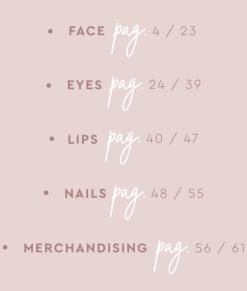
THEJVONE TIMES beauty news 2022

N.2







THEJVONE TIMES

Ready for a journey in the beauty world with Jvone?

TIPS, FUN FACTS, LATEST TRENDS AND

LOTS OF NEW MAKE-UP PRODUCTS

to highlight the unique beauty of every woman.

beauty news 2022



LET YOURSELF BE SURPRISED BY THE NEW RANGE OF PRODUCTS THAT HAVE **BEEN COMPLETELY REVOLUTIONISED**

to combine beauty and functionality and satisfy every woman's desires!

The **innovative formulas**, enriched with high-performance functional active ingredients, are characterised

hy HYBRID ACTION and act

• ON A COSMETIC LEVEL AS THEY PROVIDE EXCELLENT MAKE-UP PRODUCTS.

• ON A FUNCTIONAL LEVEL AS THEY PROVIDE BENEFITS AND RESPECT FOR ALL SKIN TYPES.

A **DUAL ACTION** FOR ENDLESS BENEFITS!

EACH PRODUCT IS DESIGNED TO MEET SPECIFIC NEEDS.

Behind each product is a careful research on textures, pigments and fragrances to customise the products and satisfy the most diverse demands and desires of every woman.

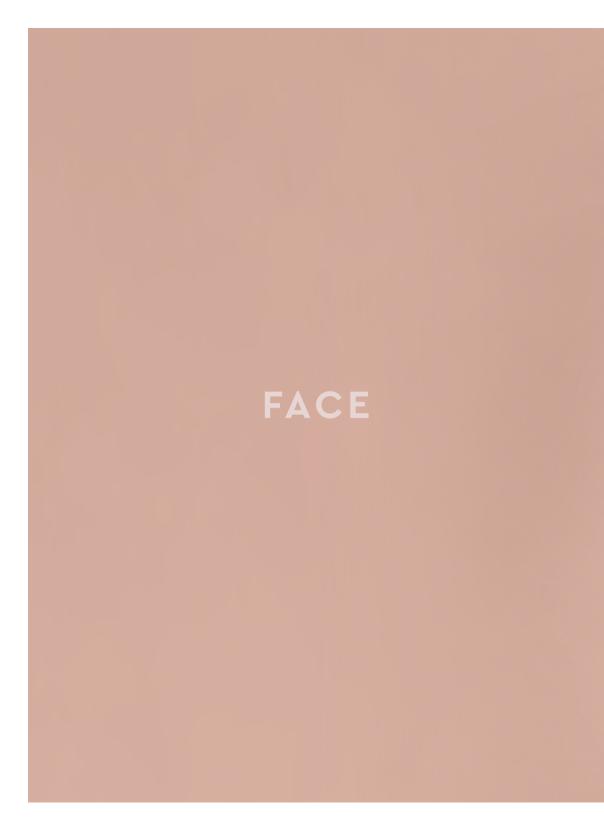
Worcover

the formulations are tested for efficacy and skin tolerability to ensure their excellent quality in terms of performance and top safety for the skin during use.

BECAUSE JVONE IS NOT ONLY WHAT YOU SEE BUT ALSO WHAT YOU FEEL!

Discover the new products now and don't miss out on all the **B-Factor**, Beauty Factor of each product with suggestions for use, insights and details on how to use the products at their best!

.





PRIMER





FIRST STEP CUDDLE PRIMER

30 m l

A make-up base rich in active ingredients that make your skin tonalized and supple, it prepares your skin for a perfect application of

> BAKUCHIOL AND HYALURONIC ACID Anti-wrinkle and smoothing effect on expression lines

Joh.

A real pre-make-up cuddle that provides perfect make-up adherence! Ideal for mature and dry skin also thanks to the booster of regenerating and antioxidant anti-wrinkle active ingredients.





FIRST STEP MATTIFYING PRIMER

30 m l

3-in-1 mattifying base. Ideal for mattifying, smoothing and evening out your skin.

APRICOT KERNEL OIL Mattifying, unifying and smoothing effect

aclas

A light cream with a long-lasting, residue-free effect. Ideal for combination and oily skin, the perfect ally during hot weather. Refines your skin's texture by smoothing and minimising pores for smooth and silky skin!

CORRETTORI



NUDE TOUCH GLOW LIQUID CONCEALER Light Coverage

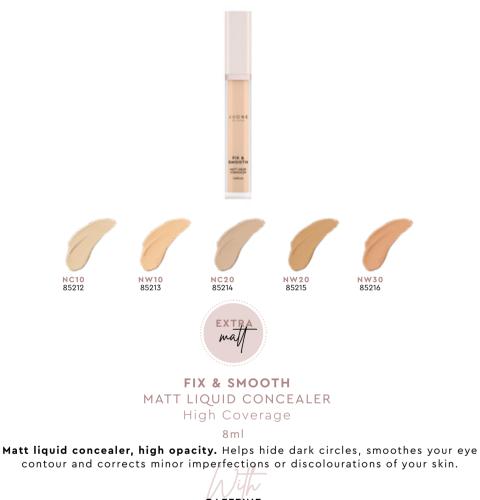
7ml

Liquid concealer. Helps cover imperfections and discolouration, it unifies and brightens your skin.

SWEET ALMOND EXTRACT Extra-glow effect

aclas

A fine, impalpable texture that fits your skin perfectly and covers gently without weighing it down. Ideal for thin and dry skin. Immediate glow effect for radiant and moisturised skin!



CAFFEINE Stimulates reactivation of microcirculation

The formula with draining properties improves circulation and skin trophism, awakens your eyes just like your first cup of coffee in the morning! Its light and silky texture adheres to your skin, it fits and lasts all day long and provides extreme coverage without weighing it down!



01 GOLDEN 85115







ALL OVER STICK CONCEALER Medium Coverage

4,8g

Stick concealer. Corrects and minimises dark circles and blends perfectly into your skin, hiding all imperfections.

DRAGON FRUIT SEED OIL Soft focus effect for perfectly smooth skin

aclas

The soft and light formula allows All Over to be used both as a concealer and as a foundation, giving an incredibly silky touch. Goodbye skin imperfections: All Over will become your best beauty weapon! Our concealers meet all coverage needs



The shades of the liquid concealers are the same in the Nude Touch version and in the Fix & Smooth version so you can choose the final effect you prefer while maintaining your natural skin tone!

THE SHADES OF LIQUID CONCEALERS **IDENTIFY SKIN UNDERTONES: NC = COOL**, or rosy neutral undertones, neutral, for smoothly pink and golden undertones **NW = WARM**, warm, for golden undertones.

THE SHADES OF THE STICK CONCEALER ARE BASED ON 3 UNIVERSAL UNDERTONES.



FONDOTINTA





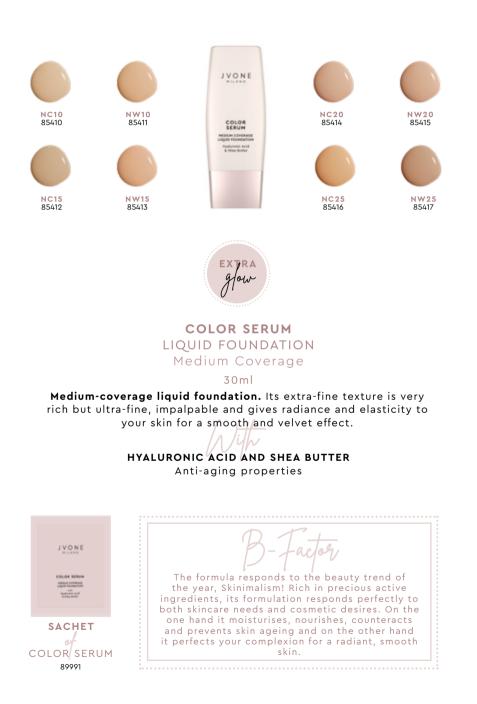
MATT AND WEAR LIQUID FOUNDATION High Coverage

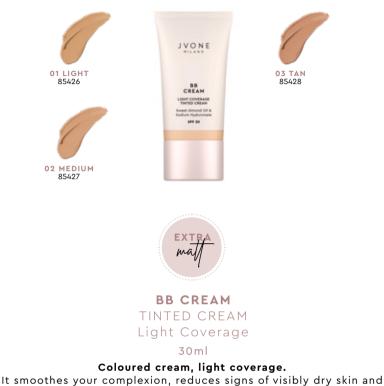
20ml

High-coverage liquid foundation. The ultra-pleasant, fluid and light texture provides adaptable, flawless and total coverage for a perfect, natural look.

BLACK CHERRY EXTRACT SPF 25 sun filters. Water resistant.







smoothes your complexion, reduces signs of visibly dry skin and provides a soft focus effect.

SWEET ALMOND OIL AND HYALURONIC ACID SPF 30. Elevato potere idratante.



for every need!

YOUR PERFECT SHADE?

You can identify the undertone and degree of colouring of your complexion.

The shades of the foundations are the same in the Matt and Wear version and in the Color Serum version so you can choose the final effect you prefer while maintaining your natural skin tone!

THE SHADES OF THE FOUNDATIONS IDENTIFY **SKIN UNDERTONES: NC = COOL**, for rosy neutral undertones, neutral, for smoothly pink and golden undertones **NW = WARM**, for golden undertones

THE SHADES OF THE BB CREAM ARE BASED ON 3 UNIVERSAL UNDERTONES: LIGHT, MEDIUM,



POLVERI



03 PINKY 85861

04 MAUVNESS 85862



05 BRONZER 85863



LIGHT ON COMPACT HIGHLIGHTER

4g

Compact highlighter. A formula with a soft touch, enriched with multireflecting pearls that perfectly highlight the shadow areas of your face.

> HYALURONIC ACID Multi-reflection effect

Its powder-to-cream texture is characterised by multi-reflecting, film-forming pearls that provide amazing radiance. It also blends perfectly into the skin for a fall-out-proof result! The pocket size makes it convenient and strategic for use on the go!







TAN ON MAXI COMPACT BRONZING POWDER

10g

Compact bronzing powder. With a comfortable texture, ideal for defining and sculpting your face and décolleté.

TAPIOCA STARCH Sun-kissed effect

Thanks to its ultra-fine and soft texture, it gently coats your skin and gives your complexion a wonderful sun-kissed mattified effect. For a super natural effect, it is recommended to blend the powder on strategic areas of your face, i.e. where the sun tans the most: forehead-temples, nose bridge and cheeks, chin.



01 CORRECTIVE UNDERTONE 85850

corrective



02 TONE ENHANCER 85851

SKIN-PERFECTING

action

MOSAIC COMPACT POWDER

10g

Compact powder. The special mix of colours highlights your natural skin tone, the soft and fine texture reduces imperfections.

HYALURONIC ACID Moisturising and skin-perfecting action

aclos

A mosaic of 5 harmonically matched colours that wonderfully fit every skin colour. Available in 2 versions to meet different needs: correcting skin discolourations and perfecting and highlighting the natural beauty of your skin! Mosaic makes your skin velvet smooth, evens out your pores and your complexion in a natural way.



MAGIC TOUCH

PRO POWDER

10g

Face powder. Opaque, loose powder.

MATT FIXING Sebum-absorbing effect

aclogi

Extremely fine, light and impalpable, Magic touch smoothes your skin and reduces imperfections, blending perfectly with your skin and mattifying your complexion for an amazing velvet effect. Through its sebum-absorbing effect, it hides the annoying shiny effect, fixing make-up without clogging pores.

CORRECTIVE POWDER ·····

POWDER

it corrects discolouration through a mixture of corrective colours

UNIFORMING POWDER

compac POWDER

it evens out your complexion and perfectly fits to all tones





transparent minimises pores and mattifies

ANO

FIXER





GLOW WATER LONG LASTING MAKE-UP SETTING SPRAY

50 m l

Long-lasting make-up fixing spray. It gives your skin a feeling of freshness and a radiant appearance through the micro-pearls in the formula. It makes your makeup last longer.

VITAMIN E

Refresh touch - shine effect

aclas

Radiant and moisturised skin, a vitality booster for your face! Glow Water provides longlasting make-up and flawless skin thanks to Vitamin E, which makes supple, relieves and has an antioxidant effect, preventing skin ageing.



MATT 85004



MATT WATER LONG LASTING MAKE-UP SETTING SPRAY

50ml

Long-lasting make-up fixing spray. It gives your skin a fresh sensation by mattifying it. Increases the resistance of make-up.

ALOE VERA Refresh touch – matt effect

aclas A make-up fixing spray that refreshes and gives energy to your face and décolleté! It prevents the shiny effect, minimises imperfections and, through the action of aloe vera, makes your skin tonic and supple. An irreplaceable ally for a touch of freshness during days out!





EYESHADOWS



SHADE ON COMPACT EYESHADOW

3g

Compact eyeshadow. Creamy, blendable texture with full, vibrant colour.

HYALURONIC ACID

Zero fall out

-aclog

Full colour and perfect fit for the eyelid, the powder-to-cream texture makes them perfect to recreate the most natural but also the most creative make-up! The colour is very easy to blend and to be adjusted in intensity, Shade On are the eyeshadows you can't do without!

CREAMY TEXTURES WITH METALLIC

wet effect and perfect fit, ideal to create highlights









VELVET-EFFECT MATTE

they release colour instantly



04 BUTTER 86803





05 NUDE ROSE 86804

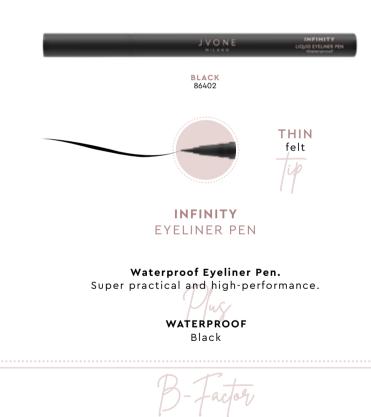




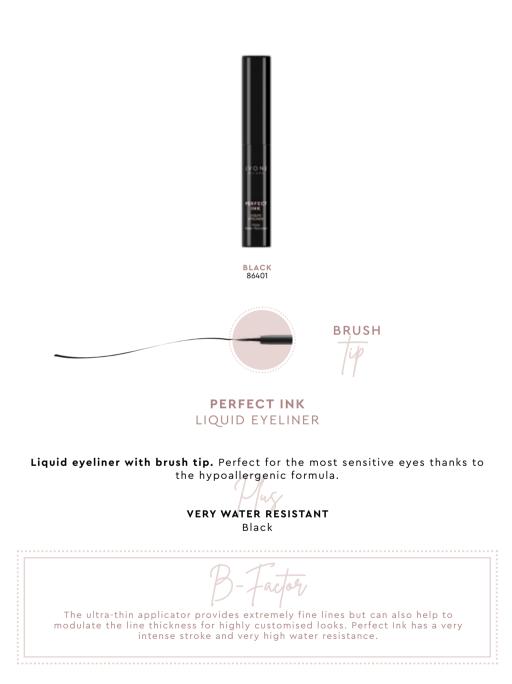
06 RUST 86805



EYELINER



Thanks to the special ball system, the tip does not dry out and is always full of liquid, and its formula provides an extra black result. Perfect to realise high-impact graphic looks and to give space to creativity!





BLACK 86400





MATT INK LIQUID EYELINER

Extra-matte liquid eyeliner.

Felt tip.

WATERPROOF 17 H LASTING Matt Black

faclog,

One stroke line! The felt tip makes it easy to apply for precise looks in just one stroke! In addition, the extra matte effect and extreme hold with no smudges make it a must-have beauty secret!

ADJUSTABLE

PERFECT INK·

stroke

MATT INK MEDIUM Stroke





VON

What is the double winged liner?

The most popular makeup trend of fashion shows and much more! Inspired by the divas of the past, it is back in fashion with more stylised and eye-catching shapes: we are talking about the application of the eyeliner in a double line, one on the upper eyelid and the other starting from the lower eyelid, continuing in parallel. A seductive and impressive look in just a few steps!

MASCARA



86602



EVERY LASHES MASCARA 3 ACTION

14ml

Triple action mascara. It gives your lashes immediate length, volume and curve, also through the special elastomer brush with its hooked shape and differently sized bristles that capture every single lash/from the largest to the smallest.

PLANT COLLAGEN Triple action

S

Triple action mascara. It gives your lashes immediate length, volume and curve, also through the special elastomer brush with its hooked shape and differently sized bristles that capture every single lash from the largest to the smallest.





AQUA FUN MASCARA CURVING EFFECT

14,5ml

Curving effect mascara. It contains a filmogen that maintains the curving and volumising effect. The formula and the elastomer brush, in the shape of an 8 with 3D teeth, perfectly coat your lashes in a single stroke.

WATER RESISTANT

arlas Fan effect lashes in a flash! Aqua Fun has a light, creamy texture that coats and lifts your lashes with an amazing curling and volumising effect. It contains a functional polymer that increases the curling effect and provides a wonderful curving effect for an amazing look!

OCCHI





ALL NEEDS MASCARA THICK AND LONG

14,5ml

Thickness and length mascara. The tube-shaped elastomer brush combined with the invigorating and elasticising properties gives a wonderful Push-up effect, lifting your lashes from roots to tips.

CASTOR OIL Push-up effect

10h

Multiplied lash effect, in just one stroke! Its creamy, easy-to-apply formula generously coats your lashes, providing thickness and length the finest lashes too. In addition, it is enriched with castor oil that strengthens your lashes and moisturises. Perfect to recreate chic and sophisticated looks!





VOLUME BOOSTER MASCARA XXL VOLUME

14ml

XXL Volume* Mascara. The hourglass-shaped fibre brush in synergy with its enveloping formula supports and envelops your lashes, visibly opening your eyes with the first stroke.

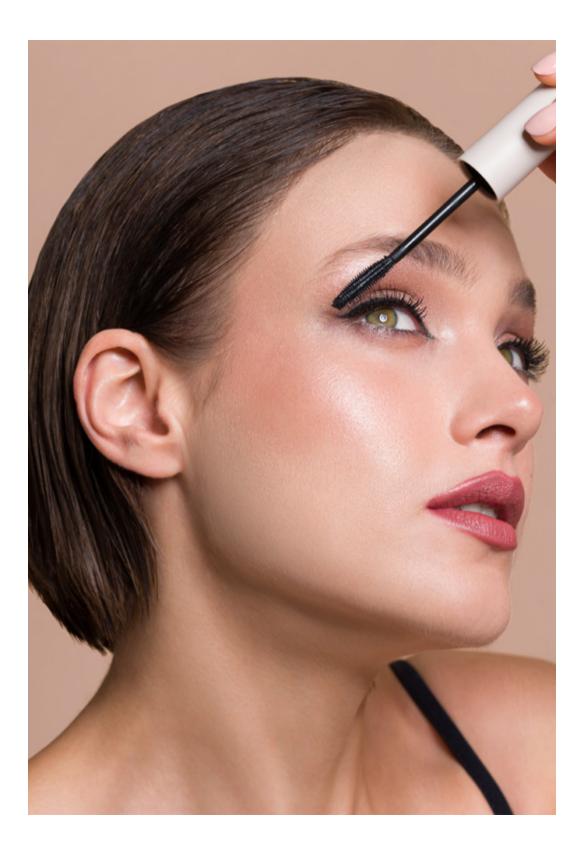
WIDELASH™ Extra volume, it stimulates growth

on

aclas

Strong lashes and extreme volume! Volume Booster is enriched with Widelash™, an active ingredient that helps lashes look long, full and strong by promoting their growth. Its creamy, adherent formula coats your lashes from root to ends, layer by layer, for an adjustable volumising effect. Magically full and seductive lashes for a dazzling look!

*Ophthalmologically tested. Dermatologically tested.



AD OGNI SGUARDO IL SUO MASCARA!



In Elastomer Length, volume and curving effect



in Elastomer Curving effect



VOLUME BOOSTER ·· HOURG LASS-SHAPED

> Fibre brush Volume effect

EYE PENCILS



AQUA FUN EYE PENCIL Waterproof

Matita occhi. Long lasting.

FREE OF: BHT, PARAFFINA, CERA MICROCRISTALLINA, PERFLUORURO, OZOKERITE, CERESINA.

hou

A

Formulated with an anhydrous gel to ensure incredible glide and long life, Aqua Fun is the pencil of choice! It is easy to apply, the colour remains full and intense for 23 hours and is perfect for both the inside and outside of the lash line.



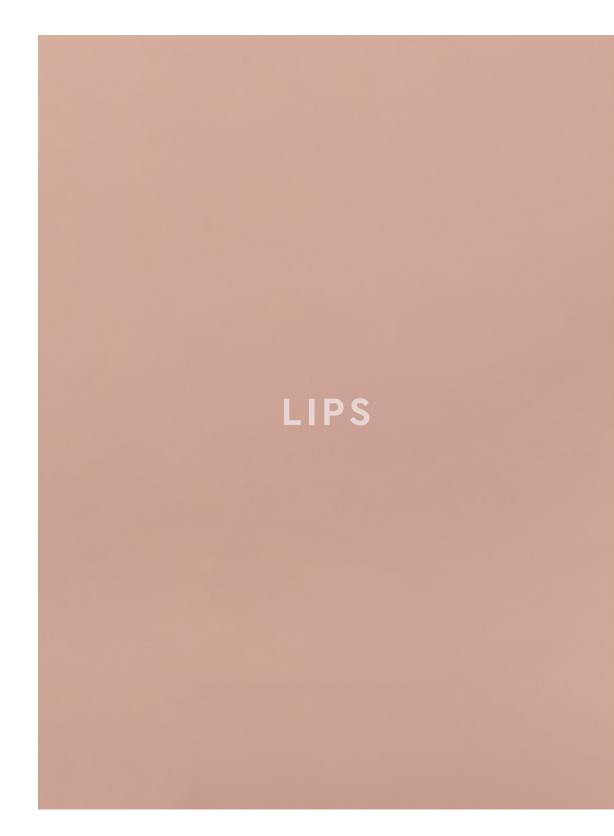
MINI TIP SLIM MECHANICAL EYEBROW PENCIL

Automatic eyebrow pencil. With special precision micro-tip.

WATERPROOF brush applicator

aclas

Precise eyebrows, natural effect, great durability! Thanks to the precision micromine, it is perfect to recreate the hair-to-hair technique but also to fill small holes and define the shape of eyebrows in detail. Its easily blendable texture, matt finish and comb applicator are the extra touch for amazing eyebrows!





LIQUID LIPSTICK

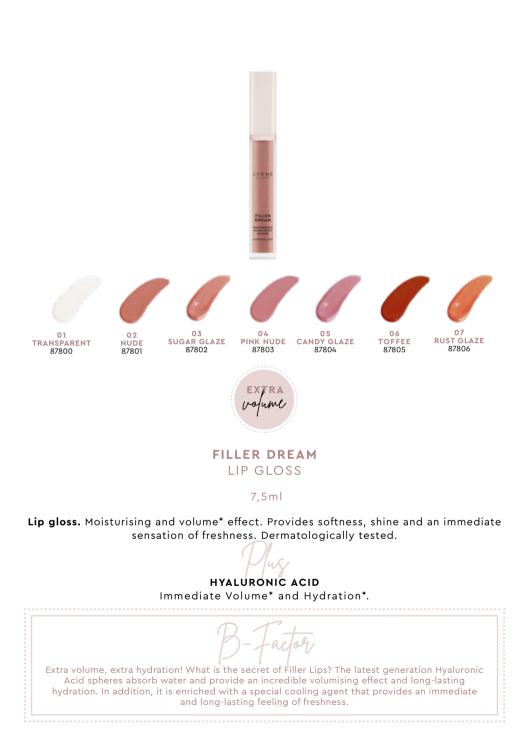


2,5ml

Liquid lipstick. With an extra matt and long-lasting finish. Comfortable and subtle on your lips, it provides full, vibrant colour.

LONG LASTING

aclos Awesome pigmentation for intense colour and extreme durability! Its creamy liquid texture makes the application easy and its subtle consistency favours layering so as to intensify the final colour without weighing down your lips for a super-natural effect.



*Self-evaluation test, 20 volunteers.

LIPSTICK JVONE 02 ROSE 87401 03 NUDE 04 NUDE 06 SPICE 01 05 NUDE 07 WHIRL PINK PEACH 87403 INTENSE 87400 87402 87404 87405 87406 08 сносо 09 MAUVE 10 ORCHID 11 REDNESS 12 REDORANGE 13 MAGENTA CREAM 87407 87408 87409 87410 87411 87412 **SMOOTH LIPS** MATT LIPSTICK

4g

Matt lipstick. It has a velvet-effect finish and an impalpable, silky texture that envelops your lips with a release of intense colour.

ARGAN OIL Velvet effect

Jog.

Lips with a matt finish for a sophisticated velvet effect! Through its formulation with argan oil, your lips are moisturised and the pigment release is adjustable so you can realise looks with more or less intense colour according to your preference!



4g

Creamy lipstick. With Hyaluronic Acid in dehydrated microspheres, they have a moisturising and wrinkle-filling effect and make your lips soft.

HYALURONIC ACID Replenishing action

104

A real cuddle that provides full colour from the first layer! Extra hydration, incredibly soft lips, excellent duration and replenishing effect! Its light but highly resistant texture provides well moisturised lips with intense colour.

LIP PENCIL

100 PEACH NUDE 87200

101 RUST NUDE 87201

102 DEEP NUDE 87202

103 BROWN NUDE 87203

104 BURNT NUDE 87204

105 SPICY NUDE 87205

106 TEDDY 87206

107 RED PEPPER 87207

108 RED APPLE 87208



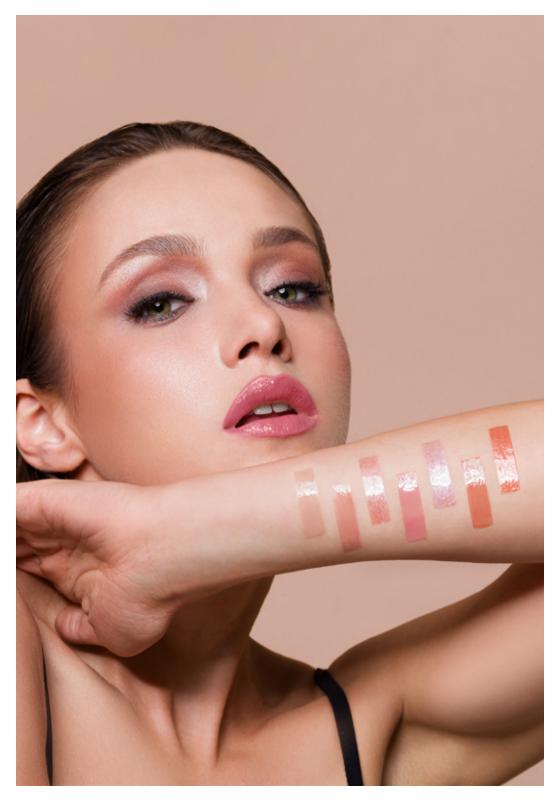
AQUA FUN LIP PENCIL Waterproof

Lip Pencil, temperable plastic. Formulata senza: BHT, D5, PMMA e Nylon

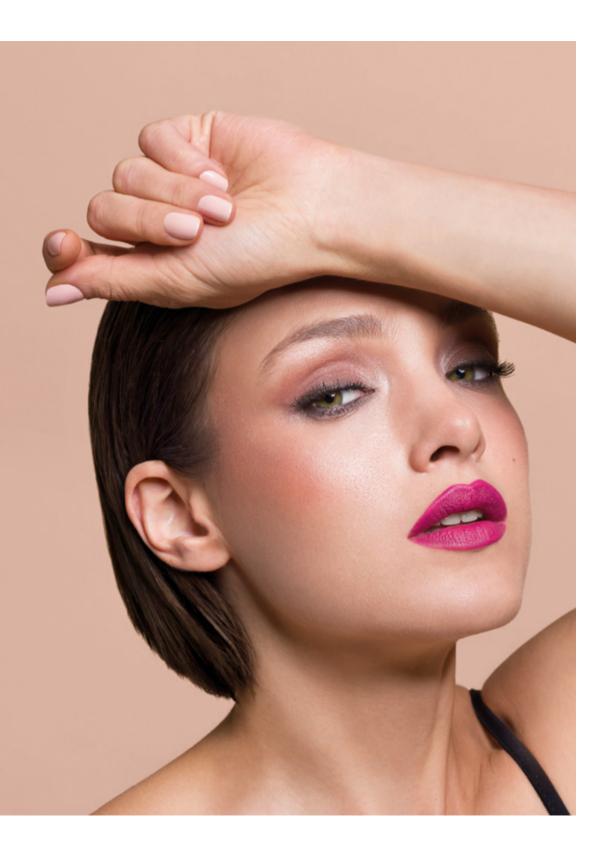
SMUDGE PROOF

109

No smudge, no fade and long-lasting ! Aqua Fun was designed with dual function: it outlines your lip contour with high precision and it fills in your lips through its soft texture that provides full, intense colour. It is smudge-proof for a full 7 hours!







BUILDER



DEHYDRATING 82508



NAIL PREP DEHYDRATING ACTION Builder

\cdot PRO \cdot

15ml

Nail Preparer. Dehydrating, for natural nails. Favours adherence of subsequent treatments. Air-dries in a few seconds



ADHESION 82509



ACID PRIMER STRONGER ADHESION Builder

• P R O •

15ml

Acidic primer.

Reinforced adhesion. Transparent, non-viscous adhesive liquid. Suitable for oily nails. Contains methacrylic acid. Air-dries in a few seconds



WINTER COLLECTION 2022

LIPS AS RED AS A ROSE, HAIR AS BLACK AS EBONY, SKIN AS WHITE AS SNOW



PASSION, ELEGANCE AND SOPHISTICATION

in

full-bodied, graceful shades to warm up the cold winter.





Nail polish. Glossy finish. 6 COLOURS













131 VINTAGE BLUE



89967

Nail polish display + 1 colour chart for free. Can accommodate 6 items per shade. Dimensions: 27,4 × 23,8 x h 22,5 cm



MODO D'USO: Application on fake nails or nails pre-treated with base: apply a first thin layer and catalyse in a special lamp**, repeat the application. Remove the dispersion layer with acetone-free nail polish remover and proceed with the application of the semi-permanent top coat.
**TIMING: UV 120'' / LED 60''



89966

New EXPO DOUBLE FACE

Gel polish display + 1 colour chart for free. Can accommodate 6 items per shade. Dimensions: 27,4 × 23,8 x h 22,5 cm

PERFECT MATCH!



The colours of the Snow White collection are available in both nail polish and semi-permanent gel

for a

PERFECT PAIRING EVERY TIME!



• The ALERT! •

For a trendy and... delicious look!

As bright as donut glaze! That was the inspiration for this simple but impressive nail art, which immediately became a trend thanks to the beautiful Hailey Bieber, wife of the well-known singer Justin, who showed it off on social media.

How can you realise it? With our **Metal Top Coat**, a real highlighter with metallic pearls that seal your nails for a very sweet 'glaze effect'! The application on neutral colours is currently very popular, but also on red you can have a great result.

ACCESSORIES



BRUSHES



Foundation brush, ideal for applying all types of foundation textures. Bristle: nylon.

80052



MY CHEEK BRUSH

Blush brush with natural bristles by an oblique cut. Ideal to sculpt and enhance the facial features when using blush, face highlighter or bronzer, both compact or in powder. Bristle: goat's hair.

80053



and compact bristles. Its small dimensions allow you to apply and shade concealer and foundation, both liquid or creamy ones, in the most difficult areas as well. Bristle: nylon.

80054



Face brush by soft and synthetic bristles. Ideal to apply and shade highlighting products on the facial strategic areas. Bristle: nylon.

80055



Face brush by conical shape and synthetic bristles. Ideal both to apply powder products on all the face and to sculpt it by enhancing facial features. Bristle: nylon.

80056



Brush by synthetic and soft bristles. Ideal both for free and compact powders. It allows you to apply and shade the product on the face, neck and decolleté. Bristle: nylon.



Flat brush for foundation, by the classic cat's tongue shape. Its soft bristles allow you to apply, shade and shape the liquid or creamy foundation. Bristle: nylon.

80058



ANGLED CONCEALER PERFECTOR BRUSH

Brush for concealer, in soft, full and synthetic fibers. Its innovative shape is an imitation of the fingertips to apply, shade and perfectly distribute the concealer. Bristle: nylon.

80059



V CUT FOUNDATION BRUSH

Multi-function foundation brush. by thick and compact bristles. Ideal for the application of liquid, creamy or powdery products, and to perform precision works like the contouring. Bristle: nylon.

80060



Foundation brush duo fibres, ideal to apply creamy products. Bristle: nylon.



Face brush by soft and full bristles, ideal for an homogenous application of every kind of powder. Handy to take always with vou.

Bristle: nylon.

80062

E100

OBLIQUE LINER

Eyeliner brush with thin and angled bristles, ideal to realise accurate and graphic lining. Bristle: nylon.

ACCESSORIES

E101 SMALL EYE BRUSH

Eye brush by short and full bristles. It is ideal to apply and shade creamy or powdery eye-shadows along all the eyelids. **Bristle: nylon.**





Eye brush cat's tongueshaped. By the natural soft bristles, it allows you to easily apply and shade eyeshadows and pigments in free or compact powder. **Bristle: pony's hair.**

80066

E102

LARGE EYE BRUSH

Eye brush by the synthetic, thick and short bristles, ideal to create smokey eyes, by applying and shading the product along the superior and inferior rim of the eyelid. **Bristle: nylon.**

80065



Duo eyebrow brush. Ideal to apply a creamy or powdery product by using the brush by the slanted tip and to shade and comb the eyebrows with the brush.

Bristle: nylon.



SF101 REUSABLE REMOVER PAD

Make Up washable remover disk, sustainable alternative to remove make up in a simple and fast way, it is machine washable without polluting the environment.

80051



Sponge for applying foundation or creamy textures. Extremely soft and latex-free, it can be used both dry and wet depending on your preference.

80050



K100

MAIN BRUSH KIT 10 pcs Kit

Kit including 10 professional brushes for face and eyes, in synthetic fibre, to create complète look for every kind of make-up. **Bristle: nylon.**

BRUSH EXPO





Of Jvone accessories to realise every type of makeup. The right accessories for reliable and professional results.

Dimensions base: 31×30 Cm crowner: 29,5×30 Cm





jv onemilano.it

