

PRESS RELEASE

lala Berlin Make-Up Autumn & Winter 2016 by CATRICE

Yesterday evening, lala Berlin presented an extraordinary Autumn & Winter Collection 2016/2017. For the sixth time, the cosmetics brand created the matching beauty look in collaboration with lala Berlin.

All three models in the short movies received a professional make-up styling with CATRICE products.

Morning, day and evening looks were specially developed for this collection with a focus on the universal wearability of each item in the collection, inspired by the glamour of the ancient orient and the 70's. Fresh, elegant and feminine – a perfect symbiosis of the beauty look and the new collection.

Here is the step-by-step guide for the three looks:

Morning Look:

Step 1: First, cleanse the skin thoroughly and create a “flawless skin” look with the help of the **Nude Illusion Make Up**. Irregularities and redness are evened out for a fresh and clear complexion.



Step 2: Give the facial contours perfect definition with a mixture of the creamy shades of the **Allround Contouring Palette**.



Step 3: Set soft highlights on the cheekbones, the bridge of your nose and the highest point of the cheeks with the **Highlighting Eyeshadow 020 Rosefeller Center**.



Step 4: Shape the eyebrows in the natural direction of growth and set them in place with the **Eyebrow Filler 010 MAKE A BOW WOW**.



Step 5: The eyes are consciously kept natural. Blend the middle shades of the **Chocolate Nudes Eyeshadow Palette** on the moveable part of the lid and subtly frame the eye. Next, create a fresh and clear look with the help of the Eyebrow Filler used in Step 4.



Step 6: First, dab the **Ultimate Stay Lipstick 060 Floral Coral** on the lips and set in place with the **Beautifying Lip Smoother 020 Apricot Cream**. Make sure that the contours of the lips are softly phased out.



Day Look (Step 1-5) + strongly accentuated lips:

Step 7: For an expressive colour gradient, outline the lips with the **Ultimate Stay Lip Liner 010 Red Cadillac**, which will also make the look last longer. Next, apply the **Ultimate Stay 150** along the edge of the lips and then blend the Ultimate Stay 140 towards the centre.



Evening Look with a differentiating eye and lip make-up:

Step 1-2: In keeping with the Morning Look

Step 3: Shape the eyebrows in the natural direction of growth and set them in place with the **Everbrow Filler 010 MAKE A BOW WOW**. Adjust any irregularities in the brow structure with the **Longlasting Brow Definer 030 Chocolate Brow'nie**.



Step 4: The eyes and lips are given a glamorous look. First, generously blend the **Pure Brilliants Colour Lip Balm 050 Next Stop Golden Gate Bridge** across the moveable part of the lid and next, apply it on the lips.



Step 5: As a perfect finish, create a dramatic lash look with the Glam & Doll False Lashes Mascara.



The product images for this look can be downloaded here:

www.cosnova-mediabox.com

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