



LOVRÉN
SUPERB

LOVRĚN

S U P E R B

Soft & Sensitive	8
Hydra & Pure Oil	9
Secret Flower	12
Lifting Filler	16
Sensitive Lift	18
AHA Ultra-Peeling	20
Ultra-Remodelling	22
Ultra-Redensifying	23
CollagenPeptide ³	26
Jalumineral ⁴	28
Vitamin ⁵	30
Lip Stick Active	36
Lip Plump Active	38
Secret Sense Oil	42
DoubleLash Active	46



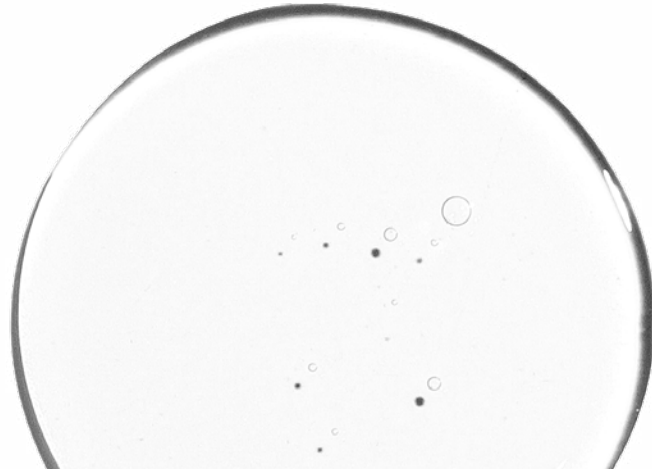
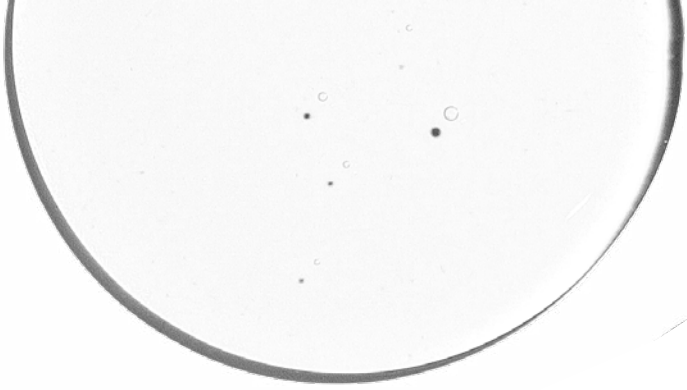
LOVRÉN

S U P E R B

In terms of Well-being and Prevention, the Italian social background is increasingly characterised by the demand for correct and effective dermocosmetic advice and the search for qualified experts.

A new scenario that requires suitably trained professionals, pharmacists qualified to prescribe dermocosmetics, who know how to handle the needs of those who choose to go to the pharmacy, certain in the knowledge that they will find correct and complete answers to their dermatological needs.

The idea of a streamlined yet complete line, able to meet the needs of customers at a price that is accessible to all, is the result of a fast evolution of the pharmacy point of sale, the only complete channel offering topical, systemic products and dermo-aesthetic treatments.



	2022 [Weight%]	2022 [mln/€]	1st Six-month period 2023 [Final Balance]	2nd Six-month period 2023 [Estimate]
Mass market	42.5%	4.819	+7.4 %	+7.8%
Perfume stores	18.9%	2.217	+11.4%	+12%
Pharmacy	16.9%	1.951	+5.9%	+5.8%
E-commerce	8.5%	988	+12.2%	+12%
Hairdressing	5.1%	561	+6.2%	+6.5%
Health food shops	3.3%	378	+8.1%	+7.5%
Direct sales	3%	348	+1.6%	+1.4%
Beauty centres	1.8%	196	+5.3%	+4.8%
Total Market	100%	+8.5% (11,448 mln/€)	+8.2% (12,397 mln/€)	



LOREAL
Soft & Sensitive
Biphasic Remo

Struccante Bifasico Le
ESTRATTO DI ELICR
MALVA + CAMOMIL



Soft & Sensitive

SOOTHING BIPHASIC MAKE-UP REMOVER

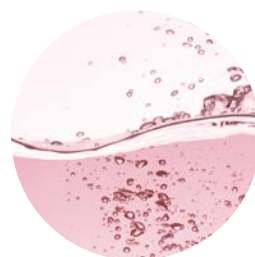
9,90€

It effectively removes all make-up residues, even the most stubborn, while respecting the most delicate areas of the face such as the eyes and lips.

Light and soothing formula that makes it suitable for all skin types, even the most sensitive as well as for those who wear contact lenses.

100 ml
code: LSUPSSB
8058253239045
8 PIECES

✦ [ACTION] Cleansing/Soothing	🎯 [SKIN TYPES] All types	💧 [TEXTURE] Delicate
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[KEY INGREDIENTS]

HELICHRYSUM soothing and emollient,
MALLOW anti-oxidant and anti-inflammatory
CHAMOMILE calming and hydrating

[DIRECTIONS FOR USE] Shake before use so that the two components mix well. To remove make-up from the eye area, simply apply the pad soaked with the biphasic and leave in place for about 30 seconds. Then remove make-up from the eyelashes and lips with downward movements.

[INGREDIENTS] Aqua (Water), Isododecane, Hydrogenated Tetradecenyl/Methylpentadecene, Isopropyl Palmitate, Zea Mays (Corn) Germ Oil, Undecane, Daucus Carota Sativa (Carrot) Root Extract, Chamomilla Recutita (Matricaria) Flower Extract, Helianthus Annuus (Sunflower) Seed Oil, Helichrysum Italicum Extract, Macadamia Ternifolia Seed Oil, Malva Sylvestris (Mallow) Flower/Leaf Extract, Persea Gratissima (Avocado) Oil, Tridecane, Sodium Chloride, Citric Acid, Phenoxylethanol, Potassium Phosphate, Sodium Dehydroacetate, Sodium Benzoate, Potassium Sorbate.

PRODUCT
SHEET



Hydra & Pure Oil

MAKE-UP REMOVAL GEL OIL

9,90€

A thick make-up removal oil that transforms into a rich, creamy emulsion when brought into contact with water.

Nourishes and regenerates dry, dull and dehydrated skin without leaving it feeling greasy. Suitable for the face, eyes and lips. It is also effective on waterproof make-up and does not burn the eyes.

30 ml

code: LSUPHPO
8058253239052

16• PIECES

 [ACTION]	 [SKIN TYPES]	 [TEXTURE]
Cleansing/Nourishing	All types	Gentle gel



[KEY INGREDIENTS]

JOJOBA OIL **elasticising and moisturising**

AVOCADO OIL **nourishing and regenerating**

[DIRECTIONS FOR USE] To remove make-up without the need for cotton pads or wipes. Gently massage onto the dry face using a circular motion, keeping the eyes closed. Rinse with lukewarm water and continue to emulsify with gentle movements. Rinse with lukewarm water.

[INGREDIENTS] Caprylic/Capric Triglyceride, Glycerin, Aqua (Water), Sucrose Stearate, Sucrose Laurate, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Sucrose Palmitate, Persea Gratissima (Avocado) Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Phenoxyethanol, Linalool, Limonene, Citronellol, Parfum (Fragrance).

PRODUCT
SHEET 

LOVRĚN
S U P E R B

「 Face Oil 」





LOVRÉN
SUPERB
*Secret
Flower*
Face Oil
Olio Sospeso Vetro
con ELICRISO FORDAUSO
e ROSA MADAGASCAR

Secret Flower

FACE DRY OIL

19,80€

A natural oil with a dry, silky finish with a nourishing, regenerating and moisturising action. It counteracts the signs of ageing and combats loss of elasticity, providing absolute comfort to even the most sensitive skin. Rose hip oil stimulates the natural regenerative process by revitalising the skin. It is excellent for healing purposes. Rich in antioxidants found in Marula oil, it helps soothe redness without clogging pores.

30 ml

code: LSUPSF
8058253239106

16 PIECES

✦ [ACTION]	🎯 [SKIN TYPES]	💧 [TEXTURE]
Regenerating/Soothing	All types	Dry



[KEY INGREDIENTS]

HELICHRYSUM soothing and anti-ageing,
FIORDALISO emollient and dermopurifying
ROSA MOSQUETA BIO regenerating

[DIRECTIONS FOR USE] Warm 2-3 drops between your hands and massage onto the face and neck. You can also mix a few drops with your night cream to enhance its effect.

[INGREDIENTS] Caprylic/Capric Triglyceride, Dicaprylyl Ether, Dicaprylyl Carbonate, Hydrogenated Ethylhexyl Olivat, Undecane, Tridecane, Rosa Moschata Seed Oil, Parfum (Fragrance), Prunus Amygdalus Dulcis Oil* (Prunus Amygdalus Dulcis (Sweet Almond) Oil*), Sclerocarya Birrea Seed Oil, Persea Gratissima Oil (Persea Gratissima (Avocado) Oil), Simmondsia Chinensis Seed Oil* (Simmondsia Chinensis (Jojoba) Seed Oil*), Vitis Vinifera Seed Oil (Vitis Vinifera (Grape) Seed Oil), Hydrogenated Olive Oil Unsaponifiables, Tocopherol, Centaurea Cyanus Flower Extract (Centaurea Cyanus (Cornflower) Flower Extract), Xerochrysium Bracteatum Flower.

PRODUCT
SHEET



97%
NATURAL
ORIGIN

Cornflower extract^[KMO]

Helichrysum petals

Jojoba oil^[BIO]

Almond Oil^[BIO]

Rose Oil Mosqueta^[BIO]

Avocado Oil

Marula Oil

Grape seed oil

LOVRĚN
S U P E R B

「
Anti-Age
Globale
」



LOVRÉN
SUPERB

Ultra-Remodelling
Active Cream

Crema Viso, Collo & Decolleté
TETRAPEPTIDE-9 + ALGA ROSA



AHA Ultra-Peeling

EXFOLIATING FACIAL TREATMENT

14,80€

Light, non-greasy exfoliating serum that stimulates cell turnover, removes impurities and promotes the production of collagen

Ideal for treating signs of ageing, blemishes, scars and balancing oily skin.

30 ml

code: LSUPAHA
8058253239069

16• PIECES



[ACTION]

Exfoliating/Brightening



[SKIN TYPES]

Atonic, dry or oily



[TEXTURE]

Light



[KEY INGREDIENTS]

GLYCOLIC ACID [17.5%] purifying and brightening
ALPHA-HYDROXY ACID MIX cellular exfoliant
PLANT EXTRACTS smoothing and unifying

[DIRECTIONS FOR USE] Gently massage 2-3 drops onto the face and neck until fully absorbed. Use 2-3 times a week. In the summer months, evening use is recommended. Not suitable for open wounds and sensitive skin. If the product causes excessive irritation, rinse with water and stop using it. Use sunscreen during the day.

[INGREDIENTS] Aqua (Water), Glycolic Acid, Sodium Hydroxide, Lactic Acid, Sodium Phytate, Solanum Lycopersicum (Tomato) Fruit Extract, Citrus Grandis (Grapefruit) Fruit Extract, Citrus Limonum (Lemon) Peel Extract, Vaccinium Myrtillus Fruit Extract, Malic Acid, Citric Acid, Propylene Glycol, Calcium Gluconate, Hydroxyethylcellulose, Gluconolactone, Phenoxyethanol, Sodium Benzoate.

PRODUCT
SHEET



BEFORE



AFTER



ANTI-AGE GLOBALE

✧ ✧
exfoliant
effect



Lifting Filler

FACE-EYE CONTOUR TREATMENT

12,80€

Significantly reduces the signs of ageing on the face and around the eyes, immediately giving a more youthful and toned appearance¹.

Formulated with peptides and active minerals for an immediate firming effect. Soft and silky texture with instant filling action. Facilitates the application of make-up.

10 ml

code: LSUPLFA
8058253233470

16• PIECES



[ACTION]

Immediate firming effect



[SKIN TYPES]

Atonic and relaxed



[TEXTURE]

Silky



[KEY INGREDIENT]

HYALURONIC ACID MICROSPHERES

filling and anti-oxidant action

[DIRECTIONS FOR USE] Apply a small amount to the areas of the face where signs of ageing are most visible. Pat gently with your fingers until fully absorbed.

[INGREDIENTS] Aqua (Water), Polysilicone-11, Cyclopentasiloxane, Isododecane, Polymethylsilsesquioxane, C24-28 Alkyldimethylsiloxy Trimethylsiloxy silicate, Steareth-21, Phenoxyethanol, Laureth-12, Triethanolamine Carbomer, Ethylhexyl Palmitate, Ethylhexylglycerin, Trihydroxystearin, Sodium Hyaluronate, Glucosamin.

PRODUCT
SHEET





immediate lifting effect²

of volunteers' faces appear
more relaxed overall.

of volunteers noticed
a lifting effect.

of volunteers feel that wrinkles
are less noticeable
immediately after application.



BEFORE



AFTER 30
MINUTES



90% of those
surveyed
LIFTING EFFECT
around the eyes and on the face³

ANTI-AGE GLOBALE

1. Technically-supported testing Based on a clinical study. Testing according to a rating scale. Evaluation was performed by direct visual analysis of test subjects (20 volunteers) and observation of images of them captured at the time of previous analyses. (TIME 0 T0=application, T015= 15 minutes, T030=30 minutes). Analyses were performed using RStudio Version 1.3.959 © 2009-2020 RStudio, PBC. 2. Clinical testing carried out on 20 consumer volunteers The effect is intended to be temporary. 3. As tested by consumers



Sensitive Lift

LIFTING EYE CONTOUR CREAM

14,80€

Specific cream for the eye area.
It acts on imperfections such as bags under the eyes, dark circles, wrinkles and sagging, reshaping the area around the eyes.
Intensive lifting effect. Also suitable for sensitive skin.

15 ml
code: LSUPSLCO
8058253239090
8 PIECES

✦ [ACTION] Firming effect	👁 [SKIN TYPES] Atonic and relaxed	💧 [TEXTURE] Rich
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[KEY INGREDIENTS]

DIOSMINA+TETRAPEPTIDE-7 draining effect
ACMELLA EXTRACT lifting effect
MICA soft-focus effect

[DIRECTIONS FOR USE] Apply a small amount of the product to the area around the eyes morning and evening after cleansing. Gently pat and massage with light movements. To enhance the cooling effect, keep refrigerated and apply.

[INGREDIENTS] Aqua (Water), Isononyl Isononanoate, Propanediol, Cetearyl Alcohol, Ammonium Acryloyldimethyltaurate/Vp Copolymer, Butyrospermum Parkii (Shea) Butter, Simmondsia Chinensis (Jojoba) Seed Oil, Oryza Sativa (Rice) Hull Powder, Glyceryl Stearate, Peg-100 Stearate, Caprylic/Capric Triglyceride, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Helichrysum Italicum Extract, Vitis Vinifera (Grape) Leaf Extract, Cucumis Sativus (Cucumber) Fruit Extract, Spilanthes Acmella Flower Extract, Saccharomyces Ferment Lysate Filtrate, Diosmine, Olea Europaea (Olive) Fruit Oil, Coleus Forskohlii Root Extract, Xanthan Gum, Bacillus Ferment, Palmitoyl Tetrapeptide-7, Acetyl Tetrapeptide-5, Glyceryl Caprylate, Butylene Glycol, Polyglyceryl-10 Laurate, Polyglyceryl-4 Caprate, Calcium Gluconate, Sorbitan Oleate, Citric Acid, Mica, Silica, Gluconolactone, Phenoxyethanol, Sodium Benzoate, Potassium Sorbate, Ci 77891 (Titanium Dioxide), Parfum (Fragrance).

PRODUCT
SHEET







Ultra-Remodelling

FACE, NECK AND DÉCOLLETAGE CREAM

19,80€

Concentrated reshaping action that firms and tones sagging skin. The innovative complex exploits the synergy of science and nature to penetrate relaxed areas such as the double chin or cheeks.

50 ml
code: LSUPURCVD
8058253239076
8 PIECES

The contours of the face and neck are restructured, firmed and ultra-nourished, revealing a more youthful and radiant appearance. Day after day, the skin appears firmer and more compact.

✦ [ACTION] Reshaping	🎯 [SKIN TYPES] Atonic and relaxed	💧 [TEXTURE] Rich
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[KEY INGREDIENTS]

TETRAPEPTIDE-9 **restructuring**
RED ALGAE EXTRACT **firming**
MIX OF NATURAL OILS **regenerating**

[DIRECTIONS FOR USE] Apply in the evening to the face, neck and décolleté area. Massage until fully absorbed.

[INGREDIENTS] Aqua (Water), Cetearyl Isononanoate, Isononyl Isononanoate, Aluminum Starch Octenylsuccinate, Sodium Polyacrylate, Ceteareth-20, Cetearyl Alcohol, Dicaprylyl Ether, Crambe Abyssinica Seed Oil, Olea Europaea (Olive) Fruit Oil, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Rosa Moschata Seed Oil, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Hydrolyzed Rhodophyceae Extract, Mannitol, Glycerin, Glyceryl Stearate, Butylene Glycol, Carbomer, Pentyleneglycol, Ceteareth-12, Cetyl Palmitate, Dehydroacetic Acid, Sodium Hydroxide, Xanthan Gum, Acetyl Tetrapeptide-9, Sodium Chloride, Benzyl Alcohol, Ethylhexylglycerin, Hexyl Cinnamal, Hydroxycitronellal, Coumarin, Parfum (Fragrance).

PRODUCT
SHEET





Ultra-Redensifying

REDENSIFYING NIGHT FACE CREAM

19,80€

Full-bodied, nourishing and non-oily formula, ideal for all skin types, from the youngest to the most mature. Moisturising, nourishing and plumping, it helps fight the signs of ageing, strengthening and protecting the skin.

A complete beauty treatment to regenerate the skin during the night and make it soft, velvety, radiant and healthy-looking when you wake up.

50 ml

code: LSUPURCN
8058253239083

8 PIECES

✦ [ACTION] Redensifying	👁 [SKIN TYPES] All types	💧 [TEXTURE] Rich
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[KEY INGREDIENTS]

TRIPEPTIDE-2 **reshaping**

L-ORNITINA **anti-age**

OCTAPEPTIDE-3 **firming effect**

[DIRECTIONS FOR USE] Apply at night, before going to bed, to the face and neck. Massage until fully absorbed.

[INGREDIENTS] Aqua (Water), Propanediol, Cetearyl Alcohol, Squalane, Glyceryl Stearate, Peg-100 Stearate, Bis-Diglyceryl Polyacyladipate-2, Dimethicone, Ricinus Communis (Castor) Seed Oil, Copernicia Cerifera (Carnuba) Wax, Helianthus Annuus (Sunflower) Seed Oil, Rosmarinus Officinalis (Rosemary) Leaf Extract, Trifluoroacetyl Tripeptide-2, Methylsilanol Hydroxyproline Aspartate, Lecithin, Glycolipids, Ceramide Np, Ceramide Ap, Cholesterol, Phytosphingosine, Coumarin, Phospholipids, Xanthan Gum, Carbomer, Palmitic Acid, Stearic Acid, Lauryl Alcohol, Myristyl Alcohol, Dehydroacetic Acid, Sodium Dehydroacetate, Hydrogenated Castor Oil, Cetyl Alcohol, Glycerin, Butylene Glycol, Ornithine, Sodium Lauroyl Lactylate, Levulinic Acid, P-Anisic Acid, Caprylyl Glycol, Sodium Benzoate, Acetyl Octapeptide-3, Ceramide Eop, Tocopherol, Dextran, Sodium Hydroxide, Ethylhexylglycerin, Benzyl Alcohol, Behenyl Alcohol, Benzyl Benzoate, Phenoxyethanol, Linalool, Hexyl Cinnamal, Limonene, Parfum (Fragrance).

PRODUCT
SHEET



LOVREN
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「
Face Serums
AND Creams
」





CollagenPeptide³

PLUMPING FACE SERUM

14,80€

Enhanced serum with plant collagen and peptides with very high penetration capacity. Redensifies and improves the skin's elasticity and tone, making it look younger and smoother.

Clinically proven to actively compensate the skin's natural collagen deficit, counteracting the signs of ageing and skin ageing.

30 ml

code: LSUPC3S
8058253239175

8 PIECES



[ACTION]

Firming/Plumping



[SKIN TYPES]

Atonic and relaxed



[TEXTURE]

Light



[KEY INGREDIENTS]

PLANT COLLAGEN **restructuring plumping**
TRIPEPTIDE-5 **smoothing firming effect**

[DIRECTIONS FOR USE] Apply after cleansing, before applying day or night cream. Spread a drop of serum on cheeks, chin, nose and forehead. Massage gently, avoiding the area around the eye.

[INGREDIENTS] Aqua, Glycerin, Phenoxyethanol, Xanthan Gum, Gluconolactone, Sodium Phytate, Ethylhexylglycerin, Acacia Seyal Gum Extract, Sodium Hydroxide, Palmitoyl Tripeptide-5.

PRODUCT
SHEET





CollagenPeptide³

PLUMPING FACE CREAM

14,80€

Thanks to the natural active ingredients it contains, it redensifies and improves the elasticity and tone of the skin, giving a younger, smoother appearance.

Indicated for restructuring more mature skin, restoring a feeling of comfort and hydration.

50 ml
code: LSUPC3C
8058253239182
8 PIECES

✦ [ACTION] Nourishing/Plumping	🎯 [SKIN TYPES] Atonic and relaxed	💧 [TEXTURE] Rich
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[KEY INGREDIENTS]

PLANT COLLAGEN restructuring and plumping
TRYPEPTIDE-5 stimulates the production of collagen
SHEA BUTTER repairing and nourishing

[DIRECTIONS FOR USE] Apply after cleansing to the face and décolleté area, massaging gently until absorbed.

[INGREDIENTS] Aqua [Water], Caprylic/Capric Triglyceride, Cetearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Dicaprylyl Carbonate, Glyceryl Stearate Citrate, Olus Oil [Vegetable (Olus) Oil], Parfum [Fragrance], Sorbitol, Butyrospermum Parkii (Shea) Butter, Glycerin, Acacia Senegal Gum Extract, Palmitoyl Tripeptide-5, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Hydroxyacetophenone, Urea, Allantoin, Xanthan Gum, Ethylhexylglycerin, Glyceryl Caprylate, Linalool, Sodium Phytate, Cinnamyl Alcohol, Limonene, Hydroxycitronellal, Coumarin, Hexyl Cinnamal, Citronellol.

PRODUCT
SHEET



Jalumineral⁴

ULTRA-MOISTURISING FACE SERUM

14,80€

Plumping and brightening, it makes the skin smoother, healthier and more protected. Thanks to the presence of Hyaluronic Acid in 4 different molecular weights, it counteracts skin ageing, leaving the skin deeply moisturised.

30 ml
code: LSUPJ4S
8058253239199
8 PIECES



[ACTION]

Moisturising/Energising



[SKIN TYPES]

All types



[TEXTURE]

Light



[KEY INGREDIENTS]

HYALURONIC ACID **deep hydration**

MINERAL SALTS **energizing**

[DIRECTIONS FOR USE] Apply after cleansing, before applying day or night cream. Spread a drop of serum on cheeks, chin, nose and forehead. Massage gently, avoiding the area around the eye.

[INGREDIENTS] Aqua, Glycerin, Phenoxyethanol, Sodium Hyaluronate, Gluconolactone, Xanthan Gum, Sodium Phytate, Ethylhexylglycerin, Magnesium Aspartate, Zinc Gluconate, Sodium Hydroxide, Hydrolyzed Hyaluronic Acid, Copper Gluconate.

PRODUCT
SHEET



Jalumineral⁴

ULTRA-MOISTURISING FACE CREAM

14,80€

Provides the skin with the right degree of hydration thanks to the presence of Hyaluronic Acid in 4 different molecular weights (Low-Medium-High-Reticulated) + Mineral Salts. It deeply nourishes and helps reducing skin ageing.

50 ml
code: LSUPJ4C
8058253239205
8 PIECES

✦ [ACTION] Moisturising/Anti-Age	🎯 [SKIN TYPES] All types	💧 [TEXTURE] Silky
--	--	---------------------------------



[KEY INGREDIENTS]

HYALURONIC ACID **deep hydration**
MINERAL SALTS **energising**
MIX OF NATURAL OILS **nourishing and protective**

[DIRECTIONS FOR USE] Apply after cleansing to the face and décolleté area, massaging gently until absorbed.

[INGREDIENTS] Aqua [Water], Caprylic/Capric Triglyceride, Cetearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Dicaprylyl Carbonate, Glyceryl Stearate Citrate, Olus Oil [Vegetable (Olus) Oil], Parfum [Fragrance], Sorbitol, Butyrospermum Parkii (Shea) Butter (*), Simmondsia Chinensis (Jojoba) Seed Oil (*), Tocopheryl Acetate, Urea, Allantoin, Xanthan Gum, Sodium Hyaluronate, Ethylhexylglycerin, Glyceryl Caprylate, Hydroxyacetophenone, Phenoxyethanol, Sodium Phytate, Linalool, Cinnamyl Alcohol, Limonene, Hydroxycitronellal, Caprylyl Glycol, Citronellol, Geraniol, Citral. (*) From organic farming.

PRODUCT
SHEET



Vitamin⁵

REVITALISING FACE SERUM

14,80€

It rejuvenates the skin by boosting its defences against free radicals that cause premature ageing.

For more radiant, healthy and protected skin. Ideal for revitalising and brightening dull, tired complexions. The mix of natural active ingredients leaves the skin visibly more elastic and an even complexion.

30 ml

code: LSUPV5S
8058253239212

8 PIECES



[ACTION]

Antioxidant/Revitalising



[SKIN TYPES]

All types



[TEXTURE]

Light



[KEY INGREDIENTS]

VITAMINS A-C-E-B3-B5 antioxidant and regenerating
ALPHA LIPOIC ACID revitalising

[DIRECTIONS FOR USE] Apply after cleansing, before applying day or night cream. Spread a drop of serum on cheeks, chin, nose and forehead. Massage gently, avoiding the area around the eye.

[INGREDIENTS] Aqua, Glycerin, Phenoxyethanol, Sodium Hyaluronate, Gluconolactone, Xanthan Gum, Sodium Phytate, Ethylhexylglycerin, Magnesium Aspartate, Zinc Gluconate, Sodium Hydroxide, Hydrolyzed Hyaluronic Acid, Copper Gluconate.

PRODUCT
SHEET





Vitamin⁵

REVITALISING FACE CREAM

14,80€

Vitamins A-C-E-B3-B5 give new youthfulness to the skin, deeply nourishing it. Alpha Lipoic Acid fights oxidative stress caused by free radicals. Soft, velvety texture for a revitalising-antioxidant action that can give radiance, stimulating cell growth and tissue regeneration.

50 ml
code: LSUPV5C
8058253239229
8 PIECES

✦ [ACTION] Antioxidant/Revitalising	🎯 [SKIN TYPES] All types	💧 [TEXTURE] Velvety
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[KEY INGREDIENTS]

VITAMINS A-C-E-B3-B5 antioxidant and regenerating
ALPHA LIPOIC ACID revitalising
JOJOBA OIL and SHEA BUTTER nourishing
and hydrating

[DIRECTIONS FOR USE] Apply after cleansing to the face and décolleté area, massaging gently until absorbed.

[INGREDIENTS] Aqua (Water), Caprylic/Capric Triglyceride, Cetearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Glyceryl Stearate Citrate, Dicaprylyl Carbonate, Olus Oil [Vegetable (Olus) Oil], Sorbitol, Parfum [Fragrance], Panthenol, Butyrospermum Parkii (Shea) Butter (*), Simmondsia Chinensis (Jojoba) Seed Oil (*), Thioctic Acid, Lecithin, Glyceryl Linoleate, Glyceryl Linolenate, Sodium Ascorbyl Phosphate, Retinyl Palmitate, Tocopheryl Acetate, Xanthan Gum, Allantoin, Ethylhexylglycerin, Glyceryl Caprylate, Niacinamide, Glycerin, Sodium Phytate, Cinnamyl Alcohol, Linalool, Hydroxyacetophenone. (*) From organic farming.

PRODUCT
SHEET

NEW

Floor display
GENERAL TESTER

Available when purchasing the
complete Skincare line.

DIMENSION:
50x35 cm Height 130 cm



Sample sachets 1 ml



COMPOSITION

Soft&Sensitive	8 pieces	9,90€
Hydra&Pure Oil	16 pieces	9,90€
Secret Flower	16 pieces	19,80€
Lifting Filler	16 pieces	12,80€
AHA Ultra-Peeling	16 pieces	14,80€
Sensitive Lift	8 pieces	14,80€
Ultra-Remodelling	8 pieces	19,80€
Ultra-Redensifying	8 pieces	19,80€
CollagenPeptide ³ Serum	8 pieces	14,80€
CollagenPeptide ³ Cream	8 pieces	14,80€
Jalumineral ⁴ Serum	8 pieces	14,80€
Jalumineral ⁴ Cream	8 pieces	14,80€
Vitamin ⁵ Serum	8 pieces	14,80€
Vitamin ⁵ Cream	8 pieces	14,80€

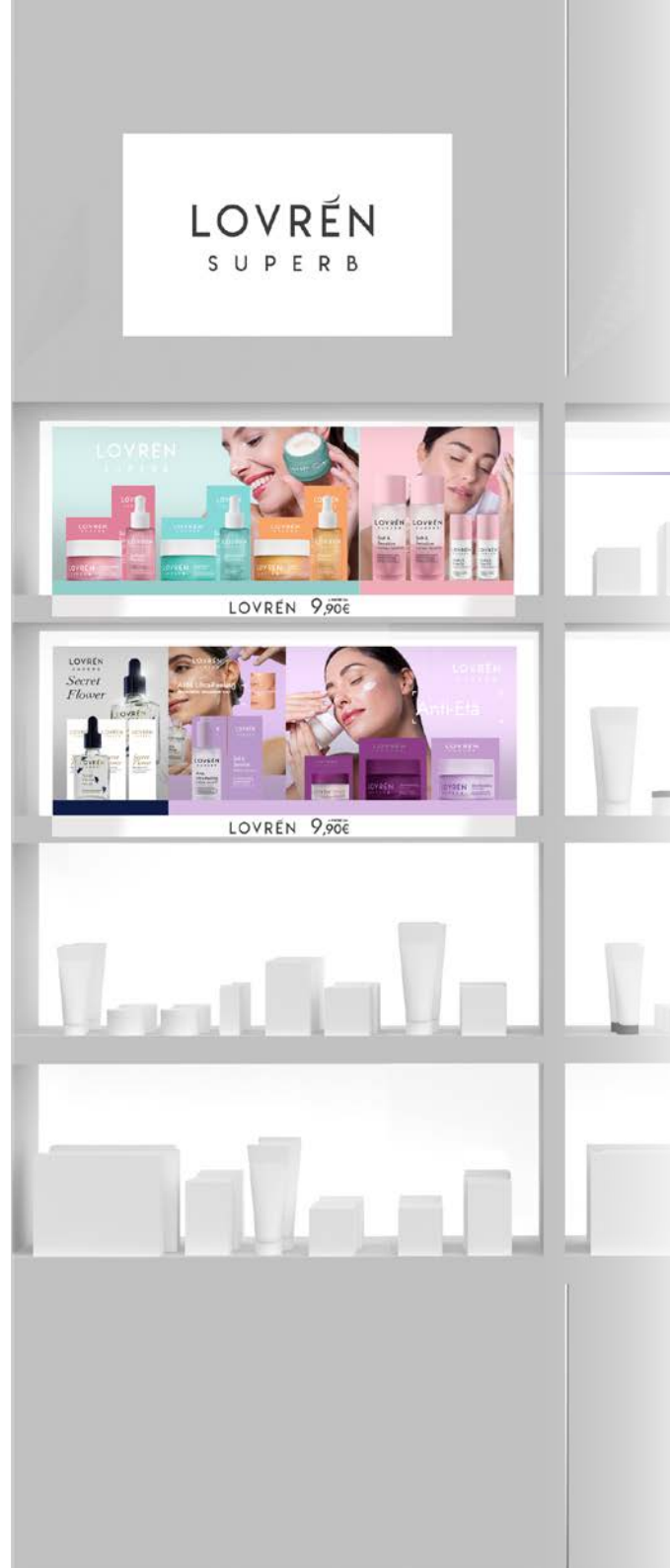
WINDOW
SIGN
60x90 cm

NEW

Shelving display kit

Available when purchasing the complete Skincare line.

DIMENSION:
2 SHELVES 60x20 cm Height 20 cm



LOVREN
SUPER B



MODULAR
DISPLAY UNITS also
suitable for counter displays



FACE SERUMS & CREAMS
40x20x20 cm



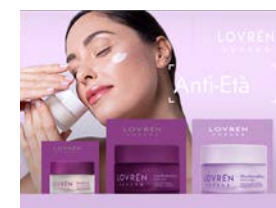
CLEANSING
20x20x20 cm



SECRET FLOWER
15x20x20 cm



AHA ULTRA
PEELING
15x20x20 cm



GLOBAL ANTI-AGE
30x20x20 cm



COUNTER DISPLAY
LIFTING FILLER
20x20x20 cm

TAKE A LOOK AT
THE LAYOUT PHOTOS 

LOVREN
S U P E R B

「
Lip
treatments
」





Lip Stick Active

IMMEDIATE VOLUMISING EFFECT

14,80€

Immediate and long-lasting volumising action.
Maxi-volume effect, for plump and hydrated lips.

code: LSUPLSA
8058253234071

16• PIECES

It contains a mix of plant substances that helps to soothe the lips,
making them soft, velvety and protected from cracking.

 [ACTION]	 [SKIN TYPES]	 [TEXTURE]
Plumping/Protective	All types	Nude/Matt



[KEY INGREDIENTS]

COOLACT10™ anti-age and plumping
INSTAPLUMP™ deep hydration
VOLULIP™ elasticising and protective

[DIRECTIONS FOR USE] Apply to the lips as a balm or as a base for lipstick.

[INGREDIENTS] Octyldodecanol, Hydrogenated Polyisobutene, Polybutene, Ricinus Communis Seed Oil (Ricinus Communis (Castor) Seed Oil), Dipentaerythrityl Tetrahydroxystearate/Tetraisostearate, Polyethylene, Diisostearyl Malate, Di-C20-40 Alkyl Dimer Dilinoleate, Cera Microcristallina (Microcrystalline Wax), Hdi/Trimethylol Hexyllactone Crosspolymer, Vp/Eicosene Copolymer, Menthoxyprompanediol, Methyl Nicotinate, Zingiber Officinale Root Oil (Zingiber Officinale (Ginger) Root Oil), Capsicum Frutescens Fruit Extract, Glycine Soja Oil (Glycine Soja (Soybean) Oil), Portulaca Pilosa Extract, Palmitoyl Tripeptide-38, Silica, Sorbitan Isostearate, Sucrose Cocoate, Cetearyl Ethylhexanoate, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate.

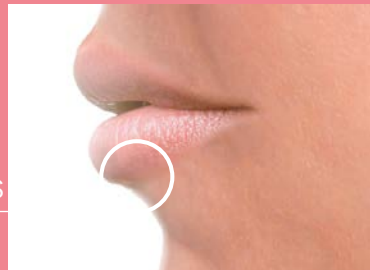
PRODUCT
SHEET 



BEFORE



AFTER
30 MINUTES



up to
+82%
increased volume²

1. Panel study lip balm application containing 8% InstaPlump™ on 10 participants.
2. Panel test lip balm application containing 1% VoluLip™ on 29 women for 1 month.

Coolact10™

75% of volunteers noticed an increase in freshness.

Instaplump™

LIP PLUMPING PANEL TEST¹

80% of volunteers noticed full, plump lips.

Volulip™

LIP ARCHITECTURE TECHNOLOGY TEST²

+101% increase in Hyaluronic Acid.

up to
61% increase in surface area.



COUNTER DISPLAY
20x20x20 cm

WINDOW SIGN
45x65 cm



Lip Plump Active

IMMEDIATE VOLUMISING EFFECT

15,80€

Gives volumes and protects your lips by improving blood circulation and reducing perioral wrinkles.

Super moisturised lips enhanced by a mirror-effect shine for a natural plumping result.

3.5 ml

code: LSUPLPA
8058253230530

16• PIECES

 [ACTION]	 [SKIN TYPES]	 [TEXTURE]
Plumping/moisturising	All types	Nude/Gloss



[KEY INGREDIENTS]

COOLACT10™ anti-age and plumping
INSTAPLUMP™ deep hydration

[DIRECTIONS FOR USE] Apply the product alone or as a lipstick top coat.

[INGREDIENTS] Aqua [Water], Caprylic/Capric Triglyceride, Cetearyl Alcohol, Oryza Sativa (Rice) Bran Oil, Glyceryl Stearate Citrate, Dicaprylyl Carbonate, Olus Oil [Vegetable (Olus) Oil], Parfum [Fragrance], Sorbitol, Butyrospermum Parkii (Shea) Butter (*), Palmitoyl Tripeptide-5, Simmondsia Chinensis (Jojoba) Seed Oil (*), Glycerin, Hydroxyacetophenone, Tocopheryl Acetate, Allantoin, Xanthan Gum, Ethylhexylglycerin, Glyceryl Caprylate, Linalool, Sodium Phytate, Cinnamyl Alcohol, Limonene, Hydroxycitronellal, Coumarin, Hexyl Cinnamal, Citronellol. (*) From organic farming.

PRODUCT
SHEET 



BEFORE



AFTER
30 MINUTES



up to
+80%
Plump effect*

*The effect is intended to be temporary. Testing according to a rating scale. Evaluation was performed by direct visual analysis of test subjects (10 volunteers) and observation of images of them captured at the time of previous analyses. Analyses were performed using an 8% concentration of InstaPlump™ VA.

immediate
volumising
effect

100% of volunteers' faces appear
more relaxed overall

95% of volunteers feel that
wrinkles are less noticeable
immediately after application



COUNTER DISPLAY
20x20x20 cm

WINDOW SIGN
45x65 cm



LOVREN
SUPERB

「
Dry oil
」





Secret Sense Oil

DRY OIL FACE, BODY AND HAIR

19,80€

Mix of 7 fast-absorbing vegetable oils.

It nourishes, moisturises and protects while releasing its delicate, enveloping fragrance.

It can be used alone or mixed with facial, body or cleansing treatments. Its dry finish texture allows it to be coated without leaving marks on clothes.

100 ml

code: LSUPSSO
8058253234521

12x PIECES



[ACTION]

Nourishing/Protective



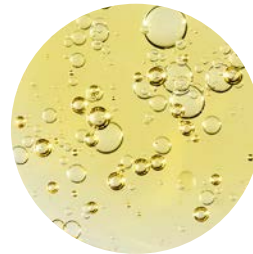
[SKIN TYPES]

All types



[TEXTURE]

Dry



[KEY INGREDIENTS]

BLEND OF 7 PLANT OILS

emollient, nourishing, and protective

Almond - Rice - Cotton - Argan - Macadamia - Jojoba - Carrot

VITAMINE E anti-oxidant

[DIRECTIONS FOR USE] Apply directly to the face, body and hair with a gentle massage.

[INGREDIENTS] C18-21 Alkane, C15-19 Alkane, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Decyl Oleate, Oryza Sativa (Rice) Bran Oil, Gossypium Herbaceum (Cotton) Seed Oil, Argania Spinosa Kernel Oil, Macadamia Ternifolia Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Parfum [Fragrance], Zea Mays (Corn) Germ Oil, Daucus Carota (Carrot) Sativa Root Extract.

PRODUCT
SHEET 



Secret Sense Oil Bronze

DRY OIL FACE, BODY AND HAIR

19,80€

Mix of 7 fast-absorbing vegetable oils. It nourishes, moisturises and protects. Suitable for face, body and hair. Bronze finish, thanks to its luminous mother-of-pearl that enhances the complexion. It can be used as a brightening agent to enhance make-up.

100 ml
code: LSUPSSOB
8058253234538
12• PIECES

✦ [ACTION] Nourishing/Brightening	👁 [SKIN TYPES] All types	💧 [TEXTURE] Dry/Golden
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[KEY INGREDIENTS]

BLEND OF 7 PLANT OILS emollient, nourishing, and protective

Almond - Rice - Cotton - Argan - Macadamia - Jojoba - Carrot

VITAMINE E anti-oxidant

MICROPEARLS GOLDEN

Effect radiance-bronze



[DIRECTIONS FOR USE] Apply directly to the face, body and hair with a gentle massage.

[INGREDIENTS] C18-21 Alkane, C15-19 Alkane, Prunus Amygdalus Dulcis (Sweet Almond) Oil, Decyl Oleate, Oryza Sativa (Rice) Bran Oil, Gossypium Herbaceum (Cotton) Seed Oil, Polyglyceryl-3 Beeswax, Macadamia Ternifolia Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Tocopheryl Acetate, Parfum (Fragrance), Argania Spinosa Kernel Oil, Zea Mays (Corn) Germ Oil, Daucus Carota (Carrot) Sativa Root Extract, Mica, Ci 77491 [Iron Oxides], Titanium Dioxide.



PRODUCT SHEET

COUNTER DISPLAY 20x20x20 cm
WINDOW SIGN 45x65 cm

DRY OIL

LOVREN
SUPERB

Eyelash Treatments





DoubleLash Mascara

BLACK LENGTHENING MASCARA

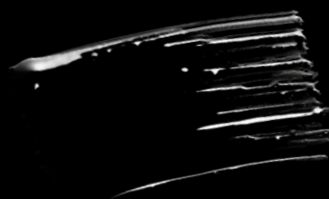
14,80€

Rich, extremely creamy formula that gives length and volume with a buildable effect. The texture allows multiple applications for emphasising long, thick and strong lashes.

Enriched with natural waxes and gum arabic for extreme volume and a conditioning peptide that helps to increase the strength, length and thickness of the lashes.

9 ml
code: LSUPDLAM
8058253235535
16+ PIECES

 [ACTION] Length/Thickness	 [APPLICATOR TYPES] Silicone conical	 [TEXTURE] Buildable
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[KEY INGREDIENTS]

NATURAL WAXES extreme volume
PEPTIDE strength, length and thickness

[DIRECTIONS FOR USE] Apply the product with quick movements from the bottom upwards, taking care to take the lashes from the root, keeping their natural direction as far as possible.

[INGREDIENTS] Aqua (Water), Synthetic Beeswax, Cera Alba (Beeswax), Acacia Senegal Gum, Butylene Glycol, Stearic Acid, Palmitic Acid, Vp/Eicosene Copolymer, Polybutene, Copernicia Cerifera Cera (Copernicia Cerifera (Carnauba) Wax), Glycerol Stearate, Glycerin, Aminomethyl Propanol, Pentyleneglycol, Stearyl Stearate, Phenoxyethanol, Stearyl Palmitate, Caprylyl Glycol, Sodium Dehydroacetate, Paraffin, Potassium Sorbate, Cetyl Palmitate, Cetyl Stearate, Hydroxyethylcellulose, Behenic Acid, Cera Microcrystallina (Microcrystalline Wax), Arachidic Acid, Panthenol, Disodium Phosphate, Polysorbate 60, Sodium Phosphate, Biotinoyl Tripeptide-1, Ci 77499 (Iron Oxides).

PRODUCT
SHEET 



DoubleLash Serum

EYELASH LENGTHENING TREATMENT

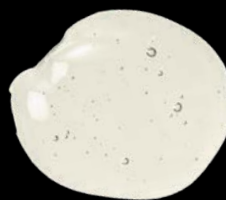
14,80€

Serum with a fluid and gentle gel texture that will transform your sparse and weak eyelashes into thicker, stronger and extra-long lashes.

Enriched with 98% natural raw materials and a mixture of plankton extract, the natural active ingredient derived from microalgae that improves the density and length of lashes.

4.5 ml
code: LSUPDLAS
8058253235078
16• PIECES

✦ [ACTION] Lengthening/Reinforcing	🎯 [APPLICATOR TYPES] Brush + Comb	💧 [TEXTURE] Fluid
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[KEY INGREDIENTS]

PLANKTON EXTRACT density and length
GLYCOLS emollient and humectant

[DIRECTIONS FOR USE] Apply for 42 days, once a day before going to bed or before using mascara. Liquid formula, use without inverting the bottle.

[INGREDIENTS] Aqua (Water), 1,2-Hexanediol, Caprylyl Glycol, Hydroxyacetophenone, Pentylene Glycol, Sodium Hydroxide, Plankton Extract.

PRODUCT
SHEET



COUNTER DISPLAY
20x20x20 cm

WINDOW SIGN
45x65 cm

LOVRÉN

lovren.it |  