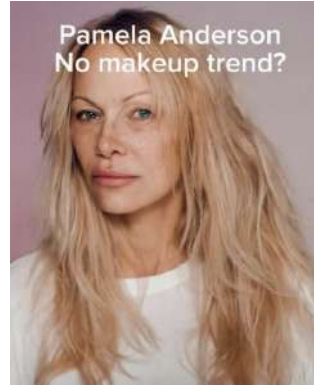


TAKE A BEAUTY BREAK #3

Uncomplicated fearlessness

2024 is coming fresh and bold!

The runways and “celebrities” red carpets have more and more impact on setting trends for makeup results. Pamela Anderson and her no makeup look back at Paris Fashion week created the "no makeup makeup" trend that represents **60 billion views on TIKTOK**. Anderson said, *“I still love a big makeup look when I feel like it — there lays the empowerment.”*



Pamela Anderson No Makeup Trend on TikTok

It's all about empowerment!

Half of consumers nowadays look for products to create daring makeup looks. Embracing their true self to stand out and break the beauty standards whilst still having fun. Like metallic makeup, a result that stays bold and unique enough to satisfy consumers' desire to experiment with makeup trends.



Infinite chomes flakes look by Danessa Myricks

Sources:



Want to find inspiration? Take a look at our **online catalogue:**

Texen Beauty Partners catalogue

Simple plan

As a packaging solution provider, we brainstormed to see how could we satisfy our clients into pleasing their customers and here's what we came with:

Multi-intensity Brush eyes



Multi-Intensity Brush Eyes

One Brush for a full eye makeup

Victim of his own success and winner of the IT AWARDS PARIS 23 our unique **patented rotative mechanism** allowing to **adapt the density and length of the brush** has now a baby brother: **The eye version!** Want to create a bold eye look with an easy gesture while gaining time? You need to try it ! It's launching at the MakeUp in LA Feb24.



How to use video

Downy applicators

Sensorial voyage

Spreading sparkles and metalized formulas is a struggle? Not anymore!

The downy applicators replace the flocked applicators with a **micro injected bristle technology**. Use it with glow nude formula to experience a **sensorial voyage**. Or with metalized colorful formula for a **perfect and universal spreading**.



Downy Applicator

Need more info?

Contact our specialists:



Nathasha Marquez



Charlotte Oueini



Thank you for coming!

European **Paris Packaging Week** was an amazing time thank you all for your visit to our booth!



We can't wait to see you at **MakeUp in LA !**
Come and meet us booth **D36**



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