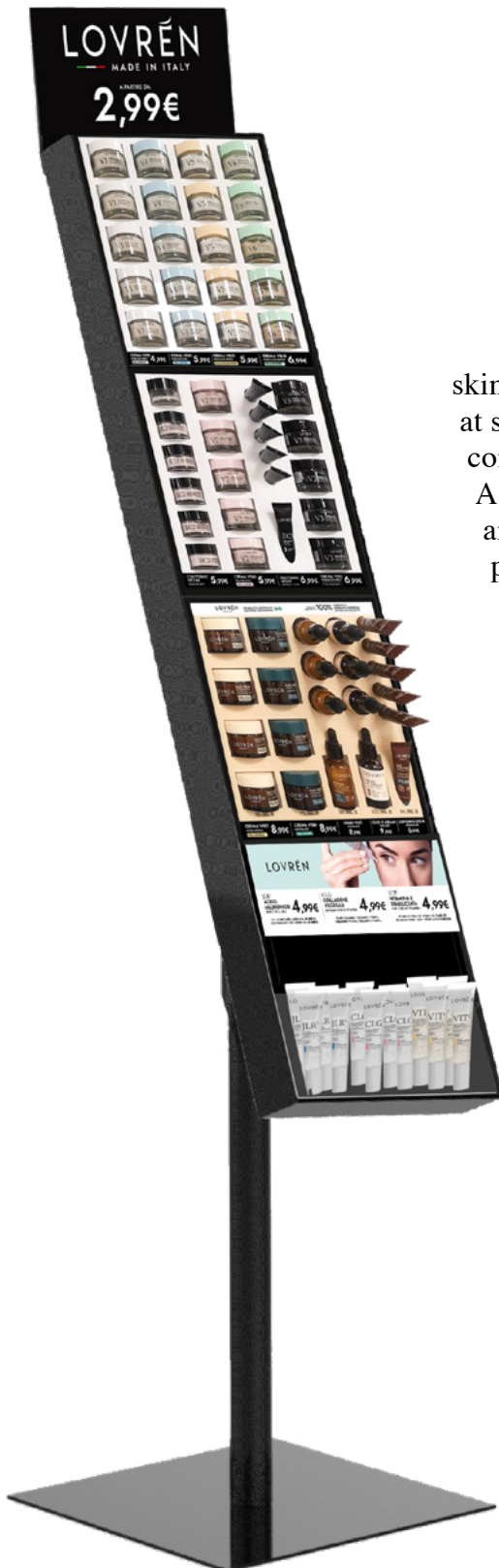
*We're optimising space
and increasing sell-out!*



Isola Skincare Design

Another Lovrén revolution is ready to take the world of pharmacy by storm. The Genoa-based company, already known for its innovative sales solutions, announces the arrival of the new “**skincare islands**”, ready to maximise the impulse to buy and to revolutionise display spaces. Since 2021, Lovrén has made waves with its innovative “**General Seller**” display stands (not to be confused with the traditional “general tester” displays for testers only), which over the years have transformed the concept of autonomous sales in pharmacies. What’s more, the innovation of the magnetic plate with the counter display has made it possible to rotate every product family, at the pharmacist’s discretion, near the cash register.

The success of the **General Seller** was then followed by the well-known “Lovrén tower”, a slimline and effective model that carved out a new path for the sector, allowing for a more flexible display while maintaining the same range of products. The make-up towers can even be placed in two focal points of the pharmacy or side by side, for the best possible solution, with the addition of a third skincare tower that fully immerses the consumer in the Lovrén world in one dedicated area.



“An entire Skincare line in under one square metre.”

But the real **changes will come in 2025** and will involve the skincare products: a unique display designed to be positioned at strategic points, such as close to the cash register, capable of concentrating an entire skincare line in under one square metre. A solution that combines modern design, space optimisation and an irresistible appeal to customers, even those less likely to purchase beauty products from a pharmacy.

The concept came from observing the best spontaneous practices in certain pharmacies that had trialled similar solutions with extraordinary results. Lovrén reinterpreted this insight into a project that promises to start a **new chapter** in retail sales.

The first tests have already recorded an exponential increase in sales, convincing the company to invest more and to collaborate with pharmacists to achieve new targets. The objective is clear: the pharmacy becomes a point of reference for beauty customers, attracting new buyers and increasing profitability with no extra burden

on staff. With the 2025 skincare island, Lovrén is a pioneer of a more modern, functional and forward-looking pharmacy. A small revolution that will change the face of pharmacy retail!

For more details, ask your agent.



With Lovrén, the pharmacy will be the point of reference for new customers once again!

Find out more on pages 140 and 144

lovrén SUPERB

LOVRÉN
SUPERB

The COSMETIC performance you have been waiting for

Beauty has never been so accessible with such high performance. Lovrén presents the restyling of the Superb line, an exclusive make-up and skincare range that brings the excellence of professional treatments directly to pharmacies. Products of staggeringly high quality, formulated with select ingredients – at low prices.

In addition to the packaging restyling, which is now more elegant and colourful, the brand added new products to the range, expanding the offer with innovative products for each skincare step.



From cleansing treatments, such as the Soft&Sensitive Soothing Two-Phase Make-up Remover and the Hydra&Pure Make-up Remover Gel Oil, ideal for gently removing make-up even from the most sensitive skin, to targeted treatments such as night creams and neck creams, the Lifting Eye Contour, the Face Dry Oil and the Face Exfoliant for bright and regenerated skin. The Superb line is designed to meet the needs of all skincare types: from extremely dry and dehydrated to sensitive and more delicate, to mature skin with anti-ageing needs. Each product is formulated to guarantee deep treatment with visible, long-lasting results. This genuine beauty experience transforms the daily routine into a regenerative ritual. To counter dehydration, the brand developed ultra-hydrating and brightening creams and serums that deeply nourish the skin, restoring softness, elasticity and natural brightness. Oils, the true must-haves of a complete skincare routine, stand out for their formulations rich in natural ingredients like argan, jojoba and rosehip. These treatments nourish without being heavy on the skin, allowing it to bounce back, look toned and regenerated, even in delicate areas like the neck, chest and eye contour. For those looking for anti-ageing properties, the Superb line offers treatments with powerful active ingredients like peptides, vitamin C and hyaluronic acid, which are ideal for stimulating collagen production, visibly reducing wrinkles and improving skin texture.

With Superb, Lovrén has made extremely high-quality skincare accessible, the result of a careful selection of natural and safe ingredients that are suitable for even the most sensitive skin. The name, Superb, is no coincidence. It pays homage to Genoa, the capital of Liguria and home to the brand. Thanks to its history and beauty, the city was nicknamed “Superba” by the poet Francis Petrarch.

“The brand has a clear philosophy: to create high-performance products that respect the skin, because every woman deserves to feel Superb every day, without compromise”.

Secret Flower

In the world of skincare, the search for effective products that are kind to the skin and the environment is a growing priority.

Some of the brand’s most interesting innovations include Secret Flower, a dry face oil that combines natural ingredients and a surprisingly light texture. This product is an ideal solution for those who want to take care of their skin gently, without compromising on visible results.

The product is based on a rich and targeted formula. Rosehip oil, known for its regenerative properties, stimulates the skin’s natural repair processes.

The formula also contains Marula oil, known for its high content of antioxidants, which are fundamental in the fight against signs of ageing and equally suited to the most sensitive skin.

The true power of Secret Flower lies in its dry, satin-like finish: its light texture is absorbed quickly by the skin, without leaving oily residues or blocking the pores. This makes it a perfect nourishing oil that is lightweight, great for daily use or after nighttime cleansing. The oil does not contain any colours, silicones, paraffin, microplastics, SLES/SLS or PEG. It also follows a cruelty-free philosophy and does not contain any animal products or by-products. Secret Flower by Lovrén is more than just a face oil: it is a valuable friend for nourished, luminous and protected skin, which meets the needs of authentic and mindful beauty.



**97%
NATURAL
ORIGIN**

Cornflower Extract^[KM O]
Immortelle Petals
Jojoba Oil^[ORG]
Almond Oil^[ORG]
Rosehip Oil^[ORG]
Avocado Oil
Marula Oil
Grape Seed Oil



MAKE-UP

LOVRÉN



Try the
**BEST-SELLING
MASCARAS**
in Italy*



*Official source: New Line Ricerche di Mercato benefit company, pharmacy channel Italy Volume sales. Year ending on June 2024.



M1 BLACK MASCARA 10ml EXTREME VOLUME

*Full bristle brush for **thick lashes** from roots to tips.
Contains natural waxes.*

- ✓ SUPER INTENSE VOLUME EFFECT
- ✓ CREAMY TEXTURE
- ✓ CYLINDRICAL BRUSH

3,99€

cod: LM1
8058253230202
96+ PIECES



PRODUCT DATA SHEET



M2 BLACK MASCARA 10ml LONG EXPERIENCE

*Half-moon brush for **increased natural curvature**.
It contains film-formers and polymers.*

- ✓ ELONGATING EFFECT
- ✓ STRUCTURED TEXTURE
- ✓ CURVED BRUSH

3,99€

cod: LM2
8058253230219
96+ PIECES



PRODUCT DATA SHEET



M3 BLACK MASCARA 10ml VOLUME DEFINER

*Hourglass brush for **smudge-free volume increase**.*

- ✓ VOLUME AND DEFINED EFFECT
- ✓ MODELLING TEXTURE
- ✓ HOURGLASS BRUSH

3,99€

cod: LM3
8058253232206
96+ PIECES



PRODUCT DATA SHEET



M4 BLACK MASCARA 9ml BLACK INFINITY

*Cone-shaped brush to **define lashes one by one, making them thicker** for a sharp, thick and chic look.*

- ✓ FALSE EYELASH EFFECT
- ✓ BUILDABLE TEXTURE
- ✓ CONICAL BRUSH

3,99€

cod: LM4
8058253235436
96+ PIECES



PRODUCT DATA SHEET



M5 BLACK MASCARA 9ml WATERPROOF EFFECT

*Defines, lengthens and boosts volume without smears.
It contains silicone resins, polymers, waxes and oils that
create a flexible, long-lasting coating.*

- ✓ LONG-LASTING VOLUME
- ✓ WATERPROOF TEXTURE
- ✓ PROPELLER BRUSH

3,99€

cod: LM5
8058253238680
48• PIECES



PRODUCT DATA
SHEET



M6 BLACK MASCARA 9ml LIMITLESS EXTENSION-CURL

*High-precision ergonomic brush for a lengthening and curling effect
without sacrificing volume.*

- ✓ LENGTHENING CURLING EFFECT
- ✓ TEXTURA MODULABLE
- ✓ ERGONOMIC CURVED BRUSH

3,99€

cod: LM6
8054040061288
48• PIECES



PRODUCT DATA
SHEET

NEW

MAKE-UP Mascara



COUNTER DISPLAY
20x13x20 cm



SHOP WINDOW SIGN
60x90 cm



P1 BLACK HARD EYE PENCIL

Smooth texture with a precise stroke, for a make-up enhancing effect. Strong pigmentation and long-lasting definition. Pencil made with an extrusion technique to be used both as Kohl and as eyeliner.

83% NATURAL ORIGIN

- ✓ MACADAMIA OIL Softening
- ✓ GAMMA ORYZANOL Antioxidant

2.99€

code: LP1
8058253230295
24 PIECES



PRODUCT DATA SHEET



P2 BLACK SOFT EYE PENCIL

Creamy texture with excellent coverage. Use it as an eyeliner to define the eyes, or blend it in for a smokey eye.

100% NATURAL ORIGIN

- ✓ JOJOBA OIL^{BIO} Moisturising
- ✓ GAMMA ORYZANOL Antioxidant
- ✓ MELTING WAXES Restructuring

2.99€

code: LP2
8058253230301
24 PIECES



PRODUCT DATA SHEET



KK KAJAL PENCIL BLACK KHÔL

Incredibly soft and creamy texture. Formulated with innovative safe pigments for excellent colour release with just one application.

100% NATURAL ORIGIN

- ✓ COCONUT OIL^{BIO} Nourishing

3.99€

code: LKK1
8058253235603
24 PIECES



PRODUCT DATA SHEET



E2 INTENSE BLACK EYELINER

Black eyeliner made with ingredients with softening, regenerating and antioxidant effects. It guarantees a graphic and precise make-up, without smudges.

- ✓ WATER RESISTANT
- ✓ ULTRA-PRECISE STROKE

3.99€

code: LE2
8058253230998
48 PIECES



PRODUCT DATA SHEET



P3-P5 COLOURED EYE PENCILS

2.99€

24+ PIECES

*Highly blendable soft texture with good colour release.
It can be used on both the inner and outer rim of the eye for a look full of colour.*

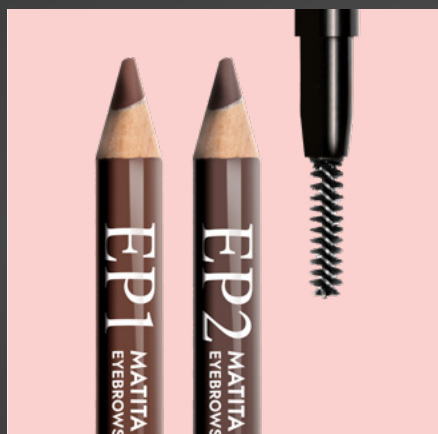
95% NATURAL ORIGIN

- ✓ BEES WAX^{BIO} Restructuring
- ✓ VITAMIN E Antioxidant

- BLUE
code: LP3
8058253230318
- BROWN
code: LP4
8058253230325
- GREEN
code: LP5
8058253230332



PRODUCT DATA SHEET



EP EYEBROWS PENCILS

4.99€

24+ PIECES

Texture with a precise and defined stroke, and excellent product release to fill in the eyebrows and redesign them flawlessly.

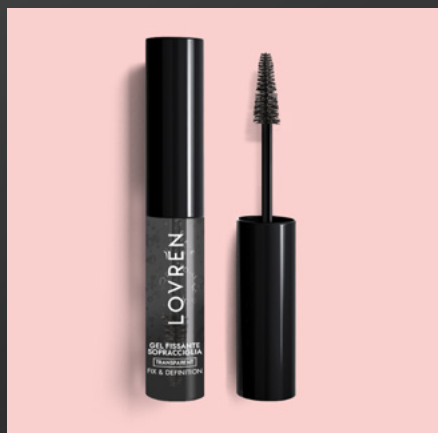
99% NATURAL ORIGIN

- ✓ COCONUT OIL^{BIO} Nourishing
- ✓ GAMMA ORYZANOL Antioxidant

- BROWN
code: LEP1
8058253232589
- TAUPE
code: LEP2
8058253232596



PRODUCT DATA SHEET



EM1 EYEBROW FIXATIVE GEL TRANSPARENT FIX & DEFINITION

4.99€

code: LEM1
8058253239854
24+ PIECES

*Transparent mascara: combs, fixes and gives shape and shine to the eyebrows. Lightweight and non-sticky, it is perfect on its own or as a top coat on coloured products.
Quickly absorbed: soft, weightless eyebrows.*

86% NATURAL ORIGIN

- ✓ PANTHENOL Soothing and regenerating
- ✓ POLYMERS Fixative and film-forming
- ✓ HUMECTANTS Softening effect



PRODUCT DATA SHEET

MAKE-UP Eye make-up



EYE MAKE-UP
DISPLAY
30x24x27 cm



KK KOHL
DISPLAY
10x15x18 cm



EYE BROWS
DISPLAY
15x24x20 cm



HP1-HP5 LONG LASTING 24H EYE PENCILS

3.99€

Semi-soft eye pencils. Precise and even strokes to maximise the power of your eyes, and make them intense and magnetic. Easy to blend.

code: LHP1-LHP2
24 PIECES
code: LHP3-LHP5
24+ PIECES

- ✓ JOJOBA OIL Moisturising and elasticising
- ✓ NATURAL WAX Texture and creaminess
- ✓ GAMMA ORYZANOL Antioxidant
- ✓ SPHERICAL SILICA Soft focus effect

BLACK
code: LHP1
8058253239762

METALLIC GREY
code: LHP2
8058253239779

METALLIC BLUE
code: LHP3
8058253239786

METALLIC BROWN
code: LHP4
8058253239793

METALLIC GREEN
code: LHP5
8058253239809



PRODUCT DATA SHEET



E3 BLACK EYELINER WATERPROOF 24H

5.99€

Ideal for creating pigmented lines. Thanks to its formula enriched with a tripeptide, it has a regenerating and strengthening effect on the lashes, making them naturally longer and thicker.

code: LE3
8058253239755
24+ PIECES

- ✓ SENEGAL ACACIA GUM Moisturising and elasticising
- ✓ FILM-FORMING AGENT Water-repellent effect
- ✓ TRIPEPTIDE helps lashes appear longer, thicker and stronger, promoting growth and resistance



PRODUCT DATA SHEET



SHARPENER 2IN1 DOUBLE HOLE **2.99€**

Professional double-hole sharpener with container to ensure the best performance of the pencil tip. Made in Germany stainless steel blade, guarantees high-quality sharpness.

- ✓ STEEL BLADE
- ✓ DOUBLE HOLE
- ✓ CONTAINER

code: LTEMP01
8058253235085
20 PIECES



PRODUCT DATA SHEET



LONG LASTING
EYE MAKE-UP
DISPLAY

30x24x27 cm



MAKE-UP Long Lasting eye make-up

NEW

Waterproof
formula
tested up to 24H



PR2 EYE PRIMER 5ml NATURAL FIX NUDE

5.99€

code: LPR2
8054040060205
12• PIECES

A light eye primer with a **fluid and creamy texture** that blends perfectly, laying the foundations for **flawless make-up**. Enriched with **volatile and film-forming oils**, it creates the **perfect base** for eyeshadow, providing a **matt finish**, and leaving the eyelids fresh and rejuvenated.

Apply directly to the eyelids and blend in with your fingertips or a soft brush.

- ✓ HYALURONIC ACID SPHERES Long-lasting moisturisers
- ✓ ACMELEA FLOWER EXTRACT Counteracts wrinkles and sagging for a firming and tensor effect
- ✓ SHEA OIL Softening and elasticising



PRODUCT DATA SHEET



OML LIQUID EYESHADOW 3ml LONG LASTING

6.99€

12• PIECES

Combination of a transparent and adherent base. Applied on the eyelid, it releases a **pleasantly cool sensation**. It glides perfectly and **sets quickly**, for an intense metallic and pearly result. Its ultra-elastic texture creates a thin film on the skin for a **long-lasting result**.

- ✓ HIGH WATER CONTENT Refreshing effect
- ✓ THICKENING EFFECT Gel texture
- ✓ HIGH PERCENTAGE OF PEARLS Satin or glitter effect



CHAMPAGNE
cod: LOML1
8058253239885



SHINY BRONZE
cod: LOML2
8058253239892



SATIN GREY
cod: LOML3
8058253239908



PRODUCT DATA SHEET



LIQUID EYESHADOW DISPLAY

20x20x26 cm



EYESHADOW PALETTES

4 COLOURS

9.90€

12• PIECES

Powder eyeshadows *easy to apply and blend*, ideal for achieving different degrees of intensity and *perfect smokey eye looks*. *Soft texture*, highly pigmented, and excellent adherence without a trace of fall-out.

- ✓ SILICA Light and silky
- ✓ VITAMIN E Antioxidant
- ✓ MICA POWDER Radiance



**Deep
Sunset**

code: LOM3
8058253239861



code: LOM4
8058253239878



PRODUCT DATA SHEET



OMP EYE SHADOW PENCIL

GLITTER EFFECT

5.99€

12• PIECES

Creamy, emollient and highly blendable texture. Line characterised by an excellent, highly opaque colour performance.

100% NATURAL ORIGIN

- ✓ COCONUT OIL ^{BIO} Nourishing



PLATINUM
cod: LOMP1
8058253235573



BRONZE
cod: LOMP2
8058253235580



ROSA ANTICO
cod: LOMP3
8058253235597



PRODUCT DATA SHEET

MAKE-UP Eyeshadows



EYESHADOW STICK DISPLAY

20x20x26 cm



F1-F4 FOUNDATION 25ml

6.99€

12* PIECES

Moisturising foundation with a soft texture. Once applied, it becomes like a second skin, with a healthy, natural appearance. Spherical powders for soft-focus effect.

✓ HYALURONIC ACID Anti-Age



LIGHT
code: LF122
8058253233197



BEIGE
code: LF222
8058253233203



MEDIUM
code: LF322
8058253233210



TAN
code: LF422
8058253233227



PRODUCT DATA SHEET



BB1-BB2 BB CREAM 25ml

3.99€

12* PIECES

A light, moisturising texture with hyaluronic acid, it evens out and perfects the complexion thanks to micro-encapsulated mica pigments.

7 EFFECTS

- ✓ COLOURS
- ✓ PERFECTS
- ✓ ANTIOXIDANT
- ✓ EVENS OUT
- ✓ BRIGHTENS
- ✓ PROTECTS
- ✓ MOISTURISES



MEDIUM
code: LBB122
8058253233234



MEDIUM DARK
code: LBB222
8058253233241



PRODUCT DATA SHEET



PR FACE PRIMER 20ml

6.99€

code: LPR1

8058253235528

12* PIECES

Make-up base with an ultra-flowing, long-lasting formula. Mitigates overly pink complexions and brightens light complexions. Ideal also on the eyelids to even out the complexion and prepare it for make-up application.

- ✓ CROSSPOLYMERS Durable comfort
- ✓ BRANCHED WAX Ultra-light sensation



TRANSPARENT-MATT ⌚ LONG LASTING EFFECT



PRODUCT DATA SHEET



BB CREAM
DISPLAY
20x20x20 cm



PRIMER
DISPLAY
20x20x25 cm



CR LIQUID CONCEALER 4.5 ML

Concealer for **buildable coverage** with a **fluid, soft, light and quick-drying formula**.

Soft-focus effect: corrects dark circles and imperfections, while giving a **natural effect**.

- ✓ RED BLUEBERRY Antioxidant
- ✓ SUGAR MIX Velvety effect
- ✓ VOLATILE OILS Fast drying

6.99€

24+ PIECES



MEDIUM
code: LCR1
8058253232602



MEDIUM DARK
code: LCR2
8058253232619



PRODUCT DATA SHEET



CRP CONCEALER PENCIL

Creamy, emollient and highly blendable texture. Line characterised by an excellent, highly opaque colour performance.

100% NATURAL ORIGIN

- ✓ COCONUT OIL^{BIO} Nourishing
- ✓ VITAMIN E Restructuring
- ✓ GAMMA ORYZANOL Antioxidant
- ✓ SPHERICAL SILICA Soft-focus effect

5.99€

12+ PIECES



MEDIUM-LIGHT
code: LCRP1
8058253235542



MEDIUM
code: LCRP2
8058253235559



PRODUCT DATA SHEET



CD CONCEALER PENCIL 2IN1 IMPERFECTIONS AND DARK CIRCLES

2in1 concealer pencil with **anhydrous hyaluronic acid microspheres** and **anti-ageing filling action**.

100% NATURAL ORIGIN

- ✓ COCONUT OIL^{BIO} Nourishing
- ✓ VITAMIN E Restructuring
- ✓ GAMMA ORYZANOL Antioxidant

- Dark circles and skin spots
- Imperfections and capillaries

6.99€

code: LCD
8058253235566

12+ PIECES



PRODUCT DATA SHEET



CONCEALERS DISPLAY

26x20x20 cm



T1 NATURAL BRONZE BRONZING POWDER

GLITTER

6.99€

code: LT1
8058253231094
12• PIECES

Compact powder bronzer with reflective pearls to emphasise the glowing effect. The fine, silky texture allows the colour to blend completely into the skin, resulting in an extremely natural, sun-kissed effect.

- ✓ REFLECTIVE PEARLS Glow effect
- ✓ FATTY ACIDS Moisturising
- ✓ COCONUT OIL Nourishing
- ✓ GLYCERINE Softening



PRODUCT
DATA SHEET



T2 POWER BRONZE BRONZING POWDER

6.99€

code: LT2
8058253231100
12• PIECES

A compact powder bronzer with a matt finish to add colour to the complexion and achieve a sculpting effect. The comfortable and ultra-light texture allows the colour to blend completely into the skin, for an extremely natural and even effect.

- ✓ FATTY ACIDS Moisturising
- ✓ COCONUT OIL Nourishing
- ✓ GLYCERINE Softening



PRODUCT
DATA SHEET



T3 NUDE BRONZE BRONZING POWDER

6.99€

code: LT3
8058253239823
12• PIECES

Soft and extremely easy to apply, for a perfect complexion all day long. Soft touch and easy to modulate, it adapts perfectly to your complexion for a luminous and natural effect.

- ✓ MICA POWDER For radiant skin



PRODUCT
DATA SHEET



H1 HIGHLIGHTER LIGHT & GLOW

6.99€

code: LH1
8058253231117
12• PIECES

Illuminating compact powder with a glow effect thanks to the presence of fine pearls with luminous reflections. Its fine, silky texture is easy to blend and has a universal colouring suitable for all complexions.

- ✓ MOTHER OF PEARL Glow effect
- ✓ FATTY ACIDS Moisturising
- ✓ COCONUT OIL Nourishing
- ✓ GLYCERINE Softening
- ✓ MICA Soft-focus effect



PRODUCT
DATA SHEET



CP1 FACE POWDER FIX & SHINE

6.99€

A *neutral-coloured* compact powder suitable for all complexions. It fixes make-up and is perfect for touch-ups during the day. *Thin, silky*, with *good coverage*, it mattifies the skin without drying out, making it appear *smoother*.

- ✓ FATTY ACIDS Moisturising
- ✓ COCONUT OIL Nourishing
- ✓ GLYCERINE Softening
- ✓ VITAMIN C Antioxidant

code: LCP1
805825323104
12• PIECES



PRODUCT
DATA SHEET



BL1 BLUSH COLOUR BOOSTER

6.99€

A compact powder blush with a *silky effect* to create a natural look with a *matt finish*.

It adheres perfectly to the skin, giving a '*Bonne Mine*' effect thanks to the presence of silica that smooths and *minimises facial imperfections*.

- ✓ SILICA Smoothing
- ✓ MICA Soft-focus effect

code: LBL1
805825323128
12• PIECES



PRODUCT
DATA SHEET



BL2 BLUSH INTENSE COLOUR

6.99€

Talc-based blush with an *extremely natural finish* for greater adhesion to the skin. The *modular texture* provides the right finish for every occasion.

- ✓ MICA POWDER For radiant skin

code: LBL2
8058253239830
12• PIECES



PRODUCT
DATA SHEET



HIGHLIGHTING BRONZERS
DISPLAY
30x25x27 cm



POWDER-BLUSH
DISPLAY
25x28x27 cm



R1-R7 LIPSTICK HYDRA-CREAMY

6.99€

12• PIECES

Full, radiant and moisturised lips.
Its **creamy, anti-ageing** formulation **nourishes** the lips
with natural ingredients.

- ✓ HYALURONIC ACID Anti-Age
- ✓ SHEA BUTTER Moisturising
- ✓ VITAMIN E Antioxidant



NUDE
cod: LR1C
8058253231001



ROSA NOTTE
cod: LR2C
8058253231018



ROSSO INTENSO
cod: LR3C
8058253231025



CILIEGIA
cod: LR4C
8058253236167



MAGNOLIA
cod: LR5C
8058253236174



BORDEAUX NEW
cod: LR7M
8054040060564



PRODUCT DATA SHEET



R1-R7 LIPSTICK 3ml LIQUID-MATT

6.99€

12• PIECES

Long-lasting matt liquid lipstick with a **no-transfer** effect.
It dries quickly, does not smudge and does not dry out the lips.

LONG LASTING EFFECT - NO TRANSFER

- ✓ HYALURONIC ACID Anti-Age
- ✓ AVOCADO OIL Antioxidant



NUDE
cod: LR1M
8058253231032



ROSA NOTTE
cod: LR2M
8058253231049



ROSSO INTENSO
cod: LR3M
8058253231056



CILIEGIA
cod: LR4M
8058253236198



MAGNOLIA
cod: LR5M
8058253236204



BORDEAUX NEW
cod: LR7M
8058253235405



PRODUCT DATA SHEET



LP1-LP7 COLOURED LIP PENCILS

3.99€

24• PIECES

Creamy texture to **define and nourish** the lips.
It draws the contour without smudging, with excellent colour
release. It can also be used as a filler.

- ✓ COCONUT OIL ^{BIO} Nourishing
- ✓ VITAMIN E Antioxidant



NUDE
cod: LLP1
8058253231063



ROSA NOTTE
cod: LLP2
8058253231070



ROSSO INTENSO
cod: LLP3
8058253231087



CILIEGIA
cod: LLP4
8058253236532



MAGNOLIA
cod: LLP5
8058253236549



BORDEAUX NEW
cod: LLP7
8054040060311



PRODUCT DATA SHEET



RP1-RP6 LONG LASTING LIPSTICK PENCIL

6.99€

12+ PIECES

*Long-lasting jumbo pencil lipstick with a satin **matt finish** and **sensory texture**. It glides pleasantly over the lips, enveloping them in a veil of intense colour. Formulated **without mineral oils**, it contains a film-forming agent that ensures hold and full comfort on the lips, without drying them out.*

✓ **HYALURONIC ACID SPHERES** Moisturising and softening



NUDE
cod: LRP1
8058253239687



IBISCO
cod: LRP2
8058253239694



MALVA
cod: LRP3
8058253239700



CHERMES
cod: LRP4
8058253239717



LAMPONE
cod: LRP5
8058253239724



BORGOGNA
cod: LRP6
8058253239731



PRODUCT
DATA SHEET



JUMBO SHARPENER PROFESSIONAL

2.99€

code: LTEMP02
8054040060359

20 PIECES

*12 mm diameter pencil sharpener with base and lid for **collecting chips** and equipped with blade cleaning rod. The sharpener has **special blades** for **plastic pencils**.*

A rounded tip is achieved with the double blade.

- ✓ **STEEL BLADE**
- ✓ **CONTAINER**
- ✓ **DESIGNED FOR PLASTIC PENCILS**



PRODUCT
DATA SHEET

MAKE-UP Lip make-up



LIP PENCILS
DISPLAY
20x25x25 cm



LIPSTICK
DISPLAY
20x25x25 cm



LIPSTICK PENCILS
DISPLAY
25x25x25 cm



LB1-LB3 LIP STICK BALM COLOUR BOOST

6.99€

12+ PIECES

*Light and gentle texture, it provides an **immediate** feeling of **comfort** right from the first application, leaving your lips soft and protected.*

***Luminous and natural** finish, with lasting comfort, **protective** action and high **softness**. A range of mouth-watering nude and pink colours become the must-have product for **soft lips** with a **sheer & shine** effect.*

- ✓ VITAMIN E Antioxidant
- ✓ COCOA BUTTER Softening
- ✓ SHEA BUTTER Elasticising

NUDE
code: LLB1
8054040060328

RUBINO
code: LLB2
8054040060335

FUCSIA
code: LLB3
8054040060342



PRODUCT DATA SHEET



GL1 LIP GLOSS NUDE - PLUMP

6.99€

code: LGL1
8058253239915

24+ PIECES

*Gloss with a volume boosting and moisturising effect that makes the **lipsoft**, **smooth** and **plump**. Once applied, it releases a **fresh**, tingling sensation.*

*It contains a complex of active ingredients with a **plumping** and volume-boosting **action** that enhance the lips appearance and improve their natural colour.*

- ✓ SOFTENING OILS Softness
- ✓ FILM-FORMING POLYMER for good adhesion to the lips
- ✓ SENSORY AGENT Refreshing effect
- ✓ VITAMIN E Antioxidant



PRODUCT DATA SHEET



LIP STICK BALM
DISPLAY
20x15x20 cm



LIP GLOSS
DISPLAY
15x15x20 cm



LIP PLUMP BALM
& LIP PEELING
DISPLAY
10x15x20 cm



LIP SCRUB & LIP MASK
DISPLAY
10x15x20 cm



LIP PEELING ACTIVE

EXFOLIATING LIP TREATMENT

*Lip peeling with a **gentle texture**, formulated to gently smooth out and promote **cell renewal**. Ideal for removing peels and cracks. Apply, wait for 10 minutes, then remove with a simple circular massage. Your lips will immediately appear **smooth** and **velvety**.*

- ✓ GLUCONOLACTONE Gentle exfoliator
- ✓ GRAPEFRUIT EXTRACT Cell renewer
- ✓ HYALURONIC ACID Deep moisturising effect

9.90€

code: LSUPLPE
8058253239113
16+ PIECES



PRODUCT DATA SHEET



LIP PLUMP BALM

LIP VOLUME-BOOSTING TREATMENT

*Volume-boosting lip balm with a **creamy, soft texture**. Its formula, rich in excipients with a high **nourishing** and **plumping power**, gives more volume thanks to the presence of a resin that increases the adipocyte size. It contains a mix of plant-based oils that provide an immediate and long-term **plumping effect**.*

- ✓ ADIPOCYTES-BOOSTER RESIN Anti-ageing and plumping
- ✓ HYALURONIC ACID Deep moisturising effect
- ✓ CERAMIDE Elasticising and protective

9.90€

code: LSUPLPB
8058253239120
16+ PIECES



PRODUCT DATA SHEET



MK1 LIP MASK

NIGHT REPAIR 10 ml

*A soft and gentle lip mask that gives a pleasant **feeling of care**. Helps to **regenerate chapped** and **damaged lips**. Use as needed for a **consistently excellent appearance**.*

- ✓ CASTOR OIL Protective action
- ✓ SHEA BUTTER Nourishing and skin restoring
- ✓ COCOA BUTTER Softening
- ✓ TOCOPHEROL Antioxidant
- ✓ BISABOOL Soothing and anti-inflammatory
- ✓ CERAMIDES Moisturising and elasticising

6.99€

code: LMK1
8058253239847
12+ PIECES



PRODUCT DATA SHEET



SL1 LIP SCRUB

SWEET EXFOLIANT 10 ml

***Soft** and **gentle** lip scrub. Easy to apply, it contains **natural exfoliating spheres** that remove dead cells and skin. Your lips will immediately regain a healthy and even appearance.*

- ✓ PERLITE Gentle mechanical mineral scrub
- ✓ SHEA BUTTER Nourishing and skin restoring
- ✓ SWEET ALMOND OIL Softening and refreshing
- ✓ TOCOPHEROL Antioxidant

6.99€

code: LSL1
8054040060441
12+ PIECES



PRODUCT DATA SHEET



PHA LIP FILLER

VOLUME DEFINER TRANSPARENT

5.99€

code: LPHA
8058253235610
12 PIECES

Transparent pencil with highly concentrated anhydrous hyaluronic acid microspheres for an anti-ageing filling action. Hydrogenated plant-based oils make the texture creamy and soft.

99% NATURAL ORIGIN

- ✓ COCONUT OIL^{BIO} Nourishing
- ✓ HYALURONIC ACID Anti-Age
- ✓ GAMMA ORYZANOL Antioxidant
- ✓ SPHERICAL SILICA Soft-focus effect



PRODUCT DATA SHEET



OL1 LIP OIL

3ml
NUDE-GLOSSY

6.99€

code: LOL1
8058253236242
24+ PIECES

Gently scented transparent coloured lip oil. An innovative **elixir** designed to protect the delicate structure of your lips, and make them **glossy without sticking**. It contains a special gelling agent that provides a **cushion texture**. It can be applied alone or over the lipstick.

- ✓ JOJOBA OIL Moisturising
- ✓ AVOCADO OIL Antioxidant
- ✓ ARGAN OIL Nourishing



NATURAL GLOSS EFFECT
TRANSPARENT TEXTURE



PRODUCT DATA SHEET



LIP OIL
DISPLAY
14x16x20 cm



LIP FILLER
DISPLAY
10x15x20 cm

Pampering your lips

A complex of oils with plumping effect to enhance the natural colour of your lips, while protecting them against aggressive agents and dryness. The cushion oily yet non-greasy texture combines the glowing radiance of a gloss with the comfort of an intense, nourishing treatment.



LOVREN

CLEANSING

LOVRÉN



the essential BEAUTY ROUTINE



1. Cleanse

Remove all impurities and make-up residues.



RECOMMENDED PRODUCTS: D1 Micellar Water - D2 Cleansing Milk - Make-up Remover Wipes



2. Exfoliate

Accelerate cell turnover, improving skin quality.



RECOMMENDED PRODUCTS: SV1 Face Scrub



3. Hydrate

Provide the skin with the substances it needs.



RECOMMENDED PRODUCTS: JLR Hyaluronic Acid - CLG Plant Collagen - VIT^C Vitamin C



4. Nourish

Ensure the correct water content to skin tissues.



RECOMMENDED PRODUCTS: V2 Time-Age Effect Face Cream - MV2 Time-Age Effect Face Mask



D1 MICELLAR WATER 100ml NO-RINSE

3.99€

*Soothing micellar water enriched with **chamomile extract**.
With one simple wipe, it gently removes impurities and make-up,
leaving the skin **clean** and **soft**.*

✓ CAMOMILE EXTRACT Soothing

✈ TRAVEL SIZE

code: LD1
8058253232275
24+ PIECES



PRODUCT
DATA SHEET



D2 CLEANSING MILK 100ml GENTLE

3.99€

*Rice oil **cleansing** milk formulated to gently **remove make-up** and
cleanse your face and **eyes**. Thanks to its **softening action**, it soothes
even the most sensitive skin.*

✓ RICE OIL Antioxidant

✈ TRAVEL SIZE

code: LD2
8058253232282
24+ PIECES



PRODUCT
DATA SHEET



D3 REVITALISING TONIC 100ml HYDRA-BOOSTER EFFECT

3.99€

*Facial tonic with **Pitaya extract**, **Witch Hazel Water** and **Glycolic Acid**.
Gives radiance and freshness. Suitable for all skin types. Use morning and
night, before applying make-up.*

✓ WITCH HAZEL WATER Firming

✈ TRAVEL SIZE

code: LD3
8058253235481
24+ PIECES



PRODUCT
DATA SHEET



SV1 FACE SCRUB 50ml PEELING EFFECT

3.99€

*Creamy texture for a gentle **peeling effect**, thanks to the presence
of **natural ingredients** with a delicate exfoliating action.*



- ✓ JOJOBA MICROSPHERES Softening
- ✓ ARGAN OIL Soothing
- ✓ SHEA BUTTER Elasticising

✈ TRAVEL SIZE

code: LSV1
8058253234590
24+ PIECES



PRODUCT
DATA SHEET



MAKE-UP REMOVAL WIPES 20pcs

2.99€

Special formula ideal for removing impurities and stubborn waterproof make-up in a single step. Gentle even around the eyes, they provide a moisturising and soothing effect. Suitable for all skin types.

- ✓ WATERPROOF MAKE-UP
- ✓ ROSE HIP OIL Anti-Age
- ✓ ALOE VERA EXTRACT Soothing
- ✓ CAMOMILE EXTRACT Soothing

code: LSALV48
8058253230899
96+ PIECES



PRODUCT DATA SHEET



SOLID SOAP 100g STRAWBERRIES & CHAMPAGNE

2.99€

Solid face, body and hand soap with an intense and unique fragrance. On contact with water, it turns into a light, creamy lather that leaves the skin soft and moisturised. Suitable for all skin types.

- ✓ PLANT-BASED ORIGIN
- ✓ WITHOUT ADDED COLOURING AGENTS
- ✓ PLASTIC-FREE
- ✓ RECYCLABLE BOX

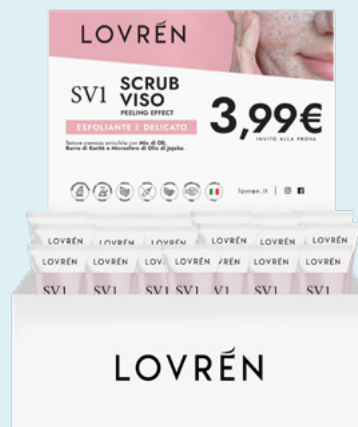
code: LSOAP01
8058253236327
48 PIECES



PRODUCT DATA SHEET



CLEANSING
DISPLAY
20x20x25 cm



SCRUBS
DISPLAY
20x20x25 cm



SKINCARE

LOVRÉN

SKIN TYPES



Normal

RECOMMENDED PRODUCT: *V1 Hydra-Age Effect Face Cream*



Mature

RECOMMENDED PRODUCT: *V2 Time-Age Effect Face Cream*



Loose

RECOMMENDED PRODUCT: *V3 Extreme-Lift Effect Face Cream*



Dry

RECOMMENDED PRODUCT: *V4 Hydra-Booster Effect Face Cream*



Combination/Oily

RECOMMENDED PRODUCT: *V5 Hydra-Pure Effect Face Cream*



Sensitive

RECOMMENDED PRODUCT: *V6 Hydra-Calm Effect Face Cream*





V1 HYDRA-AGE EFFECT 30ml FACE CREAM

NORMAL SKIN TYPES

Face cream with a **silky texture** that provides the skin with the right amount of moisture every day. Its **rich formula** deeply nourishes and combats the signs of ageing. Formulated with a **mix of natural oils**, Shea butter and vitamin E.



- ✓ HYALURONIC ACID Moisturising
- ✓ ROSE EXTRACT^{BIO} Antioxidant
- ✓ ALOE VERA JUICE^{BIO} Soothing
- ✓ JOJOBA OIL Softening

4.99€

code: LV1
8058253230271
48• PIECES



PRODUCT DATA SHEET



V2 TIME-AGE EFFECT 30ml FACE CREAM

MATURE SKIN

Revitalising and restorative **anti-ageing cream**. Its fast-absorbing silky texture combats the signs of ageing with a plumping effect. Formulated with a mix of natural oils that make the skin **firmer** and **shinier**.



- ✓ HYALURONIC ACID Moisturising
- ✓ APPLE STEM CELLS Anti-Age
- ✓ SHEA BUTTER Elasticising
- ✓ VITAMIN E Antioxidant

5.99€

code: LV2
8058253230479
48• PIECES



PRODUCT DATA SHEET



V3 EXTREME-LIFT EFFECT 30ml FACE CREAM

LOOSE SKIN

Ideal face cream for relaxed skin. The special **black gel texture** with vegetable charcoal is designed to **moisturise, plump, lift** and enhance beauty at any age.



- ✓ HYALURONIC ACID Moisturising
- ✓ ZIZYPHUS JUJUBA SEEDS Anti-Age
- ✓ ACETYL OCTAPEPTIDE-3 Immediate tensor

6.99€

code: LV3
8058253230486
48• PIECES



PRODUCT DATA SHEET



V4 HYDRA-BOOSTER 30ml FACE CREAM

DRY SKIN

Face cream with a **soft, velvety texture** for intense daily moisturising. **Nourishing** and **regenerating** action that makes the skin **radiant** while maintaining its natural hydrolipidic balance.



- ✓ HYALURONIC ACID Moisturising
- ✓ WITCH HAZEL EXTRACT^{BIO} Soothing
- ✓ ILLIPE BUTTER Elasticising
- ✓ SPIRULINA EXTRACT Regenerating

5.99€

code: LV4
8058253232572
48• PIECES



PRODUCT DATA SHEET



V5 HYDRA-PURE EFFECT 30ml FACE CREAM

COMBINATION/OILY SKIN

Face cream with a **rich, soft and fondant** texture. Enriched with a complex of active ingredients with sebum-regulating, **purifying** and **mattifying** action. It improves skin appearance tightening pores and counteracting shine due to excess sebum.



- ✓ WHITE WILLOW Sebum-regulating
- ✓ CORN STARCH Purifying
- ✓ FOMES OFFICINALIS Soothing
- ✓ ACTIVE PORE REDUCER Rebalancing

6.99€

code: LV5
8058253235450
24+ PIECES



PRODUCT DATA SHEET



V6 HYDRA-CALM EFFECT 30ml FACE CREAM

SENSITIVE SKIN

Soft and fresh transparent gel texture for **sensitive, dry, chapped and blotchy skin**. It makes the skin healthy-looking, by strengthening the vessel walls, and alleviating and **preventing redness**.



- ✓ OAT AND ALOE EXTRACT Soothing
- ✓ ALLANTOIN Calming
- ✓ RED ALGAE AND LACTOBACILLUS Anti-redness
- ✓ CERAMIDE COMPLEX 1-3-6 Elasticising

6.99€

code: LV6
8058253235467
24+ PIECES



PRODUCT DATA SHEET



COUNTER DISPLAY
35x25x25 cm



SHOP WINDOW SIGN
60x90 cm



JLR³ HYALURONIC ACID 15ml BIOMOLECULAR-3

Pure hyaluronic acid facial serum with three molecular weights: high, medium and low. It deeply **moisturises the skin**, increasing the firmness of tissues.

- ✓ PURE SERUM
- ✓ UNSCENTED
- ✓ ALLERGEN-FREE

4.99€

code: LJLR
8058253230516
24• PIECES



PRODUCT DATA SHEET



CLG PLANT-BASED COLLAGEN 15ml SUPREME CONCENTRATION

Naturally present in the skin, collagen decreases with age. This face serum is formulated to make the skin **firm** and **elastic**, counteracting sagging.

- ✓ PURE SERUM
- ✓ UNSCENTED
- ✓ ALLERGEN-FREE

4.99€

code: LCLG
8058253230523
24• PIECES



PRODUCT DATA SHEET



VITC STABILISED VITAMIN C 15ml ANTI-OXIDANT FORMULA

A special stabilised formula that retains vitamin C in contact with water. It **stimulates collagen synthesis**, making the skin **more elastic** and **vital** while counteracting free radicals.

- ✓ PURE SERUM
- ✓ UNSCENTED
- ✓ ALLERGEN-FREE

4.99€

code: LVITC
8058253230998
24• PIECES



PRODUCT DATA SHEET



COUNTER
DISPLAY
20x20x20 cm



PURE UNSCENTED
ALLERGEN-FREE
SERUMS

Your allies against the signs of ageing

They help the skin regain its natural moisture,
by increasing the firmness of tissues.

LOVREN



LOVRÉN



EC2 REDENSIFYING CREAM 15ml EYE CONTOUR

MATURE SKIN

*Ultra-nourishing rich cream with a velvety texture, specifically for the eye contour area to **reduce puffiness and dark circles**. Contains Shea butter and Jojoba oil.*



- ✓ HYDROLYZED RICE PROTEIN
Bags under the eyes and dark circles
- ✓ CAFFEINE Draining
- ✓ OXIDE REDUCTASES Counteracts free radicals

5.99€

code: LEC2
8058253230929
24 PIECES



PRODUCT DATA SHEET



EC3 EXTREME-LIFT EFFECT 15ml EYE CONTOUR

LOOSE SKIN

*A serum-gel formulated to **revive your eyes**. It gives the delicate area around the eyes a feeling of well-being and a **radiant appearance**, thanks to the presence of Centella.*



- ✓ TETRAPEPTIDE-7 Firming agent
- ✓ OLIGOPEPTIDE Reduces dark circles
- ✓ AMAMELIDE^{BIO} Reduces swelling
- ✓ HELICHRYSUM^{BIO} Antioxidant
- ✓ ALTEA^{BIO} Soothing

6.99€

code: LEC3
8058253230912
24 PIECES



PRODUCT DATA SHEET

SKINCARE Eye contour area



COUNTER
DISPLAY
20x20x20 cm



TIME-AGE GOLD

REDUCES WRINKLES*

UP TO

45%

EXCLUSIVE FORMULA

BIORETINOL-COLLAGEN COMPLEX

**Hyaluronic Acid Complex
and Hydrolysed Collagen**



ANTI-AGE

At fibroblast level, thanks to hyaluronic acid.



MOISTURISING and FIRMING

At epidermis and dermis level, it counteracts TEWL.



PLUMPING and FIRMING

Stimulates fibroblasts in the production of elastin.

Bio-Retinol

It stimulates collagen production and decreases the depth of wrinkles, refining the skin's texture and tone for a lifting effect.

Compared to classic retinol, which is synthesised from Vitamin A, it does not make the skin photosensitive and can also be used in the sun.

Niacinamide (Vitamin B3)

Niacinamide offers many benefits and is extremely versatile:

it makes the skin firmer by reducing skin pores,
and it reduces dark spots by counteracting UV damage.

*The Face Serum contains the exclusive Palmitoyl Tripeptide-28, a modulator of the extracellular matrix and inhibitor of metalloproteinases that cause degradation of collagen fibres, with increased production of Collagen Type I (+150%) and III (+175%). This results in a significant increase in the extra-cellular matrix and skin support, especially where wrinkles form mainly due to a lack of underlying structure. In vitro tests on 15 volunteers for 28 days showed a reduction in wrinkles of up to 45%.



CREMA VISO 30ml

LIFT-PLUMPING EFFECT

BIORETINOL - COLLAGEN COMPLEX

Anti-ageing face cream that makes the skin **plump, firm** and **revitalised**, smoothing out the signs of ageing. Thanks to its **rich, fast-absorbing texture** that minimises wrinkles, pores and skin blemishes, the skin is immediately moisturised and firmer.



- ✓ POMEGRANATE EXTRACT Antioxidant
- ✓ NATURAL EXTRACTS COMPLEX Moisturising

9,90€

cod: LGA1
8058253235474
24+ PIECES



PRODUCT DATA SHEET

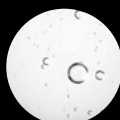


SIERO VISO 30ml

LIFT-TRYPEPTIDE EFFECT

BIURETINOL - COLLAGEN COMPLEX

Anti-ageing **lifting-effect** face serum with **illuminating, regenerating** and **moisturising action**. The skin is immediately more radiant, firm and visibly lifted. **Light texture**, it deeply moisturises without weighing the skin down.



- ✓ STABILISED VITAMIN C Antioxidant
- ✓ GLUCONOLACTONE Cell renewal
- ✓ TRYPEPTIDE-28 Lifting effect

9,90€

cod: LGA2
8058253235504
24+ PIECES



PRODUCT DATA SHEET



EYE CONTOUR 15ml

LIFT-PLUMPING EFFECT

TRYPEPTIDE COMPLEX

A multi-active serum specifically for bags and dark circles under the eyes, it helps **reduce fine lines and wrinkles**. Expression lines are visibly reduced, **making the eyes look younger and brighter**.



- ✓ ESTRATTO DI CALENDULA Lenitivo
- ✓ ESTRATTO DI CENTELLA Levigante
- ✓ MICA Effetto Soft-Focus

9,90€

cod: LGA3
8058253239137
24+ PIECES



PRODUCT DATA SHEET



NIGHT CREAM 30ml

COLLAGEN RENOVATOR EFFECT

TRYPEPTIDE COMPLEX

A night cream with a rich texture, formulated with **butters and advanced ingredients** for firmer, nourished and even-toned skin. Reduces wrinkles and skin spots, adding brightness and a satin soft sensation.



- ✓ BUSH CLOVERS EXTRACT Fights skin spots
- ✓ PALMITOYL TRYPEPTIDE-5 Collagen production
- ✓ HYALURONIC ACID Hydrating and plumping
- ✓ SHEA BUTTER Nourishing
- ✓ COLLAGEN Tones the skin

9,90€

cod: LGA6
8054040061745
24+ PIECES



PRODUCT DATA SHEET

NEW

NEW



FACE FLUID 30ml

HYDRA-MATT EFFECT

SPF 50 - VERY HIGH PROTECTION

A lightweight SPF fluid that protects the face from the sun's rays, hydrates the skin and evens out skin tone and redness thanks to a blend of active ingredients



- ✓ MATCHA WATER Soothing and calming
- ✓ NIACINAMIDE Smooths redness and irritation. Reduces skin spots, regulates sebum production.
- ✓ HYALURONIC ACID Hydrating and plumping

9,90€

cod: LGA5
8054040061738
24* PIECES



PRODUCT DATA SHEET



FILLER 5ml

LIFT-TRYPEPTIDE EFFECT

BIORETINOL - COLLAGEN COMPLEX

With its mix of **natural active ingredients**, such as Red Seaweed and Caesalpina spinosa, it helps restore the skin barrier, **reducing dehydration**. Plumping action that makes expression lines less visible with an immediate lifting effect and long-term **anti-ageing action**.

- ✓ RED SEAWEED EXTRACT Restores the skin barrier
- ✓ CAESALPINIA SPINOSA EXTRACT Lifting effect
- ✓ HYALURONIC ACID Moisturising
- ✓ PEPTIDE Anti-age

4,99€

cod: LGA4
8058253239144
24 PIECES



PRODUCT DATA SHEET

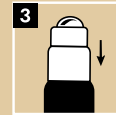
DIRECTIONS FOR USE



1 Make sure the product flows into the ampoule by tapping the cap



2 Open the vial by exerting pressure on the neck until it breaks off



3 Insert the roll-on applicator supplied with the ampoule



4 Apply the product to the affected areas

SKINCARE Time-Age Gold



LOVRÉN

SKINCARE
DISPLAY
20x20x20 cm



COMPLETE DISPLAY
WITH 5 PRODUCTS
AVAILABLE FROM MAY 2025



FILLER
DISPLAY
15x20x20 cm



SHOP WINDOW
SIGN
45x65 cm



FACE MASK

Fabric face masks can be a pleasant and beneficial addition to your skincare routine.

Made of pre-cut cotton that adapts to the shape of your face, they are soaked in specific active ingredients according to the indications for use.

Ideal for improving the appearance and health of face skin, especially when you are super tired or for a special occasion!



+117%

BEST SELLER

In recent years, their use has increased further, driven mainly by media campaigns by companies such as L'Oreal (Garnier) and Baiersdorf (Nivea).





MV1 HYDRA-AGE-EFFECT FACE MASK

💧 MOISTURISING ACTIVE INGREDIENT

*Formula with strong softening, nourishing and moisturising effects. Use once a week or when you need it the most, for **moisturised, soft and nourished** skin.*

97% NATURAL ORIGIN

- ✓ HYALURONIC ACID Moisturising
- ✓ RASPBERRY OIL Antioxidant
- ✓ AVOCADO OIL Nourishing

3.99€

code: LMV1
8058253236815
24 PIECES



PRODUCT DATA SHEET ⓘ



MV2 TIME-AGE EFFECT FACE MASK

💧 PLUMPING ACTIVE INGREDIENT

*Time-age booster formula for **soft, nourished and pampered** skin. Perfect after a long, hard day at work or just to pamper yourself with this little extra.*

97% NATURAL ORIGIN

- ✓ ELASTIN Elasticising
- ✓ PLANT COLLAGEN Restorative
- ✓ SHEA BUTTER Nourishing

3.99€

code: LMV2
8058253236822
24 PIECES



PRODUCT DATA SHEET ⓘ



MV3 EXTREME-LIFT EFFECT FACE MASK

↕ LIFTING ACTIVE INGREDIENT

*Fresh formula enriched with a blend of active ingredients designed to **make your skin supple and firm**, thanks to its filling and lifting action. Promotes collagen and elastin synthesis.*

96% NATURAL ORIGIN

- ✓ TRIPEPTIDE Firming
- ✓ HYALURONIC ACID Moisturising
- ✓ SAPPHIRE AND PULLULAN Tensor

3.99€

code: LMV3
8058253236839
24 PIECES



PRODUCT DATA SHEET ⓘ



PV3 LIFT-UP EFFECT EYE PATCH

💧 BAGS UNDER EYES / DARK CIRCLES

*A nourishing and freshness boost for a more healthy and rested appearance. It helps **reduce the puffiness associated with dark circles under the eyes** and provides comfort and moisture to the skin, improving firmness and suppleness.*

93% NATURAL ORIGIN

- ✓ CAFFEINE Draining
- ✓ HYALURONIC ACID Moisturising
- ✓ MAGNOLIA EXTRACT Antioxidant

3.99€

code: LPV3
8058253236846
24 PIECES



PRODUCT DATA SHEET ⓘ





C1 BODY CREAM 150ml HYDRA-AGE EFFECT

ALL SKIN TYPES

*Ultra-moisturising and firming body cream
with a velvety texture, made from certified ingredients
of natural origin.*



- ✓ HYALURONIC ACID Moisturising
- ✓ ARGAN OIL Regenerating
- ✓ SHEA BUTTER Nourishing
- ✓ VITAMIN E Antioxidant

3.99€

code: LC1150
8058253230288
48• PIECES



PRODUCT
DATA SHEET

Did you know that...

Body cream is essential to moisturise your skin. Every time we take a shower, we should use products designed for maximum hydration, nourishment and protection. Your skincare routine should include this simple gesture every day, or at least after taking a shower or a nice relaxing bath, so as to improve the appearance and health of your skin.

Remember: before applying the cream, wash your skin and cleanse it thoroughly, using only lukewarm water for rinsing and soft towels to dry your body, so as not to irritate the epidermis.

It is best to apply the cream on slightly moist skin, as this will help the active ingredients to penetrate more deeply. Massage the cream into your skin, through a gentle circular massage, and continue until the entire dose has been absorbed. Do not overdo the amount of cream you use, but don't use too little of it either. Wait a few minutes before getting dressed, so that the pores dilated by the cleansing can better absorb the cosmetic product.



COUNTER
DISPLAY
20x20x25 cm



MOISTURISING
AND NOURISHING
EFFECT

SUITABLE FOR ALL SKIN TYPES

LOVRÉN



CM1 HAND CREAM ^{75ml} HYDRA-SILK EFFECT

NORMAL SKIN TYPES

Hand cream with an **ultra-light texture**, suitable even for the most sensitive skin. Pleasant and delicate fragrance.

- ✓ DELICATE SCENT
- ✓ VEGETABLE GLYCERINE Repairing
- ✓ CAMOMILE EXTRACT Soothing

3.99€

code: LCM1
8058253230417
48 PIECES



PRODUCT DATA SHEET



CM2 HAND CREAM ^{50ml} HYDRA-BOOST EFFECT

SENSITIVE SKIN TYPES

Hand cream with a concentrated formulation and a **velvety, quick-absorption texture**. Soothing and repairing effect.

- ✓ GINGER AND CINNAMON SCENT
- ✓ VITAMIN E Repairing
- ✓ CAMOMILE EXTRACT Soothing

2.99€

code: LCM2
8058253234545
48 PIECES



PRODUCT DATA SHEET



L1 LIP BALM ^{SPF 15} PROTECTIVE

Lip balm with a **rich texture**, for a **nourishing and regenerating effect**. Soothed lips regain their softness.

- ✓ NEUTRAL SCENT
- ✓ SPF 15 PROTECTION

2.99€

code: LLL1
8058253230806
48 PIECES



PRODUCT DATA SHEET



L2 LIP BALM MOISTURISING

2.99€

code: LLL2
8058253230813
48 PIECES

*Highly moisturising and soothing lip balm.
Provides protection against environmental stress.*

- ✓ DELICATE SCENT
- ✓ MOISTURISING BOOSTER



PRODUCT
DATA SHEET



DISPLAY Totem Boule

35x35x135 cm

Available with purchase
of 144 pieces of your choice:

- ✓ Makeup Remover Wipes
- ✓ Hand Creams
- ✓ Lip Balm
- ✓ Body Cream
- ✓ Cleansers
- ✓ BB Cream



HAND CREAM DISPLAY

20x20x25 cm



LIP BALM L1 DISPLAY

15x15x20 cm



LIP BALM L2 DISPLAY

15x15x20 cm

SKINCARE Hands and lips



LOVRÉN

ORGANIC

INGREDIENTS WITH UP TO

100%

NATURAL ORIGIN

(PRODOTTO
BIO
CERTIFICATO)

The first **Certified Organic** line available in pharmacies, with low prices, comfortable textures and pleasant scents.

Organic cosmetics include face, hair and body care products, mainly formulated with ingredients of natural and organic origin.

Compared to traditional cosmetics, these products are designed to be more gentle on the skin and kinder to the environment. AIMED mainly at women in the 25-50 age group, who are environmentally conscious and care about the ingredients used in products.



COSMOS ORGANIC certified products:

95% meet the minimum requirements of **ORGANIC** plant-based ingredients in the formula

20% minimum organic ingredients present in the total formula
(10% for rinse-off products)

DISCOVER OUR
PRODUCT FORMULAS





FACE CREAM 50ml HYDRA-NATURAL

98% NATURAL ORIGIN

8.99€

A soothing and moisturising face cream enriched with valuable Organic oils, that provides a youthful and healthy appearance, even to dry and reddened skin types.



- ✓ HYALURONIC ACID Moisturising
- ✓ SORBITOL Anti-inflammatory
- ✓ ALMOND OIL Nourishing



code: LCO07
8058253238697
12 PIECES



PRODUCT DATA SHEET



FACE CREAM 50ml NATURAL-AGE

99% NATURAL ORIGIN

8.99€

A nourishing face cream enriched with valuable Organic oils that regenerates the skin and makes it softer and more supple.



- ✓ ARGAN OIL Regenerating
- ✓ SHEA BUTTER Nourishing
- ✓ NIO-AGE Moisturising



code: LCO04
8058253236716
12 PIECES



PRODUCT DATA SHEET



FACE SERUM 30ml NATURAL-AGE

99% NATURAL ORIGIN

8.99€

Fresh and light emulsion formula. It absorbs quickly, leaving the skin silky and nourished, without being oily. Enriched with precious oils that regenerate the skin, making it softer and more supple.



- ✓ HYALURONIC ACID Moisturising
- ✓ JOJOBA OIL Nourishing
- ✓ ALMOND OIL Nourishing
- ✓ VITAMIN E Antioxidant



code: LCO05
8058253236723
12 PIECES



PRODUCT DATA SHEET



EYE CONTOUR 30ml NATURAL-LOOK

99% NATURAL ORIGIN

6.99€

Unscented cream that nourishes, moisturises and helps regenerate the delicate and fragile eye contour area. Thanks to a specific revitalising complex, it makes the skin firmer, counteracting the appearance of wrinkles.



- ✓ JOJOBA OIL Moisturising
- ✓ SHEA BUTTER Anti-inflammatory
- ✓ PROBIOTIC COMPLEX Nourishing



code: LCO06
8058253236730
12 PIECES



PRODUCT DATA SHEET



BLACK LONG LASTING 24H EYE PENCIL

100% NATURAL
ORIGIN

3.99€

code: LCO01
8058253236259
12 PIECES

Intense, medium-hardness black eye pencil, with a precise and even stroke, to maximise the power of your eyes and make them intense and magnetic. Easy to blend.

- ✓ JOJOBA OIL Nourishing
- ✓ GAMMA ORYZANOL Antioxidant
- ✓ SPHERICAL SILICA Mattifying



PRODUCT DATA SHEET



BLACK MASCARA 8ml NATURAL-VOLUME

99% NATURAL
ORIGIN

4.99€

code: LCO02
8058253236051
24 PIECES

Intense and brilliant black colour, long-lasting and with a panoramic volume finish.

Intense look from the very first application.

- ✓ BEES WAX Water-repellent
- ✓ OLIVE WAX Soothing



PRODUCT DATA SHEET



BROW MASCARA 5ml NATURAL-LOOK

99% NATURAL
ORIGIN

5.99€

code: LCO03
8058253236068
12 PIECES

Eyebrow mascara with a creamy texture and intense colour. Full effect and perfectly drawn eye. Fast drying, modular and long-lasting application.

- ✓ VOLATILE OIL Antioxidant
- ✓ CASTOR OIL Moisturising
- ✓ SUNFLOWER WAX Calming



PRODUCT DATA SHEET

ORGANIC



MASCARA
DISPLAY
13x13x20 cm



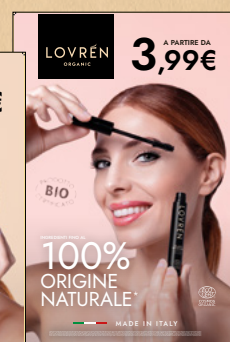
MAKE-UP
DISPLAY
20x20x20 cm



SKINCARE
DISPLAY
24x20x20 cm



WINDOW SIGN 2 IN 1
60x90 cm



oro of Marròcco

(PRODOTTO
BIO)
CERTIFICATO

SUITABLE FOR:

- LIPS ✓
- NAILS ✓
- HAIR ✓
- SKIN ✓

LOVRÉN

OLIO
D'ARGAN
100% PURO

SENZA
PROFUMAZIONI
AGGIUNTE
SPREMUTO
A FREDDO



9.90€

code: LAO
8058253230905
24• PIECES

ARGAN
OIL 30ml

*Oil obtained by cold-pressing 100% organic raw Moroccan almonds. An **antioxidant-rich** treatment with a **nourishing, regenerating** and **moisturising** effects, suitable for all skin types.*

- ✓ 100% PURE FORMULA
- ✓ UNSCENTED
- ✓ WITHOUT ADDED INGREDIENTS

100% NATURAL
ORIGIN



COUNTER
DISPLAY

22x22x25 cm



PRODUCT
DATA SHEET

origin and tradition



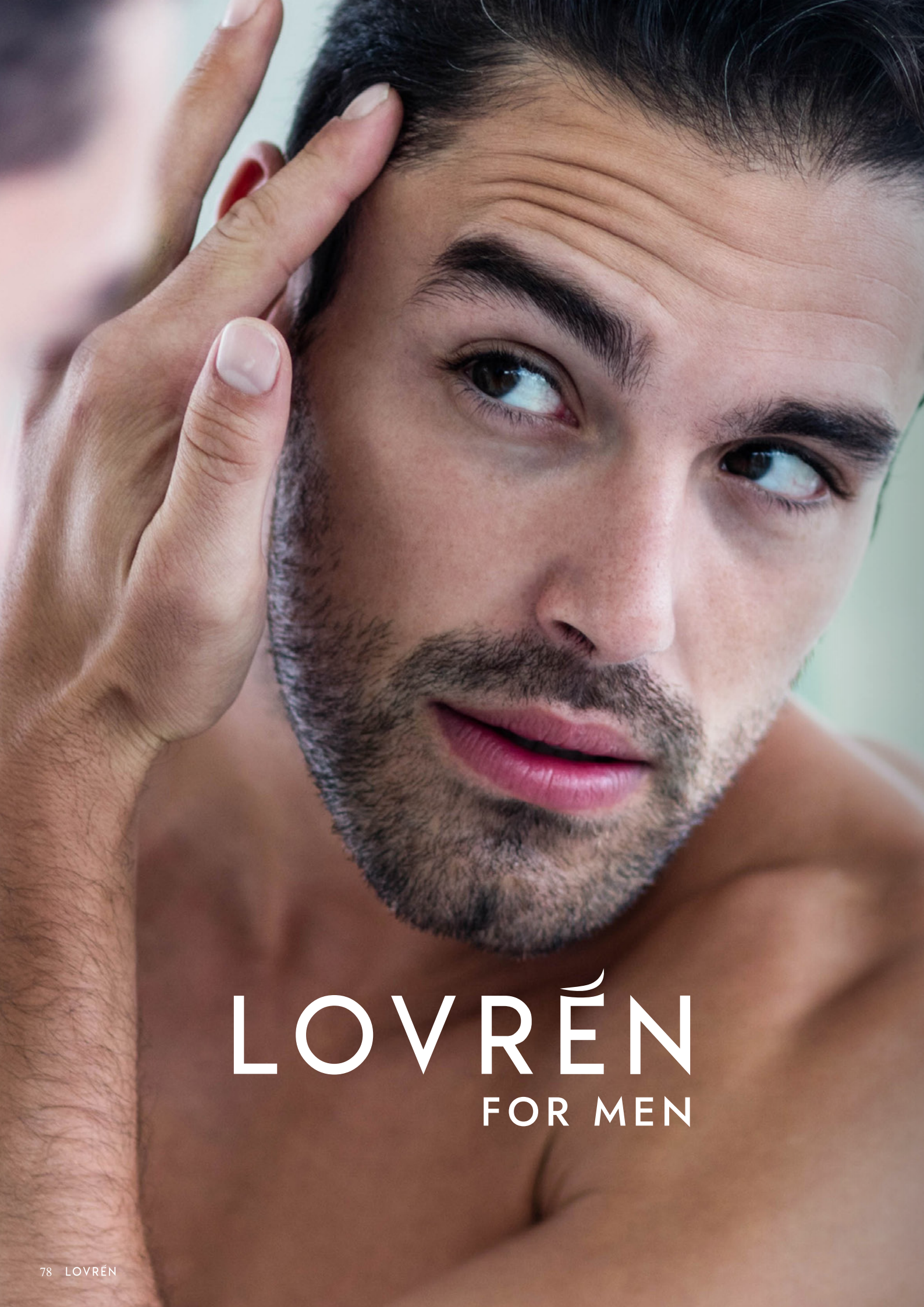
a **CONCENTRATE** *of* **PURITY**

Our Argan oil is 100% pure, natural and without added scents. It is obtained by cold pressing raw almonds harvested under Argania spinosa trees - the so-called tree of life - in the Sous plain in southern Morocco.

ORGANIC



Left.
This very precious oil is still harvested manually as tradition dictates, by indigenous Berber women, as united in work cooperatives. And this is also why this product is so precious: because three kilos of almonds are needed to obtain one litre of oil!



LOVRÉN

FOR MEN



MAN CREAM **4in1**

4.99€

code: LMEN4IN1
8058253232343
24 PIECES

*A multi-purpose cream that combines
all the needs of a man in a single product.*

- ✓ CAFFEINE Energising
- ✓ ALOE EXTRACT Calming
- ✓ MALLOW EXTRACT Soothing
- ✓ COLLOIDAL AVENA SATIVA Protective
- ✓ NATURAL OILS Regenerating
- ✓ VITAMIN E Antioxidant



PRODUCT DATA SHEET



FACE CREAM
MOISTURISING



BEARD CREAM
SHAVING



AFTERSHAVE
SOOTHING



BALM
SOFTENING



COUNTER
DISPLAY
20x20x25 cm

LOVRÉN



NAIL CARE

LOVRÉN

The essential MANICURE



1. Prepare ☁

Create a barrier between the natural nail and polish.

RECOMMENDED PRODUCTS: *NC1 Base Coat*



2. Colours 💧

Apply your favourite colour.

RECOMMENDED PRODUCTS: *S1-S28 Coloured nail polish*



3. Protect 🛡

Prolong the life of your manicure.

RECOMMENDED PRODUCTS: *NC2 Top Coat*



4. Shine ✨

Give your nails a professional look.

RECOMMENDED PRODUCTS: *NC5 Gel Effect*





S1-S28 NAIL POLISH ^{5ml} COLOURED

3.99€

6 PIECES

*Bright, super shiny nail polish available
in 20 different colours.*

*Incredibly resistant to scratches and shocks,
it provides up to **six days' hold**.*

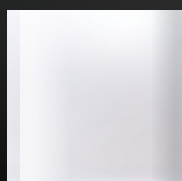
Free of:

- ✓ TOLUENE
- ✓ CAMPHOR
- ✓ FORMALDEHYDE

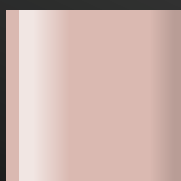
IT LASTS UP TO 6 DAYS



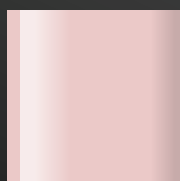
PRODUCT
DATA SHEET



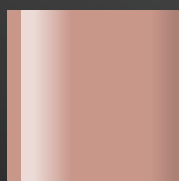
BIANCO PERLA
cod: **LS01**
8058253230592



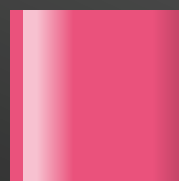
NUDE
cod: **LS02**
8058253230608



ROSA CONFETTO
cod: **LS03**
8058253230615



ROSA BEIGE
cod: **LS04**
8058253230622



ROSA VIVACE
cod: **LS06**
8058253230646



ROSA MAGENTA
cod: **LS07**
8058253230653



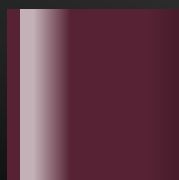
CORALLO
cod: **LS08**
8058253230660



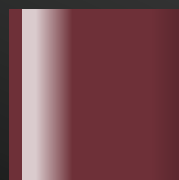
ROSSO INTENSO
cod: **LS10**
8058253230684



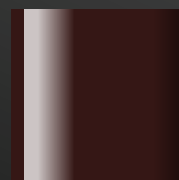
BORDEAUX
cod: **LS11**
8058253230691



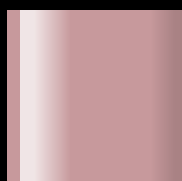
ROSSO SANGRIA
cod: **LS12**
8058253230707



MALVA SCURO
cod: **LS13**
8058253230714



ROUGE NOIR
cod: **LS15**
8058253230738



ROSA CENERE
cod: **LS21**
8058253230950



ROSSO CILIEGIA
cod: **LS22**
8058253230967



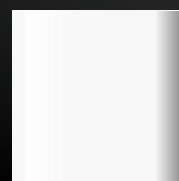
ROSA LATTE
cod: **LS23**
8058253234996



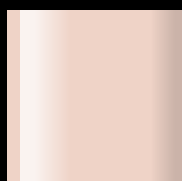
FUCSIA
cod: **LS24**
8058253235009



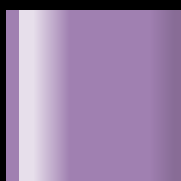
NERO
cod: **LS25**
8058253235016



BIANCO
cod: **LS26**
8058253235023



ROSA CARNE
cod: **LS27**
8058253235030



LILLA
cod: **LS28**
8058253235047

*Safe beauty at
your fingertips*



A perfect manicure with professional results.
Quick and easy application, lasting up to 6 days.
For beautiful, healthy and well-groomed hands.

LOVRÉN



NC1 BASE COAT 5ml

FIXING COAT

3.99€

code: LNC1
8058253230561
6 PIECES

The first step of a perfect DIY manicure to protect your nails and keep the colour longer.

✓ PROTECTS AND INSULATES THE NAIL

PRODUCT DATA SHEET



NC2 TOP COAT 5ml

ULTRA-RAPID

3.99€

code: LNC2
8058253230578
6 PIECES

The top coat seals the manicure, and makes it last longer and shiny.

✓ DURABLE AND SHINY

PRODUCT DATA SHEET



NC3 NAIL STRENGTHENER 5ml

PROTECTIVE

3.99€

code: LNC3
8058253230585
6 PIECES

Strengthening nail polish can be applied alone or before nail polish, for stronger, more beautiful and healthier nails.

✓ STRENGTHENS THE NAILS

PRODUCT DATA SHEET



NC4 ANTI-YELLOW 5ml

WHITENING EFFECT

3.99€

code: LNC4
8058253234972
6 PIECES

Ideal for yellowed, discoloured and weakened nails. Stronger and brighter nails, from the very first application.

✓ BRIGHTNESS

PRODUCT DATA SHEET



NC5 GEL EFFECT 5ml

SHINY

3.99€

code: LNC5
8058253234989
6 PIECES

A rich and durable finish, it offers a quick-drying protective shield. Professional gel effect in one application.

✓ PROTECTIVE SHIELD

PRODUCT DATA SHEET





LS NAIL POLISH REMOVER 50ml ACETONE-FREE

*A solvent formulated **without acetone and allergens**, it effectively removes nail polish while protecting nails and cuticles.*

- ✓ GENTLE FORMULA
- ✓ SUITABLE FOR HANDS AND FEET
- ✓ ULTRA-RAPID ACTION

3.99€

code: LLS
8058253232428
6 PIECES

PRODUCT
DATA SHEET



COUNTER
DISPLAY
26x20x40 cm

NAIL CARE Treatments



HAIR CARE

LOVRĚN

High-performance formulas for **professional results**



INTENSE REPAIR

RESTRUCTURING

Restructuring line with specific active ingredients that repair and strengthen, adding nourishment, softness and brightness to dry and damaged hair.



TREATMENTS

MULTI-FUNCTION

Line of dedicated products designed to integrate easily into the routine and ensure a flawless look.



HYDRA BOOSTER

BRIGHTENING

Hydrating line designed to hydrate and gently protect all hair types, adding softness, brightness and vitality.



DAILY DETOX

PURIFYING

Purifying line with a detox effect, ideal for removing impurities from the hair and adding freshness and lightness.



ACTIVE PURIFY

ANTI-DANDRUFF

The anti-dandruff shampoo completes the line, caring for the scalp with a rebalancing and soothing action.



SHAMPOO
INTENSE REPAIR 250 ml

RESTRUCTURING

*Innovative formula that envelops the hair fibre in a soothing and **protective** action, without weighing the hair down. Suitable for all hair types, especially **dry** and **brittle** hair.*

- ✓ PLANT-BASED KERATIN Restructuring and fortifying
- ✓ MACADAMIA OIL Hydrating and nourishing

87% NATURAL
ORIGIN

6,99€

cod: LHSIR
8054040061462
24 PIECES



PRODUCT
DATA SHEET



CONDITIONER
INTENSE REPAIR 200 ml

RESTRUCTURING

*An ideal conditioner for **treated** and **damaged** hair: it **detangles**, **nourishes** and **repairs** the hair fibre **deep** down, giving a sensation of **instant restructure**.*

- ✓ PLANT-BASED KERATIN Restructuring and fortifying
- ✓ MACADAMIA OIL Hydrating and nourishing

98% NATURAL
ORIGIN

6,99€

cod: LHCIR
8054040061509
12 PIECES



PRODUCT
DATA SHEET



MASK
INTENSE REPAIR 220 ml

RESTRUCTURING

***Rich** treatment to **repair** and **strengthen** damaged hair. Thanks to the **plant-based keratin**, this mask makes hair **soft** and **silky**, restoring its **elasticity** and **shine**.*

- ✓ PLANT-BASED KERATIN Restructuring and fortifying
- ✓ MACADAMIA OIL Hydrating and nourishing

95% NATURAL
ORIGIN

9,90€

cod: LHMIR
8054040061530
6 PIECES



PRODUCT
DATA SHEET

LOVRÉN 89



10-IN-1 SERUM PERFECT HAIR 100 ml

10 IN 1

9,90€

cod: LH10IN1
8054040061554
12 PIECES

*Leave-in multi-functional serum for all-round treatment.
Perfect after every wash, or daily application to protect and nourish
the hair, adding lightness and vitality.*

- ✓ PANTENOL Hydrating, nourishing, anti-frizz, protective
- ✓ BABASSU OIL Detangling, adds elasticity
- ✓ AQ-SAVE CHESTNUT EXTRACT^{ORG} Repairs, forms a protective barrier



PRODUCT DATA SHEET



CONDITIONING OIL SILKY ELIXIR 50 ml

RESTRUCTURING

9,90€

cod: LHOIL
8054040061561
12 PIECES

*Mix of **high performance oils** with a **versatile** and lightweight formula
to **nourish, repair** and **protect** the hair fibre.
Aids styling and has exceptional **anti-frizz** properties for all hair types,
leaving hair **protected, shiny** and **soft**.*

- ✓ COCONUT OIL Hydrating, protective
- ✓ ARGAN OIL Nourishing, repairs
- ✓ AVOCADO OIL Silky
- ✓ JOJOBA OIL Balancing



PRODUCT DATA SHEET



CRYSTALS LINSEED 30 ml

PROTECTIVE REPAIRER

9,90€

cod: LHSL
8058253232732
12 PIECES

*Special treatment that brightens and restructures
fragile, brittle hair and hair with split ends.
It deeply moisturises the scalp, improving the elasticity
of the hair shaft and keeping hair healthy and strong
by preventing breakage.*

- ✓ OMEGA-3 FATTY ACIDS Elasticising moisturiser



PRODUCT DATA SHEET



COLLAGEN REPAIR REGENERATE EFFECT

RESTRUCTURING SPRAY

10 ml
3,99€

cod: LHCLG
8058253232565
12 PIECES

XL 50 ml
9,90€

cod: LHCLGXL
8058253235443
12 PIECES

*Lightweight texture based on all-natural ingredients,
penetrates deeply with an instant restructuring action.
It boosts hair regrowth and scalp reconstruction,
making even damaged and brittle hair soft and shiny.*

- ✓ WHEAT PROTEINS Restructuring
- ✓ KLAMATH ALGA Antioxidant rich in fatty acids and Beta Carotene
- ✓ HYDROLYSED COLLAGEN Strengthening moisturiser



PRODUCT DATA SHEET

EXCLUSIVE FORMULA

V-KERATIN COMPLEX



Renovates
and protects



Fast absorption
non-oily



Soft,
shiny hair



For all
hair types

❗ MODO D'USO

1. Shake before use
2. Spray on wet hair, from root to tip, 2-3 times a week
3. Let it dry without rinsing



COLLAGEN REPAIR 10ML
DISPLAY
19x10x18 cm



COLLAGEN REPAIR 50ML
DISPLAY
28x14x27 cm



LINEN SEEDS
DISPLAY
25x20x24 cm



SHAMPOO
HYDRA BOOSTER 250 ml

BRIGHTENING

*Daily shampoo for all hair types.
Cleanses and **gently** hydrates by restoring the natural **hydrolipidic**
film on the scalp and **protecting** the **hair fibre**.*

- ✓ FERMENTED RICE WATER
Soothing and antioxidant
- ✓ MIX OF POLYSACCHARIDES AND HYALURONIC ACID
Hydrates and protects

92% NATURAL
ORIGIN

6,99€

cod: LHSHB
8054040061479
24 PIECES



PRODUCT
DATA SHEET



CONDITIONER
HYDRA BOOSTER 200 ml

BRIGHTENING

*Conditioner with a **delicate texture** that effectively **detangles**
the hair while **deeply hydrating** it and rebuilding the **hair fibre**.
It also ensures **protection** against daily damage, making the hair
soft and shiny.*

- ✓ FERMENTED RICE WATER
Soothing and antioxidant
- ✓ MIX OF POLYSACCHARIDES AND HYALURONIC
ACID Hydrates and protect

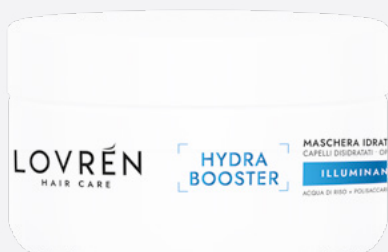
91% NATURAL
ORIGIN

6,99€

cod: LHCHB
8054040061516
12 PIECES



PRODUCT
DATA SHEET



MASK
HYDRA BOOSTER 220 ml

BRIGHTENING

*A **rich treatment** with the benefit of **hydrated**, **soft**
and **shiny hair**. Adds optimal hydration for **healthy**
and **strong** hair.*

- ✓ FERMENTED RICE WATER
Soothing and antioxidant
- ✓ MIX OF POLYSACCHARIDES AND HYALURONIC ACID
Hydrates and protects

91% NATURAL
ORIGIN

9,90€

cod: LHMB
8054040061547
6 PIECES



PRODUCT
DATA SHEET



SHAMPOO
DAILY DETOX 250 ml

PURIFYING

6,99€

cod: LHSD
8054040061486
24 PIECES

*An ideal formula for daily use, it **cleanses and purifies** the scalp from **smog residue and external agents**, while adding **lightness and shine** to hair. Especially recommended for **greasy hair** or hair that needs more **frequent washing**.*

- ✓ MATCHA TEA EXTRACT Purifying, anti-inflammatory
- ✓ ALOE VERA Calming and hydrating

91% NATURAL
ORIGIN



PRODUCT
DATA SHEET



CONDITIONER
DAILY DETOX 200 ml

PURIFYING

6,99€

cod: LHCDD
8054040061523
12 PIECES

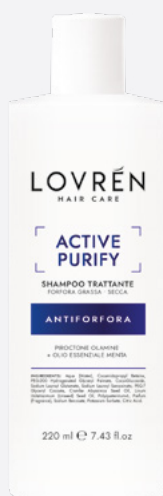
***Nourishing and anti-oxidant** conditioner that hydrates, protects, detangles and strengthens the hair **without weighing it down**. Suitable for all **hair types**.*

- ✓ MATCHA TEA EXTRACT Purifying, anti-inflammatory
- ✓ ALOE VERA Calming and hydrating

97% NATURAL
ORIGIN



PRODUCT
DATA SHEET



SHAMPOO
ACTIVE PURIFY 220 ml

ANTI-DANDRUFF

6,99€

cod: LHSAP
8054040061493
12 PIECES

*A treatment with **anti-bacterial** and **rebalancing** properties. Its action is focused on the balance of the **skin's microbiome**, **reducing sebum** and restoring the protective barrier of the scalp.*

- ✓ PIROCTONE OLAMINE Anti-bacterial, soothing
- ✓ WILD MINT ESSENTIAL OIL Rebalancing, refreshing



PRODUCT
DATA SHEET

LOVRÉN

NATURAL CONCEPT

Beautiful, healthy hair,
naturally.

Lovrén Hair Professional line takes care of your skin and hair, by going beyond the concept of simply beauty, with a selection of products based on natural oils, hydrolysed proteins and plant extracts that are the highest expression of QUALITY and PURITY.

For long-lasting results and benefits.



Nature needs time

Hair is a living part of our body, and should be treated and pampered as such.
Visible results already after 2/3 washes.



What women want

Safe, high-performance products with non-aggressive formulations, **free from allergens, SLES/SLS, mineral oils and parabens.**



Silicones: pros and cons

Silicones are **immediate** but **temporary** solutions. They make the hair smooth and shiny, **without restoring damaged hair.**



0%

SILICONES
SLES/SLs
MINERAL OILS





BRIGHTENING

SHAMPOO 250 ml

SILK EFFECT

Deeply moisturises without damaging the scalp and weighing down the hair structure.

Cleanses gently and effectively.

Suitable for frequent washing.

✓ ABYSSINIAN OIL Moisturising and brightening

✓ LINSEED OIL Restructuring and elasticizing

0% SILICONES
SLES/SLS
OLI MINERALI

4.99€

code: LH1N

8054040060922

12 PIECES



PRODUCT DATA SHEET



VOLUME-ENHANCING

SHAMPOO 250 ml

VOLUME

A blend of proteins broken down into amino acids and peptides that penetrate the cuticles, giving the hair maximum volume and thickness. Volume-enhancing and filling mix, ideal for damaged hair.

✓ WHEAT PROTEIN Volume-enhancing strengthener

✓ RICE PROTEIN Softening moisturiser

0% SILICONES
SLES/SLS
OLI MINERALI

4.99€

code: LH2N

8054040060939

12 PIECES



PRODUCT DATA SHEET



ENERGISING

SHAMPOO 250 ml

FORTIFYING

Energising and strengthening action, for weak hair.

It strengthens the roots, stimulating the production of hair bulbs: for faster growing, healthy and strong hair.

✓ GINSENG EXTRACT Antioxidant and anti-stress

✓ CAFFEINE Promotes microcirculation, stimulates regrowth

0% SILICONES
SLES/SLS
OLI MINERALI

4.99€

code: LH3N

8054040060946

12 PIECES



PRODUCT DATA SHEET



RESTRUCTURING CONDITIONER 250 ml

STRENGTHEN

*Dual-action formula **anti-frizz e strengthening**.
It makes the hair shiny, **soft and easy to comb**.
The hair becomes more supple, without being
weighed down.
Suitable for all hair types.*

✓ **BAMBOOEXTRACT** Elasticising strengthening

4.99€

code: LH4N
8054040060953
12 PIECES



PRODUCT
DATA SHEET

0% SILICONES
SLES/SLS
OLI MINERALI



FLOOR - STANDING DISPLAY

SHAMPOO + CONDITIONER

30x30x140 cm



SHELF LABELS

45x30 cm



SHOP WINDOW SIGN

45x65 cm

HAIR CARE Shampoo + Conditioner

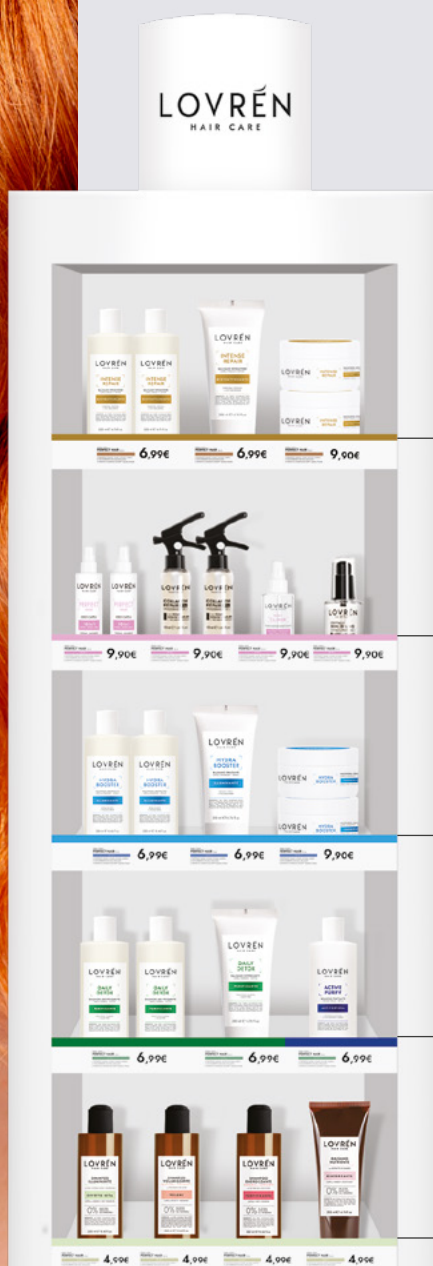


LOVRÉN

HAIR CARE

Display Stand Hair Care 2025

64 x 38 x 175 cm



INTENSE REPAIR

RESTRUCTURING

TREATMENTS

MULTI-FUNCTION

HYDRA BOOSTER

BRIGHTENING

DAILY DETOX

PURIFYING

ACTIVE PURIFY

ANTI-DANDRUFF

NATURAL CONCEPT

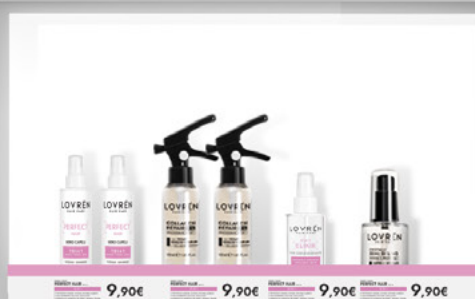
0% SILICONES · SLES/SLS · MINERAL OILS

SHELF DISPLAY

LABEL KIT
Width 30 cm



WINDOW SIGN
60x90 cm



LOVRÉN

BLOCKAGEN REPAIR®

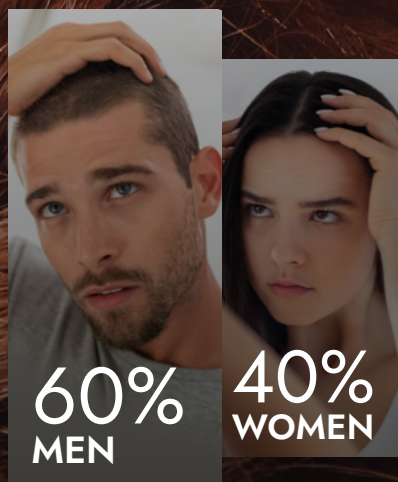
Strong, regenerated hair

Customers approaching products that contrast hair loss is reassured by the quality of the pharmacy channel.

- ✓ They need to find a solution
- ✓ They are looking for the latest innovations
- ✓ They are willing to spend, while also keeping the quality-price ratio in mind

Italian Market Data on Hair-Loss Treatments*

	Market Share	Value mln/€
Pharmacy	80%	100.7
E-Commerce	12%	14.8
Large-scale distribution	8%	9.5
Total	100%	125 mln/€



Top selling products



LOTION



SHAMPOO



CAPSULES

PATENTED FORMULA



APIGENIN PEPTIDES COMPLEX

The special **APIGENIN PEPTIDES COMPLEX** formula with Oleanolic Acid and Vitamin H counteracts the production of **DHT** (Dihydrotestosterone), a hormone among those responsible for alopecia, which causes the hair bulbs to shrink, producing increasingly brittle and thin hair. Increases growth and blood circulation in the follicle.



**Contrasts
alopecia¹**



**Slows down follicular
ageing²**



**Strengthens the
hair at the root³**



**For fragile and
brittle hair⁴**

*1.Oleanolic Acid, contained in the formula, counteracts the production of DHT (Dihydrotestosterone), a hormone responsible for alopecia and the cause of hair bulb shrinkage.2.Apigenin and Flavonoids from lemon, contained in the formula, increase blood circulation in the follicle. 3.Vitamin H, contained in the formula, improves the quality of keratinocytes in the follicles.4.Nettle extract, contained in the formula, is a remedy for brittle and devitalised hair. Promotes exfoliating action.



BLOCKAGEN REPAIR SPRAY 10 ml

HAIR GROWTH AID

*Revitalising and energising spray that strengthens and prolongs the natural hair growth cycle. The product is evenly distributed, **penetrates deep** into the follicle and no massaging is required. This **non-oily formula** does not soil the hands, thanks to the no-gas trigger.*

- ✓ PLANT-BASED KERATIN Restructuring
- ✓ BUTCHER'S BROOM EXTRACT Anti-inflammatory

DIRECTIONS FOR USE: Shake and apply half a bottle (25 sprays) to wet or dry hair, every 2/3 days for at least 4 months. Do not rinse.

4.99€

code: LHBLG
8058253234804
12 PIECES



PRODUCT DATA SHEET



BLOCKAGEN REPAIR SHAMPOO 250 ml

HAIR LOSS TREATMENT

*Revitalising and energising shampoo that strengthens and prolongs the natural hair **growth** cycle.*

- ✓ PLANT-BASED KERATIN Restructuring
- ✓ BUTCHER'S BROOM EXTRACT Anti-inflammatory
- ✓ NETTLE EXTRACT Counteracts DHT responsible for alopecia
- ✓ HOP EXTRACT Brightening and growth-promoting

DIRECTIONS FOR USE: Apply evenly to damp hair and massage in gently. Leave on for a few minutes and rinse thoroughly.

6.99€

code: LHS4
8058253234842
24 PIECES



PRODUCT DATA SHEET



BLOCKAGEN REPAIR CAPS 30 Tablets | 1 month of treatment

HAIR AND NAILS

*Dietary supplement containing **L-Cystine, Millet, Vitamins C, B1, B2, Folate, Biotin, Pantothenic Acid, Zinc, Copper and Selenium**. Millet promotes hair and nails well-being.*

- ✓ MILLET Shiny hair with less split ends
- ✓ L-CYSTINE AND BIOTIN Strength and thickness
- ✓ VITAMIN C+B1+B2 COMPLEX Antioxidant

DIRECTIONS FOR USE: Take 1 tablet daily, preferably in the morning.

9.90€

code: LHBLGCPS
8058253234743
12 PIECES



PRODUCT DATA SHEET



PROMO BOX
SPRAY 4+1
18x5x10 cm



SHAMPOO + SPRAY
DISPLAY
28x27x30 cm



SPRAY
DISPLAY
19x10x18 cm



SHAMPOO
DISPLAY
20x20x25 cm



BLOCKAGEN LINE
SHELF LABELS
45x30 cm

BLOCKAGEN REPAIR Hair loss treatment

CAPS
DISPLAY
14x16x20 cm



MEDIUM CONTENT	1 CAP	%NRV*
Zinc	10 mg	100
Copper	1 mg	100
Selenium	55 mcg	100
Vitamin C	80 mg	100
Vitamin B1	1.4 mg	127
Vitamin B2	1.4 mg	100
Folate	200 mcg	100
Biotin	50 mcg	100
Pantothenic Acid	6 mg	100
L-Cystine	250 mg	
Millet	150 mg	

(*Nutrient Reference Value)



SOLAIRE

LOVRÉN

It protects *marine environments*

Naturally free from...

Hawaii Treaty-compliant formulas, free from silicones, mineral oils, PEGs and Benzophenone-3 (Oxybenzone) and Ethylhexyl Methoxycinnamate (Octinoxate) filters, considered harmful to the marine ecosystem.





What is the right protection for you?



SKIN TYPE 1

SKIN TYPE 2

SKIN TYPE 3

SKIN TYPE 4

SKIN TYPE 5

SKIN TYPE 6

FEATURES

Red-blond hair and milk-white or very fair complexion with freckles. Light eyes.

Golden blond to light brown hair. Fair complexion and light-coloured eyes.

Dark blond/brown hair and medium-light complexion.

Dark hair and dark complexion. Dark eyes.

Dark hair and brown, olive complexion. Dark eyes.

Dark hair and dark complexion. Dark eyes.

REACTION TO THE SUN

Very sensitive, it develops erythema when exposed to sunlight, with a high risk of permanent damage.

Very sensitive, tends to burn easily.

Sensitive, it sometimes gets sunburnt.

Moderately sensitive, it sometimes gets sunburnt.

Not very sensitive, it gets sunburnt very rarely.

It never gets sunburnt.

RECOMMENDED PROTECTION RANGE

SPF 50+

SPF 50+

SPF 15–30

SPF 15–30

SPF 15

SPF 6–15

Skin types describe an individual's physical characteristics (ethnicity, eye and hair colour, tanning ability). Depending on your skin type (from I to VI), you may have higher or lower levels of melanin, i.e. a higher or lower level of natural protection from the sun's rays. The most determining factor of a skin type is certainly the complexion.



Adequate quantity

To achieve the indicated level of protection (SPF), it is necessary to apply a layer of 2mg per cm² of skin.

Full-back protection



SPRAY
16 SPRAYS



CREAM
8 APPLICATIONS



Correct application

In order to achieve the level of protection indicated on the packaging, i.e. the SPF value, apply the indicated number of sprays.

ZONES	ADULTS	CHILDREN
SUNSCREEN		
FACE	3	2
BODY	8	6
SPRAY emulsion		
FACE	5	4
BODY	16	12
SPRAY dry oil		
FACE	4	3
BODY	12	9

AND REMEMBER...



Water-resistant sunscreens are not waterproof, and therefore retain their level of protection only partially.



Sunscreen reduces the risk of sunburn if, during exposure, **it is applied repeatedly and in an appropriate quantity.**

Sunscreen

UVA UVB

FACE-BODY 100 ml

The UVA/UVB filters and antioxidant active ingredients system provides broad protection from sun-related damage and mitigates skin ageing, helping to maintain skin hydration and firmness.

Free from dyes and suitable for all skin types. Formula enriched with natural active ingredients for an intense and safe tan.

- ✓ **INOSITOL** Natural tan activator
- ✓ **PANTHENOL + TIARÉ** Moisturising soothing agent



PRODUCT DATA SHEET

SPF 50+ Face Cream

UVA UVB

VERY HIGH PROTECTION 50 ml

Light, silky and quick-absorbing texture. The UVA/UVB filters and antioxidant active ingredients system, combined with the fatty acid complex, provides effective protection from sun-related damage, premature skin ageing, and skin spots.

Formulated without dyes or alcohol, it is suitable for the protection of sensitive mature skin not used to the sun.

- ✓ **L-CARNOSINE** Stimulates collagen
- ✓ **VITAMIN E** Antioxidant



PRODUCT DATA SHEET

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

9.90€

Safe and
long-lasting tan

- ✓ LIGHT TEXTURE
- ✓ FAST ABSORPTION
- ✓ PROLONGED HYDRATION

100 ml
TRAVEL
FORMAT



100 ml

SPF 15

14.90€

code: LSOL15C
8058253235122

6 PIECES

100 ml

SPF 30

18.90€

code: LSOL30C
8058253235139

6 PIECES

100 ml

SPF 50+

19.90€

code: LSOL50CA
8058253235146

6 PIECES

50 ml

SPF 50+

19.90€

code: LSOL50CV
8058253235160

12 PIECES

SOLAIRE Screens

Sunscreen Spray

FACE-BODY 150 ml



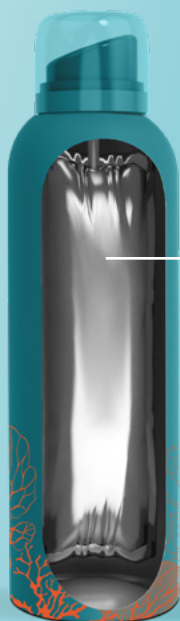
Invisible and dry texture, ultra-fast absorption, suitable for all skin types.

Water- and sand-resistant formulation with 100% photostable filters that respect the marine ecosystem. Multi-position application, even in the most difficult areas.

- ✓ ARGAN^{BIO} OIL Nourishing and elasticizing
- ✓ VITAMIN E Antioxidant Anti-Age



PRODUCT
DATA SHEET



NEW TECHNOLOGY BAG_{on} VALVE[®]

Innovative, manageable, easy and safe approach to local treatment.

It consists of an aerosol valve with an aluminium bag sealed inside.

Easy to use

Homogeneous, controlled spray from all angles with no 'chilling effect'.

Without flammable propellants

Improved waste treatment and disposal.

Hygienic and sterilisable

Produced in contamination-controlled environments, it guarantees substantial sterility of the product, even after the first use.

Fewer preservatives

The product is 100% protected against contact with oxygen. This means a longer shelf-life without the use of added preservatives.

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

14.90€

Transparent
formula

- ✓ DRY TEXTURE
- ✓ FAST ABSORPTION

150 ml
SPF 30
24.90€

code: LSOLSPRAYOL30
8058253235290
12 PIECES

**WATER
RESISTANT**



150 ml
SPF 50+

24.90€

code: LSOLSPRAYOL50
8058253235306
12 PIECES

SOLAIRE Protective Sprays

Two-Phase Spray

FACE-BODY 150 ml



Two-phase sunscreens are sun protection products designed to defend the skin from damage caused by the sun's UV rays.

These sunscreens stand out for their two-phase formula in which two clearly separated components - water-based + oil-based - are mixed together before application.

- ✓ **HYALURONIC ACID** Deep moisturising effect
- ✓ **COCONUT^{BIO} AND COCOA EXTRACT** Nourishing



PRODUCT
DATA SHEET

HOW TO USE THE TWO-PHASE SPRAY

**Shake before use for
at least 1 minute**

This process is essential to mix the components and ensure adequate sun protection. Apply the product at least 30 minutes before exposure to the sun.



RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

14.90€

Deep
moisturising
effect

- ✓ DRY TEXTURE
- ✓ FAST ABSORPTION

**WATER
RESISTANT**



150 ml

SPF 30

24.90€

code: LSOLSPRAYBF30
8058253238703
12 PIECES

SOLAIRE Two-Phase Sprays

CHILDREN

AND SENSITIVE SKIN TYPES

Sunscreen SPF 50+

VERY HIGH PROTECTION 200 ml

Fast-absorbing, dry and gentle texture. Alcohol-free, it is suitable for protecting the most sensitive and sun-intolerant skin.

- ✓ ENOXOLONE Anti-inflammatory and soothing
- ✓ OAT + CALENDULA Moisturising emollient



PRODUCT
DATA SHEET 

Spray Emulsion SPF 50+

VERY HIGH PROTECTION 150 ml

Moisturising and protective emulsion, suitable for all skin types. Water-resistant formulation with 100% photostable filters that respect the marine ecosystem. Multi-position application, even in the most difficult areas.

- ✓ ALOE JUICE Soothing moisturiser



PRODUCT
DATA SHEET 



AND REMEMBER...

By reducing the amount of product required, the level of protection decreases. Apply sunscreen frequently, especially after wetting the skin (even if water resistant).

Keep infants and small children out of direct sunlight.



RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

14.90€

Formulated
especially
for **CHILDREN!**

**WATER
RESISTANT**

**ALCOHOL
FREE***

- ✓ DELICATE TEXTURES
- ✓ FAST ABSORPTION
- ✓ SAND-RESISTANT

150 ml
SPF 50+
24.90€

code: LSOLSPRAY50B
8058253235313
12 PIECES



200 ml
SPF 50+

**MAXI
FORMAT**

26.90€

code: LSOL50CB200
8058253235153
6 PIECES

SOLAIRE Children and Sensitive Skin Types

*Denatured alcohol-free formulations.

Sun Stick

SPF50+

UVA UVB

VERY HIGH PROTECTION

Stick with a creamy texture, easy to apply on the skin, it releases a thin and comfortable protective film. Ideal to protect the skin and sensitive areas during sun exposure, thanks to the filters it contains.

- ✓ SHEA BUTTER Nourishing
- ✓ COCOA BUTTER Protective and soothing
- ✓ VITAMIN E Antioxidant



PRODUCT DATA SHEET

Crystal Sun Stick

SPF50+ **TRANSPARENT**

UVA UVB

VERY HIGH PROTECTION

Anhydrous lipogel formula that guarantees effective protection while keeping the skin moisturised, absorbs quickly and leaves no trace. Ensures maximum protection from the sun's rays while counteracting the action of free radicals and preventing skin ageing.

- ✓ SPHINGOCERYL Restructuring and repairing
- ✓ VITAMINA E Antioxidant



PRODUCT DATA SHEET

WHEN TO USE A PROTECTIVE STICK?



SEA
MOUNTAIN



SKIN
SPOTS



MEDICINAL
THERAPIES



SCARS
SENSITIVE
AREAS



AFTER
PEELING
TREATMENTS



TATTOOS



RECOMMENDED PROMOTIONAL PRICE

FACE
BODY
LIPS
EASY TO APPLY

WATER
RESISTANT

SUN STICK
SPF50+
6,90€

CRYSTAL SUN STICK
SPF50+
9,90€

✓ DERMATOLOGICALLY TESTED
SENSITIVE SKINS

SPF 50+
9,90€

code: LSOLSTICK50+
8058253234866
12 PIECES

SPF 50+
14,90€

code: LSOLCSTICK50+
8054040061318
12 PIECES



SOLAIRE Protective Sticks



DoubleSun®

Tan Activator

FASTER TANNING 100 ml

Creamy texture formulated with exclusive tan-promoting complex to intensify results in less time. Use before, after and during sun exposure.

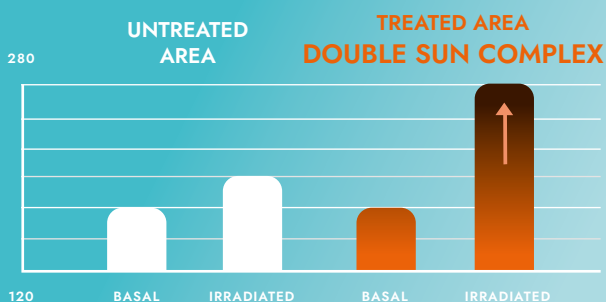
- ✓ **GRAPE STEM CELLS** Protective and Anti-Age
- ✓ **VITAMIN E** Antioxidant



PRODUCT
DATA SHEET 

TAN ACCELERATION TEST

Fast and intense tanning



UV filter-free formula.
Use it in combination
with a sunscreen during
sun exposure.



Intensifies results

- ✓ BEFORE, DURING AND AFTER EXPOSURE
- ✓ FACE-BODY FORMULA
- ✓ ALCOHOL-FREE*

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

9.90€



EXCLUSIVE FORMULA

DoubleSun Complex®

Tanning promoter complex

It restores the skin barrier by stimulating melanocyte activity and melanin migration. It regenerates lipid-deficient skin and prevents tissue dehydration during sun exposure.

- ✓ OLEYL TYROSINE
- ✓ LUFFA CYLINDRICA SEED OIL
- ✓ OLEIC ACID

100 ml
**TRAVEL
FORMAT**



100 ml
14.90€

code: LSOLDS
8058253235344
12 PIECES

DOUBLE SUN Tan Activator

DoubleSun®

Sun Oil SPF 15

MEDIUM PROTECTION 100 ml

Balanced mix of sun filters and plant-based substances.
Moisturising and regenerating action, light and non-greasy texture,
it deeply nourishes and protects against external aggression.

- ✓ APPLE STEM CELLS Anti-Age
- ✓ KARANJA OIL Protective
- ✓ BABASSU OIL Soothing



PRODUCT
DATA SHEET 

COMPLETE THE LINE WITH:



DoubleSun® FOOD SUPPLEMENT 30 Capsules | 1 Month

Ideal food supplement to prepare yourself for
sun exposure and optimise your tan.

With Beta-Carotene, Lycopene, Tyrosine, Zinc.

- ✓ HYALURONIC ACID Moisturising
- ✓ COLLAGEN Repairer
- ✓ COENZYME Q10 Antioxidant

14.90€

code: LSOLCPS
8058253235351

12 PIECES



PRODUCT
DATA SHEET 



DoubleSun® WIPE SELF-TANNER 1 Piece | Single-Use

Gives the skin an even tanned appearance.

Special formula with an immediate effect that
leaves the skin immediately golden and moisturised.

- ✓ HYALURONIC ACID Moisturising
- ✓ UREA Regenerating

DIRECTIONS FOR USE: Cleanse the skin thoroughly
before application. Wait 10 to 15 minutes before
wearing clothes or applying make-up.

1.50€

code: LSOLSALV
8058253235276

24 PIECES



PRODUCT
DATA SHEET 

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

9.90€

100 ml
**TRAVEL
FORMAT**



LOVRÉN

SPF 15

**OLIO
SOLARE** UVA UVA
PROTEZIONE MEDIA
VISO-CORPO-CAPELLI

RAPIDO ASSORBIMENTO
IDratazione IMMEDIATA
CON OLI DI KARANJA E CAROTA

FAST ABSORPTION
INSTANT HYDRATION
WITH KARANJA AND CARROT OIL

FACE
BODY
HAIR

DOUBLE SUN Sun Oil

100 ml

16.90€

code: LSOLOS15
8058253235283

12 PIECES

After Sun Hydra-Fresh After-Sun Lotion 200ml

Moisturising and nourishing cream to pamper the skin after exposure to the sun, with an immediate cooling effect.

- ✓ **SHEA BUTTER** Soothing, moisturising and healing
- ✓ **PANTHENOL** Moisturising, increases cell turnover
- ✓ **MENTHOL** Immediate freshness



PRODUCT
DATA SHEET 

After Sun After Sun Sensitive Skin Types Hydra-Calm 200ml

Fast-absorbing light cream. It moisturises the skin and restores its natural radiance, without leaving it oily, after prolonged exposure to the sun. Suitable for children and sensitive skin types.

- ✓ **ALOE VERA** Soothing and moisturising
- ✓ **RED ALGA** Restores the skin barrier
- ✓ **PLANT EXTRACTS** Naturally soothing agents



PRODUCT
DATA SHEET 

Aloe Vera ^{GEL} Hydra-Repair 100 ml

Moisturising and regenerating action, light texture, it deeply nourishes and protects against external aggression. Soothing and calming function, suitable for all skin types. It effectively contrasts irritation, redness and sunburn.

- ✓ **ALOE VERA JUICE** Moisturising, soothing and healing

95%
SUPREME FORMULA



PRODUCT
DATA SHEET 

Take care of yourself

- ✓ IMMEDIATE RELIEF
- ✓ PROLONGS THE TAN
- ✓ SOOTHES REDNESS AND SUNBURN

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

9.90€

200 ml
16.90€

code: LSOLAS200
8058253235337
12 PIECES

200 ml
16.90€

code: LSOLASHC
8058253238727
12 PIECES

100 ml
14.90€

code: LSOLALOE
8058253235320
12 PIECES



AFTERSUN Aftersun Creams

POP MATERIAL
HIGH VISUAL
IMPACT

RECOMMENDED
PROMOTIONAL PRICE

STARTING FROM:

9.90€



Floor-standing display Sunscreen booth

Available with the purchase of
24 pieces per type

45x30x170 cm



SUNSCREEN LINE
SHOP WINDOW SIGN

60x90 cm



TAN ACTIVATOR
SHOP WINDOW SIGN

60x90 cm

SEE SET-UP
EXAMPLES



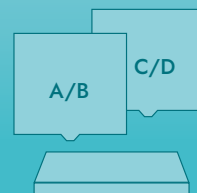
WE LIKE
TO STAND OUT

SHELF LABELS

20x13x20 cm



4 ALTERNATIVE DISPLAYS



COMPOSITION:
2 CROWNERS
(FRONT and BACK)
+ 1 BASE

COUNTER
DISPLAY

MULTI-PRODUCT

28x27x30 cm

SOLAIRE POP material

POINTS OF SALE SOLUTIONS

LOVRÉN



A FEW TIPS
FOR YOUR
PHARMACY

Turn products around and *increase* your turnover

All our floor-standing displays are made with **magnetic couvettes that can be repositioned** between one another.

Use the **counter display** to emphasise the products **by alternating their position** based on your sales preferences, on the season, or simply to increase their visibility.



And remember...

Positions close to the cash register guarantee more **impulse purchases**, especially for products below a certain price target (less than 10€).

Avancassa Display

80x30x80 cm

Available with the purchase
of 4 complete displays



Boule Totem Display

35x35x135 cm

Available with the purchase
of 144 pieces of your choice:

- ✓ Make-up Remover Wipes
- ✓ Hand Creams
- ✓ Lip Balms
- ✓ Body Creams
- ✓ Detergents
- ✓ BB Creams



SEE A SET-UP EXAMPLE



SEE A SET-UP EXAMPLE



Skincare Island Display

80x40x100 cm

Available with the purchase of a complete Skincare line:

- 24 V1-V2-V3-V4-V5-V6
- 24 JLR-CLG-VITC
- 24 EC2-EC3
- 24 C1



PHARMACY SOLUTIONS Floor-standing displays

SEE A SET-UP EXAMPLE

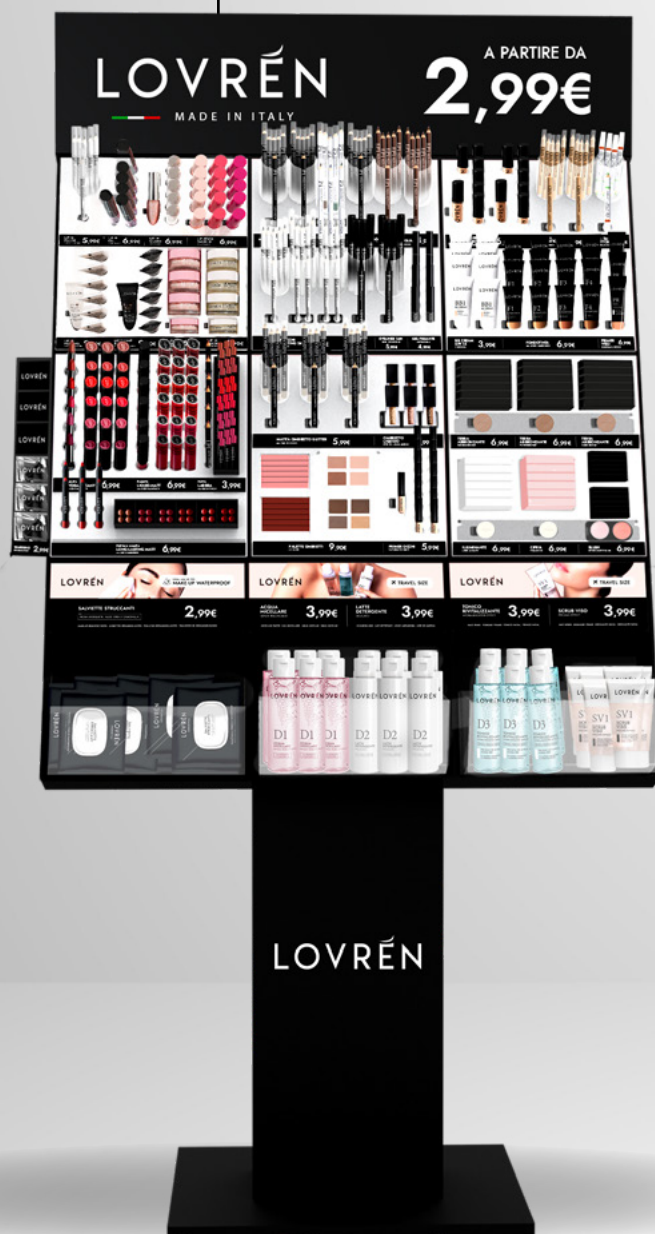


NEW

GT Make-Up 2024 Display

84x53x170 cm

Sharpener holder
(included)

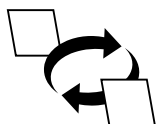


Counter display
(included)

30x25x42 cm



+

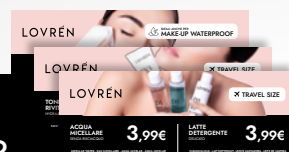


Increase product rotation

All couvettes are interchangeable with one another. Take advantage of the counter display to make your products more visible, by alternating between them.

Do you also need graphics?

Scan the QR Code to download printable graphics for your display.



LIPS	EYES	CORRECTION
12 PHA Lip Filler 5,99€	24 P1-P5 Eyeliner Pencils 2.99€	12 BB1-BB2 BB Cream 3.99€
12 OL1 Lip Oil 6,99€	24 KK1 Kohl Pencil 3.99€	12 F1-F4 Foundation 6.99€
12 GL1 Lip Gloss 6,99€	24 HP1 Eyeliner Pencils 3.99€	12 CR1-CR2 Liquid Concealers 6.99€
12 MK1 Lip Mask 6,99€	12 HP2-HP5 Eyeliner Pencils 3.99€	12 CRP1-CRP2 Concealer Pencils 5.99€
12 SL1 Lip Scrub 6,99€	24 E2 Black Eyeliner 3.99€	12 CD Pencil Concealer 2in1 6.99€
12 LB1-LB3 Lip Stick Balm 6,99€	24 E3 Waterproof Eyeliner 5.99€	12 PR1 Face Primer 6.99€
8 Lip Peeling Active 9,90€	12 EP1-EP2 Brow Pencils 4.99€	
8 Lip Plump Balm 9,90€	12 EM1 Brow Fixing Gel 4.99€	

20
**Double
Sharpeners**

20
**Jumbo
Sharpeners**

2.99€

LIPSTICKS	EYE SHADOWS	EYE POWDERS
6 R1C-R6C Hydra-Creamy Lipsticks 6.99€	12 OM3-OM4 4-Colour Eye Shadows Palette 9.90€	12 T1-T2-T3 Bronzing Powder 6.99€
6 R1M-R6M Liquid-Matt Lipsticks 6.99€	12 OMP1-OMP3 Eye Shadow Pencil 5.99€	12 H1 Highlighter 6.99€
12 LP1-LP6 Lip Pencils 3.99€	12 PR2 Eye Primer 5.99€	12 CP1 Powder 6.99€
12 RP1-RP6 Lipstick Pencils 6.99€	12 OML1-OML3 Liquid Eye Shadow 6.99€	12 BL1-BL2 Blush 6.99€

CLEANSING	CLEANSING	CLEANSING
48 Make-up Remover Wipes 2.99€	12 D1 Micellar Water 3.99€	12 D3 Revitalising Toner 3.99€
	12 D2 Cleansing Milk 3.99€	24 SV1 Face Scrub 3.99€



MASCARAS
48 M1 Extreme Volume 3,99€
48 M2 Long Experience 3,99€
48 M3 Volume Definer 3,99€
48 M4 Black Infinity 3,99€
48 M5 Waterproof Effect 3,99€
48 M6 Limitless Extension-Curl 3,99€

FIXED COMPOSITION

**7 COUVETTES
3 BOULES**

+ 1 COUNTER DISPLAY

PHARMACY SOLUTIONS GT Make-Up



GT Make-Up set-up

Le Grazie Pharmacy (Le Grazie, La Spezia)



Counter
Display

Sharpener
holder



NEW

Make-up Tower 2024 Displays

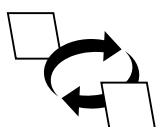
35x40x180 cm (x2 DISPLAYS)

Sharpener holder
(included)



Counter display
(included)

30x25x42 cm



Increase product rotation

All couvettes are interchangeable with one another. Take advantage of the counter display to make your products more visible.

Do you also need graphics?

Scan the QR Code to download printable graphics for your display.



LIPS

12	PHA Lip Filler	5,99€
12	OL1 Lip Oil	6,99€
12	GL1 Lip Gloss	6,99€
12	MK1 Lip Mask	6,99€
12	SL1 Lip Scrub	6,99€
12	LB1-LB3 Lip Stick Balm	6,99€
8	Lip Peeling Active	9,90€
8	Lip Plump Balm	9,90€

EYES

24	P1-P5 Eyeliner Pencils	2.99€
24	KK1 Kohl Pencil	3.99€
24	HP1 Eyeliner Pencils	3.99€
12	HP2-HP5 Eyeliner Pencils	3.99€
24	E2 Black Eyeliner	3.99€
24	E3 Waterproof Eyeliner	5.99€
12	EP1-EP2 Brow Pencils	4.99€
12	EM1 Brow Fixing Gel	4.99€

LIPSTICKS

6	R1C-R6C Hydra-Creamy Lipsticks	6.99€
6	R1M-R6M Liquid-Matt Lipsticks	6.99€
12	LP1-LP6 Lip Pencils	3.99€
12	RP1-RP6 Lipstick Pencils	6.99€

CLEANSING

48	Make-up Remover Wipes	2.99€
24	SV1 Face Scrub	3.99€

CORRECTION

12	BB1-BB2 BB Cream	3.99€
12	F1-F4 Foundation	6.99€
12	CR1-CR2 Liquid Concealers	6.99€
12	CRP1-CRP2 Concealer Pencils	5.99€
12	CD 2in1 Concealer Pencil	6.99€
12	PR1 Face Primer	6.99€

EYE POWDERS

12	T1-T2-T3 Bronzing Powder	6.99€
12	H1 Highlighter	6.99€
12	CP1 Powder	6.99€
12	BL1-BL2 Blush	6.99€

EYE SHADOWS

12	OM3-OM4 4-Colour Eye Shadows Palette	9.90€
12	OMP1-OMP3 Eye Shadow Pencil	5.99€
12	PR2 Eye Primer	5.99€
12	OML1-OML3 Liquid Eye Shadow	6.99€

CLEANSING

12	D1 Micellar Water	3.99€
12	D2 Cleansing Milk	3.99€
12	D3 Revitalising Toner	3.99€

20
Double Sharpeners

20
Jumbo Sharpeners

2.99€

MASCARAS

48	M1 Extreme Volume	3,99€
48	M2 Long Experience	3,99€
48	M3 Volume Definer	3,99€
48	M4 Black Infinity	3,99€
48	M5 Waterproof Effect	3,99€
48	M6 Limitless Extension-Curl	3,99€

FIXED COMPOSITION

7 COUVETTES
2 BOULES

+ 1 COUNTER DISPLAY



Make-up Tower set-up

Borgo Vecchio Pharmacy (Carmagnola, Turin)



Counter
Display

Sharpener
holder



NEW

Display Tower Mascara+Pencils

35x40x180 cm

**SELL-OUT
MAKE-UP
GENERATOR**

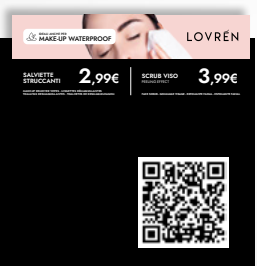


MOST SOLD
MASCARA
IN PHARMACY



**Do you also
need graphics?**

Scan the QR Code
to download printable
graphics for your
display.



MASCARA	
96 M1 Extreme Volume 3,99€	96 M2 Long Experience 3,99€
96 M3 Volume Definer 3,99€	96 M4 Black Infinity 3,99€
96 M5 Waterproof Effect 3,99€	96 M6 Limitless Extension-Curl 3,99€
PENCILS	
96 P1 Eye Pencil Black Rigid 2,99€	96 P2 Eye Pencil Black soft 2,99€

FIXED COMPOSITION

4 BOULES

SOLUZIONI FARMACIA *Tower Mascara+Pencil*

UPDATE

Display Skincare Tower 2025

35x40x180 cm



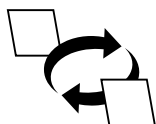
EXCLUSIVE
FOR
PHARMACIES



SKINCARE
BEST-SELLING
PRODUCTS

+ Counter
display (included)

30x25x42 cm



Increase product rotation

All couvettes are interchangeable with one another. Take advantage of the counter display to make your products more visible.

Do you also need graphics?

Scan the QR Code to download printable graphics for your display.



VISO		
24	V1 Face Cream Hydra-Age Effect	4,99€
24	V4 Face Cream Hydra-booster	5,99€
24	V5 Face Cream Hydra-Pure Effect	6,99€
24	V6 Face Cream Hydra-Calm Effect	6,99€
VISO		
24	V2 Face Cream Time-Age Effect	5,99€
24	EC2 Eye Contour Redensifying cream	5,99€
24	V3 Face Cream Extreme-Lift effect	6,99€
24	EC3 Eye Contour Extreme-Lift Effect	6,99€
ORGANIC		
12	Face Cream Hydra-Natural	8,99€
12	Face Cream Natural-Age	8,99€
12	Facial serum Natural-Age	8,99€
12	Eye Contour Natural-Look	6,99€
12	Olio d'Argan	9,90€
SERUMS		
24	JLR Pure Hyaluronic Acid	4,99€
24	CLG Collagene Pure Plant - Based	4,99€
24	VIT^c Vitamina C Pure Stabilised	4,99€

FIXED COMPOSITION

4 COUVETTES 1 BOULES

+ 1 COUNTER DISPLAY

TIME AGE GOLD		
24	Face Cream Lift-Plumping Effect	9,90€
24	Face Serum Lift-Tripeptide Effect	9,90€
12	Eye Contour Lift-Plumping Effect	9,90€
12	Night cream Collagen-Renovator	9,90€
12	Facial fluid SPF 50 Hydra-Matt Effect	9,90€



Skincare Tower set-up

Borgo Vecchio Pharmacy (Carmagnola, Turin)



Counter Display

Cappuccini Pharmacy (Genoa)

NEW

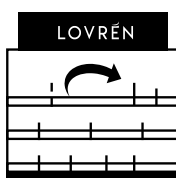
Display Island Skincare Design

67x36x120 cm

**SELL-OUT
SKINCARE
GENERATOR**



SEE A SET-UP EXAMPLE



Always evolving

The entire structure is modular and designed to accommodate upcoming novelties or promote references in the gondola header.

Do you also need graphics?

Scan the QR Code to download printable graphics for your display.



COMPOSITION SIDE A

24	V1 Face cream Hydra-Age Effect	4,99 €
24	V2 Face cream Time-Age Effect	5,99 €
24	V3 Face cream Extreme-Lift Effect	6,99 €
24	V4 Face cream Hydra-Booster	5,99 €
24	V5 Face cream Hydra-Pure Effect	6,99 €
24	V6 Face cream Hydra-Calm Effect	6,99 €
24	EC2 Eye contour	5,99 €
24	EC3 Eye contour Extreme-Lift Effect	6,99 €
24	JLR³ Hyaluronic Acid	4,99 €
24	CLG Plant Collagen	4,99 €
24	VIT^C Vitamin C Stabilised	4,99 €
24	C1 Body Cream Hydra-Age Effect	3,99 €
24	D1 Micellar Water	3,99 €
24	D2 Cleansing Milk	3,99 €
24	D3 Revitalising Tonic	3,99 €
24	SV1 Face Scrub Peeling Effect	3,99 €

COMPOSITION SIDE B

24	Face cream Time-Age Gold	9,90 €
24	Facial Serum Time-Age Gold	9,90 €
24	Eye contour Time-Age Gold	9,90 €
24	Fluid Cream SPF 50 Time-Age Gold	9,90 €
24	Night cream Time-Age Gold	9,90 €
24	Filler Time-Age Gold	4,99 €
12	Argan oil 100% Puro	9,90 €
12	Face cream Natural-Age Effect	8,99 €
12	Face cream Hydra-Natural Effect	8,99 €
12	Face Serum Natural-Age Effect	8,99 €
12	Eye Contour Natural-Look	6,99 €
48	L1 Lip Balm Protective SPF 15	2,99 €
48	L2 Lip Balm Moisturising	2,99 €
24	CM1 Hand cream Hydra-Silk Effect	3,99 €
24	CM2 Hand cream Hydra-Boost Effect	2,99 €
24	Cream for Men 4en1	4,99 €
48	Makeup Remover Wipes	2,99 €

Our marketing department always at your disposal

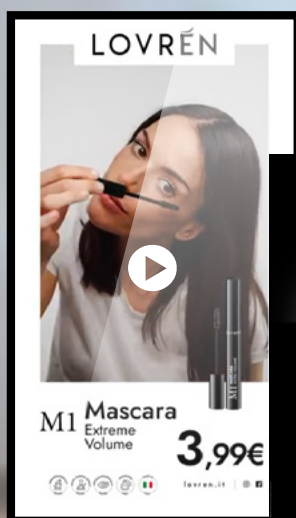
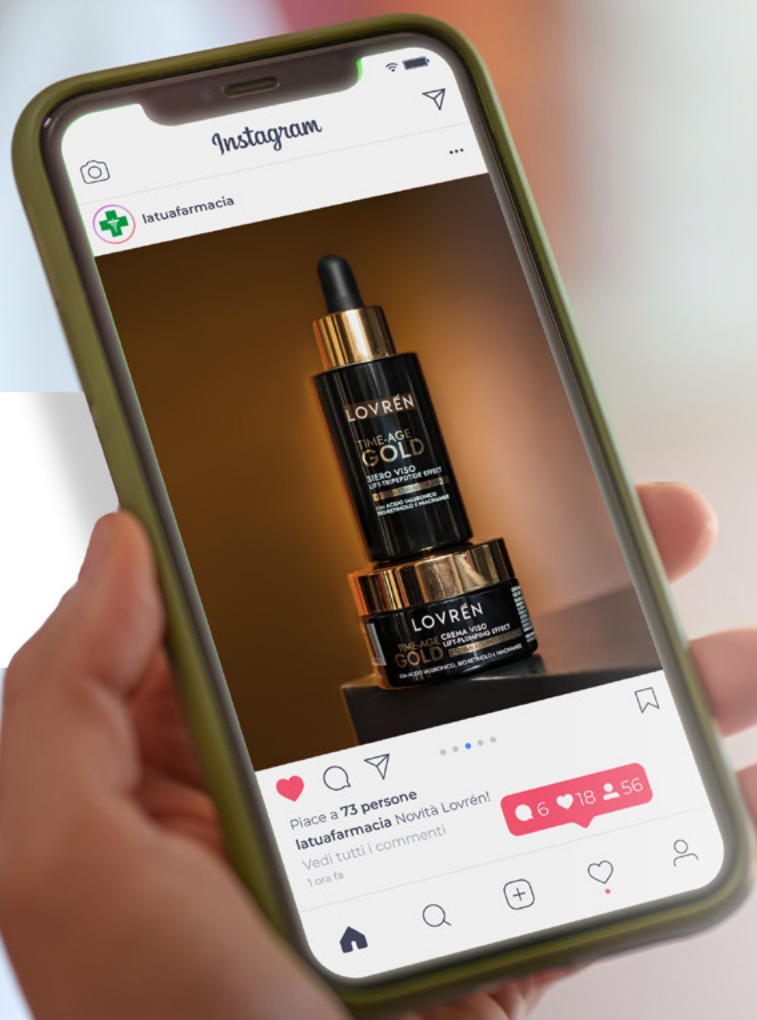
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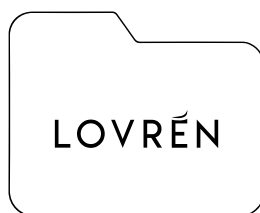


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on a white background



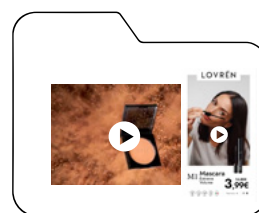
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shop window signs



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broken down by product



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vertical formats



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