

## PRESS RELEASE

**MALAIKARAISS Make-up Autumn & Winter 2017/18 by CATRICE**

Yesterday evening, on Thursday, the 19<sup>th</sup> of January 2017, the designer MALAIKARAISS presented her Autumn & Winter Collection 2017/18 as part of the BERLINER MODE SALON (Berlin Fashion Salon) in the Humboldt-Forum of the former Berlin Castle. For the fourth time in a row, the cosmetics brand CATRICE is the official make-up partner and sponsor of the Berliner Mode Salon (Berlin Fashion Salon) – all models received a professional make-up styling with CATRICE products for the MALAIKARAISS defilee.

With this make-up look, the focus is on the cheeks. The so-called “Blush Flush” technique only uses blush for contouring, which gives the look a particularly fresh and modern touch.

Here is a step-by-step guide to creating the make-up of the show:

Step 1: To achieve a matt complexion, the first step is to make the skin look flawless – for example with the new **HD Liquid Coverage Foundation** and the **Camouflage Cream**. Next, the **Prime And Fine Mattifying Powder Waterproof 010 Translucent** or alternatively, the **Nude Illusion Loose Powder**, is used for a strong mattifying effect.



Step 2: In keeping with the current “Boyish Brows Trend”, the brows are heavily brushed, defined and subsequently filled using the **Eye Brow Set** and the **Eye Brow Stylist**.



Step 3: The Blush Flush is what makes this beauty look stand out: the shades of the **Blush Artist Shading Palette 030 Rock'n'Rose** are used generously on the cheekbones and diagonally swept upwards across the temples. Additionally, the blush is also applied in the shape of a dovetail from the outer area of the eye and up to the upper edge of the brow (around a third of the length above the brow), which results in an expressive, fresh complexion.



Step 4: The lips are kept pure with only a touch of light care balm without much shine.

Step 5: The nails are given a modern, dark finish with the **Noir Noir Lacquers 02 Noir Rouge**.



The product images for this look can be downloaded here:

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Userdetection: pub601450

Password: zokopa64

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