



**MAIKÉ**

ITALIAN PROFESSIONAL MAKE UP

**PRODUCTS GUIDE**

**MAIKÉ**

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ITALIAN PROFESSIONAL MAKE UP

**PRODUCTS GUIDE**

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## CORRECTIVE PRIMER

### INSTANT CORRECTION

Instant Correction, a product whose main purpose is to prepare the skin of the face for makeup. A formula that perfects and evens out the complexion by reducing tone imperfections and smoothing the skin. The texture is impalpable, creates a “second skin” effect and is an optimal base for all types of foundation.

The spheres of hyaluronic acid exert a tensor effect on the skin and a smoothing, wrinkle-filling action.

Volatile silicones promote the smoothness of the product.

**CLEAR:** adapts to any type of complexion and relieves skin discoloration.

**PURPLE:** used to normalize the imperfections of opaque or olivascular complexions. It can also help hide dark spots on bronze-coloured skin tones.

**GREEN:** used to neutralize red tones on the skin. Use to cover red and pink spots.

Sun filters protect the face from UVA/UVB rays.

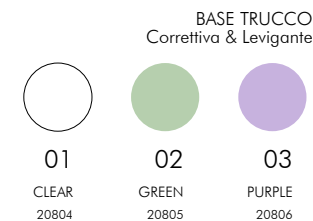
### FEATURES AND EFFECTS:

Corrective and smoothing > Hyaluronic acid

### PROFESSIONAL ADVICE:

Add a small amount of primer before your foundation to create a homogeneous and flawless base. Or it can be used alone to neutralize dyschromia and smoothen the skin.

- Parabens Free
- SPF15
- Dermatologically tested



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## ILLUMINATING PRIMER

### INSTANT GLOW

Instant Glow is a makeup base that illuminates the complexion and perfectly evens out the skin. The liquid, light and smoothing formula increases the duration of makeup. A primer that can be used in different ways, alone for a radiant result, as an illuminating base before the foundation or to enhance only certain areas of the face (eyebrow arch, cheekbones). A universal shade suitable for all skin types. Absolute brightness, softness and comfort.

Presence of a “firming” agent: it has an anti-wrinkle effect and improves tissue tone.

Marine Collagen Spheres: initially dehydrated and small in size, they penetrate into small wrinkles and lines and rehydrate on contact with skin water, regaining volume. The result is an immediate filling and plumping effect. They also ensure intense hydration.

Active that restores the optimal level of hyaluronic acid and stimulates its synthesis and renewal: it moisturizes both deep down and on the surface and makes the skin more elastic and resistant, fills, smoothes and reduces wrinkles.

### FEATURES AND EFFECTS:

Illuminates off colours > perfects > for all foundations

### PROFESSIONAL ADVICE:

Apply Instant Glow primer on specific parts to illuminate the area, before, after or together with the foundation to obtain a natural illuminating effect.

- Parabens Free
- Dermatologically tested



BASE TRUCCO  
Illuminante



01

RADIANCE  
BOOST  
20820

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## STICK CORRECTOR

### ULTRA CONCEALER

Ultra Concealer conceals imperfections thanks to its perfect coverage. The creaminess of the texture restores harmony to the skin, blending perfectly with the complexion, toning the face and eliminating its shadows. Aloe Vera has calming and soothing properties, protects the skin and acts as an antioxidant promoting cell renewal. VITAMIN E: fights free radicals and stimulates cell renewal for an effective anti-aging action.

Corn starch absorbs excess perspiration or sebum.

### FEATURES AND EFFECTS:

Corrects imperfections > creamy and moisturizing texture yellow, peach and green pigments to correct dark circles and skin dyschromia > soothing action.

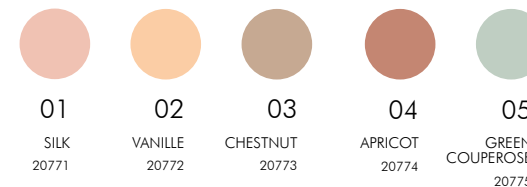
### PROFESSIONAL ADVICE:

Apply directly to the face by tapping it with the fingertips, or with the brush to corrector collect a small amount of product directly from the stick and apply on the face, blurring.

- Parabens Free
- Dermatologically tested
- Aloe Vera



CORRETTORE STICK



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## LIQUID CORRECTOR

### FULL COVERAGE

Full Coverage with an ultralight texture, instantly smoothes the skin, reduces dark circles and imperfections. Maximum coverage. It is ideal for concealing the signs of time and giving light to the eye contour. Suitable for all skin types.

### FEATURES AND EFFECTS:

Corrects imperfections > covers dark circles  
luminous finish

### PROFESSIONAL ADVICE:

Do a face (not hand) test to choose the corrector shade that best suits your complexion. Correct dark circles. Use a brush or finger to blot under the eyes. Start at the inner corner of the eye and continue to the opposite corner, where the lashes end. Smoke the product around the ends.

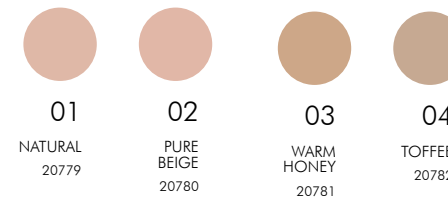
To cover imperfections and stains. Dab it on the surface of each mark and then gently fade it out.

To increase the hold, you can fix it with the Maikè free powder of the desired colour.

- Parabens Free
- Dermatologically tested



CORRETTORE LIQUIDO  
LUNGA DURATA



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## STICK FOUNDATION

MAKE UP & CONCEALER 2 IN 1 hides and minimizes all imperfections (dark circles, dyschromia, small wrinkles...) and blends perfectly for a fresh, velvety and flawless finish. An easy to use product, perfect for touching-up or can be used on the whole face for complete coverage in a few simple steps. The light, non-greasy texture is ideal for all skin types. Sun filters protect the face from UVA/UVB rays.

Retinyl palmitate: Penetrates rapidly through the skin and cell membranes, resulting in an increase in collagen production with an improvement in the support structure that promotes tone and elasticity to the skin.

### FEATURES AND EFFECTS:

Professional coverage > 2 in1 product  
> Long-lasting > For all skin types

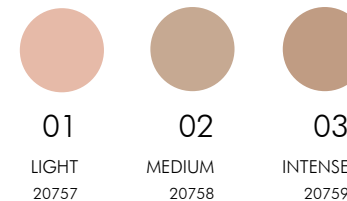
### PROFESSIONAL ADVICE:

If you want to cover up the imperfections, spread the product where you need it directly with the stick or with a small correction brush. For perfect coverage over the entire face, apply with a finger swab, brush or blender from the centre of the face to the extremities.

- Parabens Free
- SPF 15
- Dermatologically tested



FONDOTINTA & CORRETTORE 2 IN 1



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## ANTI-AGE FOUNDATION

### FACE PERFECTING ANTI-AGE

Face Perfecting Foundation, a special product created to look after the skin, improving its appearance day after day. The fluid texture immediately blends with the skin, smoothing it out by eliminating imperfections thanks to a perfectly adaptable coverage. White Peony Extract ensures intense and long-lasting hydration, improves the complexion and , giving it a new radiance. The formula is rich in active ingredients that can promote the production of Hyaluronic Acid and maintain tissue elasticity. Vitamin E has antioxidant properties and sun filters protect the skin from UVA/UVB rays. Active emollient: restructures the lipid structure of the skin, prevents dehydration and loss and maintains the elasticity skin tissue, making it soft and silky to the touch.

**VITAMIN E:** Fights free radicals and stimulates cell renewal for an effective anti-aging action.

**White peony extract:** It has soothing, antioxidant and antibacterial properties. It stimulates the microcirculation, improves the skin tone, counteracting a complexion dulled by pollution.

### FEATURES AND EFFECTS:

Minimizes imperfections > Uniforming > Bright and natural finish > Suitable for both mature and young skin

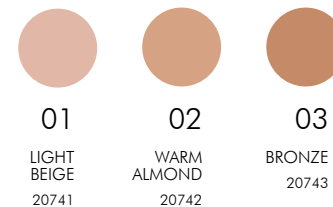
### PROFESSIONAL ADVICE:

For professional use, apply the foundation with movements from the centre of the face outwards with a foundation brush, for a perfectly smooth and compact result, apply with a latex sponge. Used in conjunction with Instant Correction Primer or Instant Glow Primer Maikè for an impeccable all-day effect.

- Parabens Free
- SPF 25
- Dermatologically tested



FONDOTINTA FLUIDO  
Idratante & Uniformante



01

LIGHT  
BEIGE

20741

02

WARM  
ALMOND

20742

03

BRONZE

20743



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## MOUSSE FOUNDATION

### SILKY MAT

Mattifying mousse foundation for impeccable, breathable and long-lasting coverage. Ideal for combination to oily skin. Innovative micro-areas texture, light, soft and easy to apply. This lightweight mousse foundation immediately melts on the skin, turning into a velvety powder with a make-up effect that lasts all day long. The formula contains a special gelled system that acts as a thickener, making the mixture more compact and elastic, increasing the velvety and powdery effect.

The peculiar characteristics of the product have been obtained by perfectly balancing the highly dermophilic components present in its composition.

The final result is a micro-aerated mousse texture that is light, soft and above all easy to apply.

### FEATURES AND EFFECTS:

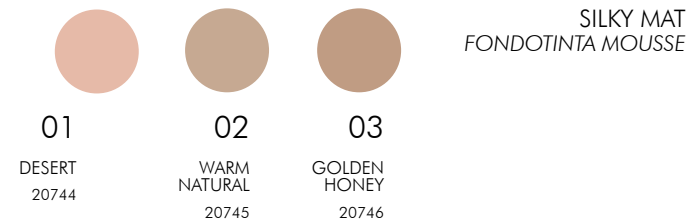
Excellent coverage > ultra-matte finish > powdery effect

### PROFESSIONAL ADVICE:

Because it provides excellent coverage and mattifies the skin for a long time, it is ideal for those who have a tendency to have shiny areas on the face or more obvious blemishes to hide.

For a natural finish and to avoid a heavy effect, it is necessary to apply the product well, adhering it to the skin and, if necessary, tap a few more touches where there is a particular stain to hide.

- Parabens Free
- Dermatologically tested



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ITALIAN PROFESSIONAL MAKE UP

## MATTIFYING FOUNDATION

### MIRACLE & PERFECT SKIN

Miracle & Perfect Skin covers imperfections with a natural result. The face appears naturally smooth, perfect and even. This foundation has excellent coverage, dries quickly and ensures a perfect hold throughout the day. It is easy to apply and gives the skin an immediate velvety and matte effect. Enriched with active ingredients with a calming, anti-inflammatory and antioxidant action that make the skin soft and smooth.

Sun filters protect the face from UVA/UVB rays.

Micro wheat proteins: These provide an intense anti-inflammatory, soothing and calming effect. They support the balance of the skin and combat skin irritation.

Active anti-pollution: Protects the skin from damage caused by environmental pollution. It has antioxidant properties.

Extract of Olive Oil: Provides an emollient effect leaving the skin feeling smooth and natural. It also has restorative properties.

### FEATURES AND EFFECTS:

Excellent coverage > evens out and perfects

> long-lasting > for all skin types

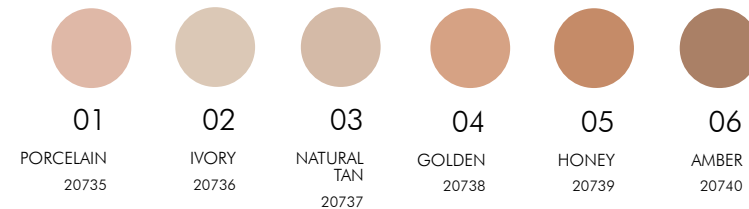
### PROFESSIONAL ADVICE:

Apply to the back of the hand and then pick it up with a sponge or foundation brush. To increase coverage or to correct any discolouration and imperfections, proceed with a second or more applications. To increase the hold and further opaque the complexion, fix with Maikè powder.

- Parabens Free
- SPF 20
- Dermatologically tested



FONDOTINTA MATIFICANTE  
Effetto Pelle Nuda



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## COMPACT FOUNDATION

### HYDRA FOUNDATION

Hydra Foundation in a compact cream makes the face skin homogeneous, perfectly hydrated and flawless.

A very practical foundation for you to always carry with you for quick touch-ups, not least because of the practical sponge contained inside. It has a rich and nutritious but non-greasy texture, making it suitable for all skin types. It is rich in active sphingolipids and phospholipids for skin hydration.

VITAMIN E: fights free radicals and stimulates cell renewal for an effective antioxidant action. OIL FREE

### FEATURES AND EFFECTS:

Oil free > ease of application > long-lasting  
> for all skin types

### PROFESSIONAL ADVICE:

If you want to cover up imperfections, first apply the foundation over the entire face, then brush again, using the brush where necessary. To obtain a more covering effect, apply the foundation with the dry sponge, while if you want to obtain a less covering effect, use the dampened sponge.

- Parabens Free
- Oil free
- Dermatologically tested



01  
NATURAL  
BEIGE  
20760



02  
WARM  
SAND  
20761



03  
GOLDEN  
BEIGE  
20762

HYDRA FOUNDATION  
FONDOTINTA COMPATTO

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## FIX POWDER

### FIX POWDER

Soft powder with a silky and velvety texture, perfect for evening out the complexion and matting. Applied after foundation, it prolongs the hold and finishes the effect. Also suitable for touch-ups during the day. Available in a transparent or slightly toned colour. Ideal product on any type of skin. The talcum powder perfectly mattifies, smoothes out wrinkles and minimizes pores. It is enriched with pigments that once applied give light to the face, softening the facial features. Synthetic mica (SYNTHETIC FLUOR-PHLOGOPITE) has a uniform finish that does not contain sharp edges, making it particularly suitable for products intended for make-up and used around the delicate area of the eye contour.

### FEATURES AND EFFECTS:

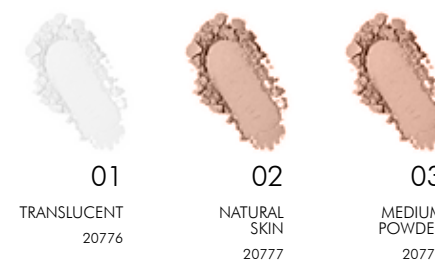
Mattifying > balancing > fixes makeup

### PROFESSIONAL ADVICE:

To apply the powder with the down: Pass the down in the powder and then on the face by dabbing and not crawling, for a more homogeneous result.

To apply the powder with the brush: Before placing it on the face, be sure to shake it to eliminate excess product. Spread the powder in very large circular movements over the face and neck, especially in the T-zone.

- Parabens Free
- Dermatologically tested



FIX POWDER  
CIPRIA IN POLVERE

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## COMPACT POWDER

### SOFT TOUCH

A velvety, soft powder with a light and imperceptible texture. Its light film fixes the makeup, matting the skin and guaranteeing a natural and matte finish.

The formula contains corn starch, which has a mattifying as well as Vitamin E which is a moisturizing antioxidant. Ginseng extract provides energizing and revitalizing properties.

Result: A luminous and natural complexion which is transparent while being matte and uniform in appearance. Cornstarch: Sebum-regulating and mattifying effect. Ginseng extract: Provides powerful energizing and revitalizing properties.

**VITAMIN E:** Fights free radicals and stimulates cell renewal for effective antioxidant properties.

Mica coated with an amino acid which is a crucial element in creating a creamy and subtle layer with excellent hold.

### FEATURES AND EFFECTS:

Mattifying > velvety touch > Vitamin E  
> Excellent hold

### PROFESSIONAL ADVICE:

For a professional application, choose the appropriate shade for your complexion colour, take a small amount of the product with the brush, apply it to your face with light movements and focus on the centre and the T-zone.

- Parabens Free
- Dermatologically tested



SOFT TOUCH POWDER  
CIPRIA COMPATTA

# MAIKÉ

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## COMPACT SUN POWDER

### SOFT TOUCH

Soft Touch Bronzer gives the face an extremely natural tanned complexion. Modular textured coverage and easy to apply and blend. Available in satin and matte versions, ideal for contouring.

Cornstarch: Sebum-regulating and mattifying effect. Ginseng extract: It has powerful revitalizing and energizing properties.

VITAMIN E: Fights free radicals and stimulates cell renewal for effective antioxidant properties.

Mica coated with an amino acid which is a crucial element in creating a creamy and subtle layer with excellent hold.

### FEATURES AND EFFECTS:

Tanned effect > contouring > Vitamin E  
> excellent hold

### PROFESSIONAL ADVICE:

To simulate the complexion of the sun, apply the earth using a round tip brush, with circular movements starting from the central areas of the face and blending them towards the contours.

To sculpt the face and redraw the contours of the face, apply the earth under the cheekbone to enhance it, then on the temples and then on the jaw line.

- Parabens Free
- Dermatologically tested



01

SUN  
KISS  
20763



02

AMBER  
20764



03

GOLDEN  
20765



04

MAROCO  
20766

SOFT TOUCH BRONZE  
TERRA COMPATTA

# MAIKÉ

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## COMPACT BLUSH

### SOFT TOUCH

Soft Touch gently caresses the skin, releasing an even, long-lasting colour. Essential to enhance the complexion, define the contours of the face and obtain a radiant effect.

Cornstarch: Sebum-regulating and mattifying effect.

Ginseng extract: It has powerful revitalizing and energizing properties.

VITAMIN E: Fights free radicals and stimulates cell renewal for effective antioxidant properties.

Mica coated with an amino acid which is a crucial element in creating a creamy and subtle layer with excellent hold.

### FEATURES AND EFFECTS:

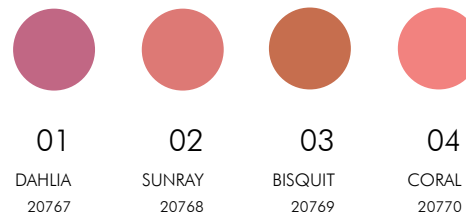
Excellent adhesion and shading > adjustable coverage > Vitamin E > long-lasting

### PROFESSIONAL ADVICE:

Gently press the brush into the blush, then tap the handle to remove the excess product.

Apply with circular movements to the cheekbones and move outwards to the temples.

- Parabens Free
- Dermatologically tested



01	02	03	04
DAHLIA 20767	SUNRAY 20768	BISQUIT 20769	CORAL 20770

SOFT TOUCH BLUSH  
FARD COMPATTO

# MAIKÉ

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## EYE PENCIL

### EYE PENCIL

Eye pencils for application both inside and outside the eye. Precise and homogeneous line with intense colour. The texture is soft and smooth for precise application. Available in 8 colours.

### FEATURES AND EFFECTS:

Full colour > precise, smudge-free treatment  
long-lasting > softness > easily fadeable

### PROFESSIONAL ADVICE:

- For an easy and fast EYES look, apply the pencil of the chosen color on the top and the lashes and blend, pass in the inner rhyme of the eye and complete with Mascara Maikè.
- Perfect lips using the pencil in combination with lipstick: outline the lip contour starting from the center and leading outward. Fill the inside with the desired matching lipstick. This will also incredibly increase the durability of the lipstick.

- Parabens Free



01

BLACK  
20713



02

BROWN  
20714



03

GREY  
20715



04

SILVER  
20716



05

GREEN  
20717



06

TURQUOISE  
20718



07

ELECTRIC  
BLUE  
20719



08

VIOLET  
20720



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## EYE PENCIL LONG WEAR

### EYE PENCIL LONG WEAR

Internal and external eye pencil with surprising performance. Waterproof, durability tested for 24 hours.

Rich, brilliant and flowing colour. The immediate and homogeneous colour release gives depth to the eye.

4 basic colours: Black, Brown, Midnight Blue and Grey.

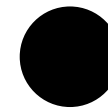
### FEATURES AND EFFECTS:

Waterproof > 24H resistance > no transfer  
> intense colour

### PROFESSIONAL ADVICE:

- For an easy and fast EYES look, apply the pencil of the chosen color on the top and the lashes and blend, pass in the inner rhyme of the eye and complete with Mascara Maikè .

- Parabens Free



01

BLACK  
20721



02

BROWN  
20722



03

BLUE  
20723



04

GRAY  
20724

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## EYEBROW PENCIL

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### EYEBROW PENCIL

Perfectly defined and filled eyebrows thanks to the Waterproof Retractable Eyebrow Pencil, available in two shades.

Its ultra-fine tip allows you to fill your eyebrows for an ultra-natural result.

A waterproof formula that ensures long life and impeccable hold. The exclusive applicator allows you to shape the eyebrows in the desired way.

### FEATURES AND EFFECTS:

Waterproof > easy to blend > non-sticky  
> full and shaped eyebrows

### PROFESSIONAL ADVICE:

Choose the shade best suited to the colour of your eyebrows, or a darker shade for a more intense make-up. Discipline the eyebrows with the built-in comb. Proceed with small strokes, following the shape of the eyebrows to fill the thinned areas and obtain a thick natural effect.

- Dermatologically tested



01

BLACK  
20725



02

BROWN  
20726

# MAIKÉ

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## COMPACT EYESHADOW

### COLOR DESIGN

Pure and intense colour. The particular texture ensures the colour covers the eyelids evenly. The nuances are perfectly blended to create a more or less intense effect. The result is bright, flawless, long-lasting makeup.

VITAMIN E: Fights free radicals and stimulates cell renewal for effective antioxidant properties.

Cornstarch: Sebum-regulating and mattifying effect.

Silk proteins: create a light protective barrier on the skin ensuring it is soft and silky to the touch.

### FEATURES AND EFFECTS:

Pure colour > luxuriously velvety > easy to blend > matte, pearl and shimmer colours

### PROFESSIONAL ADVICE:

To obtain a natural makeup, apply a lighter colour to the eyelid with an eye shadow brush, followed by a darker colour in the outermost corner and blend in. For a discreet effect choose scale tones while for a stronger effect use contrasting tones. Complete your makeup with Eyeliner or Inkliner Maikè on the base of your lashes.

- Parabens Free
- Dermatologically tested



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## EYESHADOW QUARTET

### EYESHADOW QUARTET

A palette with 4 shades of highly pigmented colour and excellent coverage. Different bright luminous shades for a light iridescent effect as well as matte shades for a natural intense finish.

### FEATURES AND EFFECTS:

Uniform colour > luxuriously velvety > Complete look for eyes.

### PROFESSIONAL ADVICE:

Each palette has been designed to offer all the colours necessary for complete eye make-up: two intermediate shades, to be blended or applied in contrast, a dark shade to intensify, sculpt or give depth, a light shade to illuminate and open your eyes.

To complete, match Eyeliner or Inkliner and define the look with Mascara Maikè.

- Parabens Free
- Dermatologically tested



OMBRETTO QUARTETTO  
QUARTET EYESHADOW  
QUARTET EYESHADOW



01

SEA BREEZE  
20814



02

TROPICANA  
20815



03

SAHARA  
20816



04

ROMANCE  
20817

# MAIKÉ

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## CREAM EYESHADOW

### COLOR DESIGN

Color Eye Shadow Design Cream has a glitter finish rich in iridescent glow. The fresh and light texture dries quickly and fixes the color for a long-lasting effect. The formula is smooth, adheres like a gel and is soft like a cream.

VITAMIN E: Fights free radicals and stimulates cell renewal for effective antioxidant properties.

Cornstarch: Sebum-regulating and mattifying effect.

Ginseng extract: It has powerful revitalizing and energizing properties.

Mica coated with an amino acid which is a crucial element in creating a creamy and subtle layer with excellent hold.

### FEATURES AND EFFECTS:

Creamy gel-like texture > iridescent finish

> long-lasting

### PROFESSIONAL ADVICE:

Multi-reflective pearls, for a sophisticated shine. Applied with the fingertips, the texture remains soft and comfortable on the skin, creating a thin film. Apply alone, over or under the desired eye shadow to add a shimmering, glossy effect.

- Parabens Free

- Dermatologically tested



13

SILVER  
GLITTER

20801



14

GOLD  
GLITTER

20802

# MAIKÉ

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## EYELINER - INKLINER

WONDER EYES Eyeliner outlines your look in a thin, versatile line. Intense, long-lasting colour. Easy and ultra-precise application, uniform result from the first step.

WONDER EYES Inkliner is a black fluid outliner with a special felt applicator for uniform and controlled application. The graphic line is ultra-precise and smooth with intense bright colour.

### PROFESSIONAL ADVICE:

Before proceeding with the application of the eyeliner or Inkliner (depending on the line you want to get), create a base by spreading a little 'of powder on the eyelid to make it adhere better. Draw the outer corner, doing the same operation on both eyes so as to maintain the same angle, then bring the line to the inside of the eye while maintaining the pressure, as you approach the end thin the line, if you have created small spaces between the lashes and the line fill them with small strokes and decided.

- Parabens Free
- Dermatologically tested



DEEP BLACK  
EYE LINER

20818



PURE BLACK  
INK LINER

20819



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### FIVE DIMENSIONS

Mascara with the innovative formula 5in1: 1 volumizing 2 lengthening 3 bending 4 high definition 5 intense black. The brush with hourglass bristles, ideal for both long and short lashes, gives a high impact look and allows you to push the lashes up for an extreme curvature and length that lasts all day.

CARNARUBA WAX, creates a film on the lashes that increases the performance of the product.

SYNTHETIC BEESWAX: Makes the formula creamy, has a nourishing, emollient and protective effect.

The polymer mix gives the product resistance, flexibility and modelling properties.

### FEATURES AND EFFECTS:

adjustable volume effect > extreme curvature > ideal for thin, straight and short lashes

### PROFESSIONAL ADVICE:

Apply the mascara with a zigzag movement, placing the brush at the root of the lashes, exerting slight pressure and until it reaches the tips. It is important to wrap the lashes along their entire length so that they are fully covered.

- Dermatologically tested
- Microbiologically tested
- Tea and Parabens Free



FIVE DIMENSIONS  
MASCARA

20809

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## MASCARA

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### EXTREME DEFINITION

Panoramic effect mascara: lengthens, curves and defines the lashes. A special silicone brush that separates the lashes with extreme ease, without weighing them down or drying them. Mascara's filming agents give lashes flexibility and a long lasting hold without lumps or smudges throughout the day.

BEESWAX OF API: Makes the formula creamy, has a nourishing, emollient and protective effect.

CARNAUBA WAX: Creates a film on the lashes that increases the performance of the product.

A special filming agent produces the curving effect and maintains the properties of the product even in humid conditions.

### FEATURES AND EFFECTS:

curving effect > definition > ideal for straight and short lashes

### PROFESSIONAL ADVICE:

Apply the mascara with a zigzag movement, placing the brush at the root of the lashes, exerting slight pressure and until it reaches the tips.

It is important to wrap the lashes along their entire length so that they are fully covered. Adding passes will increase the volume effect.

- Dermatologically tested
- Microbiologically tested
- Tea and Parabens Free

# MAIKÉ

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EXTREME DEFINITION  
MASCARA

20813



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### FAST VOLUME

For immediate volume, in a single pass! Extra volume effect mascara. Its soft creamy texture provides thickness and intense black to the lashes. This formula envelops the lashes, intensifying the look without weighing them down, leaving the lashes shiny, defined and well shaped throughout the day. GELLING AGENT of organic origin creates a thin and creamy film on the lashes. The mix of gelling agents intensifies the colour ensuring the product last throughout the day and does not flake. The polymer mix gives the product resistance, flexibility and modelling properties.

### FEATURES AND EFFECTS:

Extra volume > immediate effect > intense black > long-lasting > ideal for thin lashes

### PROFESSIONAL ADVICE:

Apply the mascara with a zigzag movement, placing the brush at the root of the lashes, exerting slight pressure, until it reaches the tips.

It is important to wrap the lashes along their entire length so that they are fully covered. Adding passes will increase the volume effect.

- Tea and Parabens Free



FAST VOLUME  
MASCARA

20808

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### FULL & BIG

Mascara that gives intensity, volume and depth. The special silicone applicator with larger spaces between the bristles allows more product to wrap the lashes instantly from root to tip giving them extra added thickness. The perfect synergy between the formula and applicator, ensures each individual lash is captured and covered, even the shortest, thinnest, straightest including those hidden away. CARNARUBA WAX, creates a film on the lashes that increases the performance of the product.

SYNTHETIC BEESWAX: Makes the formula creamy, has a nourishing, emollient and protective effect. The polymer mixes gives the product resistance, flexibility and modelling properties.

### FEATURES AND EFFECTS:

Extra thickness > adjustable effect > long-lasting > ideal for thin and short lashes

### PROFESSIONAL ADVICE:

Apply the mascara by placing the brush on the root of the lashes, exerting slight pressure, until it reaches the tips. Modular volume: 1 pass volume, 2 passes extra volume and curvature, 3 passes extreme intensity

- Dermatologically tested
- Microbiologically tested
- Tea and Parabens Free



FULL&BIG  
MASCARA

20807

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### BEST FINISH

Mascara that gives a 'False Eyelashes' natural extension effect. The synthetic fibres contained in the formula optically increase the length, thickness and volume of the lashes by depositing themselves each time they are passed over them. The formula is enriched with a special active ingredient with conditioning properties that strengthens the lashes preventing lash loss. In addition, Panthenol improves the structure, prevents damage and has a moisturizing effect. Active conditioning ingredient: It increases volume, length and thickness. Strengthens and prevents lash loss. CARNAUBA WAX, creates a film on the lashes that increases the performance of the product. SYNTHETIC BEESWAX: Makes the formula creamy, has a nourishing, emollient and protective effect. Argan oil: Rich in antioxidants, it has moisturizing, nourishing and protective properties against external aggressions.

### FEATURES AND EFFECTS:

high impact length > volume and definition > prevents hair loss > ideal for thin, short and straight lashes

### PROFESSIONAL ADVICE:

Apply the mascara by placing the brush on the root of the lashes, exerting slight pressure, until it reaches the tips. It is important to wrap the lashes along their entire length so that they are completely covered. Adding passes will increase the effect and length.

- Dermatologically tested
- Fragrance free
- Tea and Parabens Free



BEST FINISH  
MASCARA

20812

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### VOLUME SHOCK

Shocking volume thanks to the high-performance mascara ensures surprising volume is achieved. Eyelashes multiply and thicken. Wrapped in deep colour to amplify the look. The synergy between the applicator and formula creates an intense volume effect: The applicator's thin shape and design amplifies the volume reaching the even hard-to-reach shortest lashes. Its quick drying formula ensure a volumized effect is created tailored to every need.

**CARNAUBA WAX:** Creates a film on the lashes that increases the performance of the product.

**BEE SWAX OF API:** Makes the formula creamy, has a nourishing, emollient and protective effect.

Highly resistant resins that wrap around the lashes without flaking.

### FEATURES AND EFFECTS:

Immediate volume > thin applicator > ideal for thin and short lashes

### PROFESSIONAL ADVICE:

Apply the mascara by placing the brush on the root of the lashes, exerting slight pressure, until it reaches the tips. It is important to wrap the lashes along their entire length so that they are completely covered. Adding passes will increase the effect and length.

- Tea and Parabens Free



VOLUME SHOCK  
MASCARA

20810

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

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## MASCARA

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### WATERPROOF SHOCK VOLUME

Water-resistant volume, thanks to the high-performance mascara ensures surprising volume is achieved. Eyelashes multiply and thicken. Wrapped in deep colour to amplify the look. Water and moisture resistant, the seal is perfect. The synergy between the applicator and formula creates an intense volume effect: The applicator's thin shape and design amplifies the volume reaching the even hard-to-reach shortest lashes.

CARNAUBA WAX, creates a film on the lashes that increases the performance of the product. BEESWAX OF API: Makes the formula creamy, has a nourishing, emollient and protective effect. Highly resistant resins that wrap around the lashes without flaking.

### FEATURES AND EFFECTS:

immediate volume > thin applicator > waterproof > ideal for thin and short lashes

### PROFESSIONAL ADVICE:

Apply the mascara by placing the brush on the root of the lashes, exerting slight pressure, until it reaches the tips. It is important to wrap the lashes along their entire length so that they are completely covered. Adding passes will increase the effect and length.

- Parabens Free
- Dermatologically tested



VOLUME SHOCK  
& WATERPROOF  
MASCARA

20811

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## LIP PENCIL

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### LIP PENCIL

Lip pencils that are full of solid colour to define the lip contours precisely. Available in 10 colours providing strong visual impact when used with Deep Color Lipsticks and Color Intense Maïke.

### FEATURES AND EFFECTS:

Full colour > precise smudge-free, long-lasting lines > soft > easily blended.

### PROFESSIONAL ADVICE:

Perfect lips using the pencil in combination with lipstick: outline the lip contour starting from the center and leading outward. Fill the inside with the desired matching lipstick. This will also incredibly increase the life of the lipstick.

- Parabens Free



01

NATURAL  
20700



02

FAIREST  
20701



03

MAGENTA  
20702



04

VELVET  
20703



05

WINE  
20704



06

POPPY  
20705



07

DIVA  
20706



08

BRANDY  
20707



09

CHESTNUT  
20708



10

VALENTINE  
20709

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**LIP PENCIL** LONG WEAR

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This waterproof, creamy textured lip pencil defines and designs the contour of the lips with intense colour. The comfortable formula glides perfectly over the lips, preventing smudges or the lipstick fading for a look that is always fresh.

3 basic colours: Nude, Red and Plum.

**FEATURES AND EFFECTS:**

waterproof >intense colour >long lasting matte effect

**PROFESSIONAL ADVICE:**

This pencil can only be used on the lip contour, fading it quickly with a brush and in combination with your favorite lipstick.

Or it can be applied to all lips like a lipstick for a velvety matte effect that lasts for hours and hours.

- Dermatologically tested



01

NUDE  
20710



02

RED  
20711



03

PLUM  
20712

# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## LIP STICK

### DEEP COLOR

Deep Lipstick colour, a long-lasting lipstick with its extraordinary colour intensity guarantees seductive lips all day long. The lipstick perfectly follows the contours of the lips, emphasizing their natural beauty. The formula is enriched with Vitamin E which protects the cells from free radicals. Antioxidant properties.. Wheat germ oil, moisturizing and emollient properties.

The result is an intense, satin and radiant makeup, with perfect hold from the very first application.

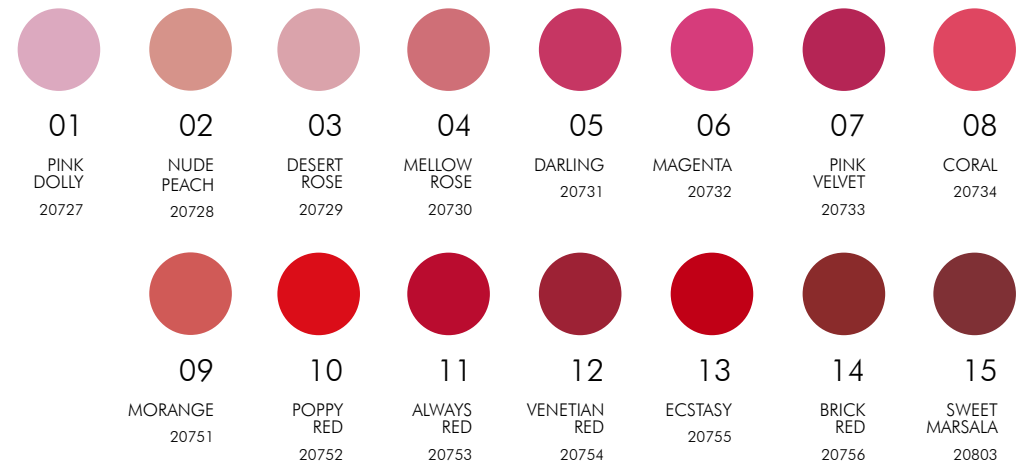
### FEATURES AND EFFECTS:

Full colour > clear and precise application > smooth action > long-lasting > a wide range of colours, creams, pearlescents and mattes.

### PROFESSIONAL ADVICE:

For a refined effect, draw the lip contour with a tone-on-tone pencil. For those who want a more voluminous effect, prefer bright shades and previously apply a pencil that is slightly darker than the chosen colour.

- Parabens Free
- Dermatologically tested





# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## LIQUID LIPSTICK LONGWEAR

### COLOR INTENSE

Deep Lipstick colour, a long-lasting lipstick with its extraordinary colour intensity guarantees seductive lips all day long. The lipstick perfectly follows the contours of the lips emphasizing their natural beauty. The formula is enriched with Vitamin E and wheat germ oil, for smooth, moisturized and protected lips.

The result is an intense, satin and radiant makeup, with perfect hold from the very first application.

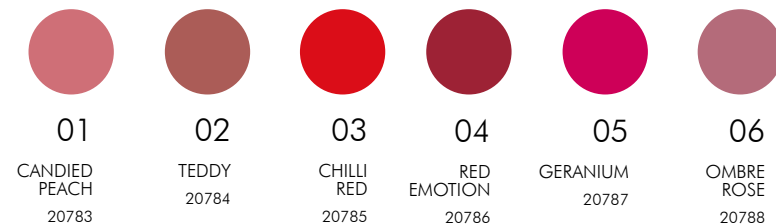
### FEATURES AND EFFECTS:

Intense and flawless colour> non-sticky  
>long-lasting

### PROFESSIONAL ADVICE:

For a perfect result we recommend to start by applying the lip pencil Maikè in tone with the chosen color, it will create a “boundary and a trace” that will allow a simple and precise application. Then apply the liquid lipstick to the outer corners of the lower lip, then move it towards the inner part; then move on to the upper lip.

- Parabens Free
- Dermatologically tested



# MAKE UP BRUSHES



CONTOUR BRUSH  
02  
20840



Black  
Nylon Hair



POWDER BRUSH  
03  
20841



Red ZGF  
Goat Hair



BLUSH BRUSH  
04  
20842



Black ZGF  
Goat Hair



CONTOUR BRUSH  
12  
20843



Black  
Nylon Hair

# MAKE UP BRUSHES



FOUNDATION BRUSH  
17  
20844



BLUSH BRUSH  
25  
20845



EYE BLENDING BRUSH  
50  
20847



EYE SHADOW BRUSH  
54  
20848



EYE BLENDING BRUSH  
55  
20849



EYE SHADOW BRUSH  
61  
20850



EYE BROW BRUSH  
63  
20851



CONCEALER BRUSH  
69  
20852



Black  
Nylon Hair



Black ZGF  
Goat Hair



Black ZGF  
Goat Hair



Original  
Sable Hair



Black ZGF  
Goat Hair



Black  
Pony Hair



Black  
Nylon Hair



Original  
Sable Hair

# MAKE UP BRUSHES



LIP BRUSH  
72  
20853



Black  
Nylon Hair



ANGLE EYELINER  
BRUSH  
74  
20854



Original  
Pahmi Hair



EYELINER BRUSH  
75  
20855



Black  
Nylon Hair



MASCARA BRUSH  
77  
20856



Black  
Nylon Hair



DOUBLE EYE  
BRUSH  
50 - 54  
20846



Black  
Nylon Hair  
Original  
Sable Hair



TROUSSE DA VIAGGIO  
TRAVEL POUCH

# NAIL POLISH

## NAIL POLISH COLORS

	20930	BASE & TOP COAT
	20902	03 ROSE
	20903	04 GLITZY PINK
	20915	16 CONFUSION
	20918	19 SPRING
	20901	02 CREAM
	20905	06 BISCUIT
	20924	25 URBAN
	20920	21 DENIM
	20926	27 BLACK
	20909	10 TENTATION
	20900	01 WHITE
	20917	18 FLOWER
	20919	20 LAVENDER
	20906	07 IVORY
	20928	29 GOLD GLITTER

	20914	15 VIOLET
	20908	09 MELLOW
	20923	24 GREEN
	20927	28 SILVER GLITTER
	20907	08 GREY
	20921	22 TIFFANY
	20922	23 MARINE
	20925	26 BLUE NIGHT
	20910	11 EXPLOSION
	20916	17 PRIMROSE
	20911	12 CARACTERE
	20912	13 ROUGE VITAL
	20913	14 VAMP
	20929	30 LUXURY GLITTER
	20904	05 INNOCENT



COSMETIC NAIL POLISH  
SMALTO UNGHIE  
NAIL POLISH



# MAIKÉ

ITALIAN PROFESSIONAL MAKE UP

## PRODUCTS GUIDE

MAIKÉ

ITALIAN PROFESSIONAL MAKE UP