Appendix C

Me & My True Match

No matter I'm on or off the camera, I need to look my natural, flawless best every time. That's why True Match Golden Beige is the perfect choice. It's as easy to blend perfectly as my golden-toned complexion. Naturally I love it! The truth is, Asian skin tones come in a vast array of colors. From fair to tan, you differ in undertones of cool (pink-based) to warm (yellow-based). Finding a foundation that perfectly matches and blends your skin color can be like putting your puzzle pieces together.

True Match from L'Oreal Paris is super-blendable and matches your skin tone perfectly. In an extensive range of 16 skin-tone shades, it's the foundation that's as close to your skin as make-up can get. Drop by any L'Oreal Paris counter to consult with our expert Beauty Advisor and find your True Match today!

MUTCHES YOUR SKIN TONE

With True Match Technology™, a palette of 16 shades that match Asian skin tones perfectly.

MUTCHES YOUR SKIN TEXTURE

A super-blendable texture that spreads smoothly onto skin, covering irregularities and flaws without a rigid finish.

6-HOUR HYDRATION

Feel your skin refreshed for 6 hours. Fast drying application. Non-micellar formula. Non-occlusive. Also with SPF 17/PA+++, to protect your skin from harmful UV rays.

Find your True Match in 2 easy steps:

1. Find your natural skin color.
2. Find your perfect shade match to your skin tone.

Because you're worth it.

L'ORÉAL

101
MIND-BLOWING VOLUME
WITH LASH-BY-LASH
SEPARATION.
DARE TO DO THE IMPOSSIBLE.

NEW,
VOLUME SHOCKING
EXACT BRUSH
WATERPROOF
2-STEP DEFINED VOLUME MASCARA

STEP 1:
Volume base coat, enriched with Pre-Vitamin B5. Stronger, more voluminous lashes.

STEP 2:
Exact brush + conditioning formula, enriched with Expandium. Exact lash definition, achieved with precision without the clumps.

BECAUSE YOU'RE WORTH IT.
L'ORÉAL
PARIS
Appendix G

DARE TO DO THE IMPOSSIBLE
2 SIMPLE STEPS TO MIND-BLOWING VOLUME AND LASH-BY-LASH SEPARATION

NEW VOLUME SHOCKING EXACT BRUSH

STEP 1:

NEW VOLUME SHOCKING EXACT BRUSH

STRESS-FREE VOLUME MASCARA

STEP 2:

TIPS FOR HOT LASHES
by Monica Lee

How to get volume and evenly defined lashes:
1. Use a volumising mascara to boost the length and thickness of your lashes.
2. Apply a black mascara to the roots of your lashes to create a natural look.
3. Use an eyeliner brush to define the base of your lashes for a more dramatic effect.

BREATHLESSLY VOLUME AND HIGH-DEFINITION LASHES. NOW, IT'S POSSIBLE TO HAVE BOTH WITHOUT DUMPING!

LOREAL
Appendix J

Go Nude, Go Natural

Looking for an easier way to pick your Color Riche Nude shades? Just match your skintone to the original known shade. Your shades. The Way. Michelle Hot. Nudes. To match Nicole York and Ashley. Perfectly. And you'll have found your perfect nude shade. Go simple, hi, opposite, or your own shade. When you find the right shade, you'll love the result. The very same nude that matches your skin. The new version of the original nude. With a touch of coral glow. Perfect for the perfect nude shade. 616 / 618 Golden Fair Skintone. With a touch of coral glow. Golden Fair 618. 611 Rose 617 Golden Tan Skintone. With a hint of deep rosewood. Golden Tan 617. 613 Rose 612

Because you're worth it.

LOREAL
Have a crush on the New Color Riche Fusion

L'Oréal Paris brings you Color Riche Fusion - a remarkable fusion of moisture and lustrous colors that melt into your lips.

A UNIQUE COLOR EMULSION™ TECHNOLOGY:
FOR A PERFECTLY BALANCED MIX:

GLIDING NOURISHING OILS
SOFT MELTING NATURAL WAXES + TRUE COLOR PIGMENTS

Just one smooth glide reveals a brilliant shade of color. With Color Riche Fusion, you'll feel beautiful inside and out, and radiate with a mesmerizing glow - just like a woman having a crush.

These celebrities have discovered their crush on the New Color Riche Fusion, what about you?
The New Color Riche Fusion has a different shade in each and every one of the color families to suit any skin tone. So be Revishing in Red, Pretty in Pink, Beautiful in Brown or Mysterious in Mauve - it's your choice. Color Riche your life today!

If you have porcelain fair skin like Michele's, here are the suitable shades for you:

For fair to medium skin like Penélope's, try these colors:

Glide on these gorgeous shades that complement Maya's medium to tan skin:

If you have tan skin like Ashwarya's, get flawless looking lips with these colors:

Aishwarya has a crush on Color Riche Fusion in #131 Brownstone.

Because you're Worth it.

L'Oréal Paris
Appendix L

COLORAPPEAL
Star Secrets
Limited Edition
The 1st make-up look that enhances the character of your eyes.
Because You're Worth It.

"Color Appeal's pinks and violet deliciously highlight my eyes with passion."
Datuk Michelle Yeoh

Color Appeal Studio Palette - Pink Dazzle
Dazzle with Star Studded Looks

Color Appeal Star Secrets Limited Edition

5 beautiful stars, 5 distinctive palettes. Following the success of Color Riche Star Secrets, L'Oréal Paris brings you the Limited Edition Quad Eye Shadow palettes, each created to enhance the beauty of the 5 gorgeous stars' eyes. The colors are carefully chosen to represent the stars' unique personal styles. Encased in sleek individual cases embossed with their signatures in gold, just select the style of your choice, and dazzle with star studded looks!

Because You're Worth It.

Your guide to the perfect Quad Eye Shadow application.

- Highlight (lightest shade)
- Contour (darkest shade)
- Base color 1 (medium shade)
- Base color 2 (medium shade)

L'Oréal Paris

Captivate with Michelle's passionate charm

Steal Ayako's mesmerizing gaze

Radiate with Michele's magical aura

Allure with Gong Li's mysterious persona

Color Appeal Star Secrets Palette: Honey Beige
Color Appeal Star Secrets Palette: Fuxi Dynasty
Color Appeal Star Secrets Palette: Golden Green
Color Appeal Star Secrets Palette: Baby Blue
Color Appeal Star Secrets Palette: Soft Lavender