



florella®

YOUR BEAUTY. OUR PASSION

CATALOGUE 2026-2027

[WWW.FLORELLE.IT](http://WWW.FLORELLE.IT)

# Company

Florelle is an Italian brand established and founded in 1993

## FLORELLE

### A Journey of Elegance

The idea behind the original project was to offer a high quality product at the right price.

Through its wide range of products Florelle gives the possibility to everyone to express his personality.

Beauty is power,  
a smile is its sword."

John Ray

**F**lorelle is a brand born from a deep passion for beauty and a commitment to creating products that celebrate the unique beauty in each individual. With years of expertise in the cosmetics industry, we pride ourselves on the perfect balance between scientific innovation and premium ingredients. Each product is meticulously crafted to meet the most discerning needs, providing effective, luxurious skincare solutions. At Florelle, we believe in the timeless elegance that comes with self-care, offering a line of cosmetics that promotes a radiant and healthy complexion, while embodying a sense of confidence and empowerment. Our mission is to inspire beauty from within, allowing our customers to feel as confident and beautiful on the inside as they look on the outside.





# Quality Beyond Expectations

A Relentless Commitment to Excellence

Each Florelle product is the result of careful selection and research. Quality is at the core of everything we create, ensuring high performance and visible results. Excellence is our promise, and your beauty is our inspiration.

## Selected Ingredients

The Power of Nature for Your Beauty

### KEY INGREDIENTS:

At Florelle, our key products are the epitome of nature's purity and luxury. We are proud to offer a range of vegan and cruelty-free products that are never tested on animals, reflecting our deep commitment to sustainability and ethical practices. Our formulas are free from harmful chemicals, parabens, and artificial fragrances, making them safe for even the most sensitive skin

**A**t the heart of every Florelle product lies a commitment to purity and excellence. With a deep belief in the power of nature, we meticulously select the finest natural ingredients to create skincare solutions that are both luxurious and effective. Our products are a harmonious blend of botanical extracts, nourishing oils, and plant-based ingredients, carefully crafted to deliver visible results while nurturing your skin's natural beauty.

Florelle takes great pride in offering products that are free from harmful chemicals, parabens, and synthetic fragrances. We believe that beauty should never come at the cost of your health, which is why our formulas are designed to be gentle, safe, and suitable for all skin types.

Our commitment to quality is reflected not only in the ingredients we choose but in the overall experience we offer. The textures are rich, the results are undeniable, and the experience is nothing short of indulgent.

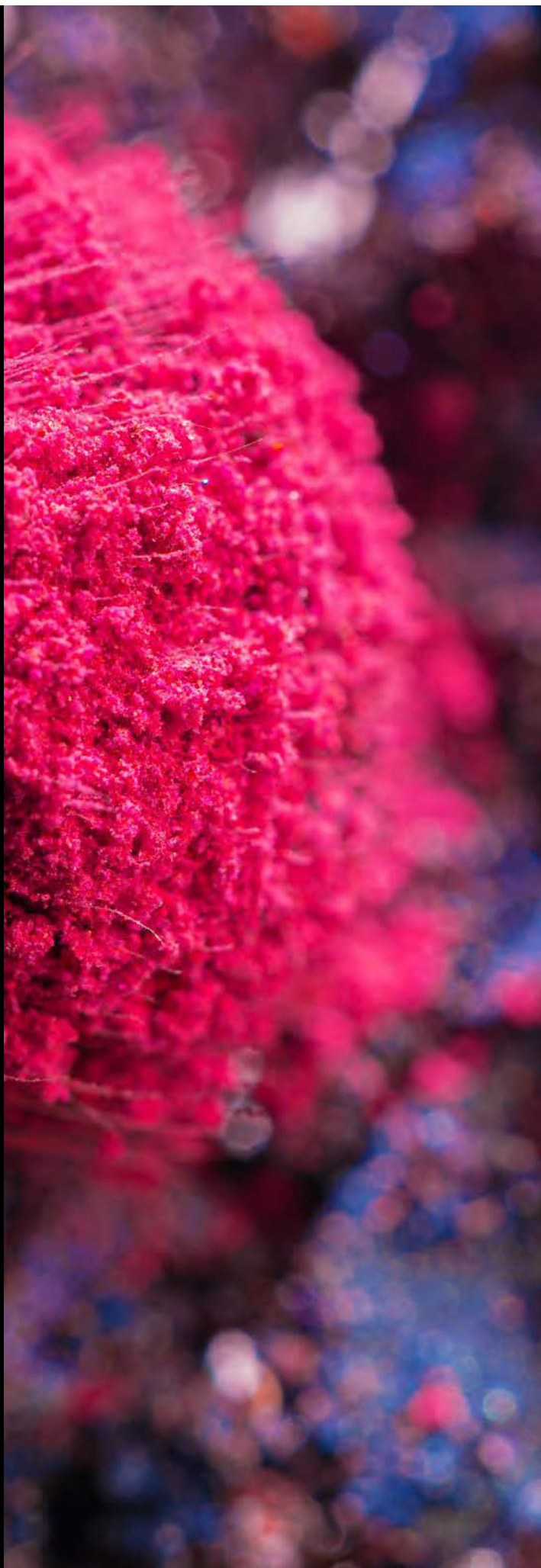
## A TOUCH OF COLOR

The Power of Bold Lips

# Lips

### LUXURY IN EVERY SWIPE

At Florelle, we believe that true beauty is achieved with high-quality ingredients. Our lip products are crafted using premium, nourishing ingredients that not only provide vibrant color but also hydrate and protect the lips. Free from harmful chemicals and synthetic additives, they ensure that your lips remain soft, smooth, and healthy. Each formula is designed for ultimate comfort, providing a luxurious texture and a flawless finish that lasts all day. Experience the perfect balance between beauty and care with Florelle.





The Art of  
Lip Expression

"A kiss is a lovely trick  
designed by nature to  
stop speech when words  
become superfluous."

– Ingrid Bergman

# Rosso Le Chic

## INFINITE ELEGANCE

Florelle FL 478 Lipstick Rosso Le Chic is the ultimate expression of sophistication and style. Its rich, vibrant hue and flawless finish make it a must-have for any occasion. Designed to empower and inspire, it's more than a lipstick—it's your beauty signature.

### Deep Hydration

The ultra-creamy formula keeps your lips soft and moisturized all day long

### Flawless Coverage

Its smooth texture ensures even, comfortable application with vibrant, long-lasting



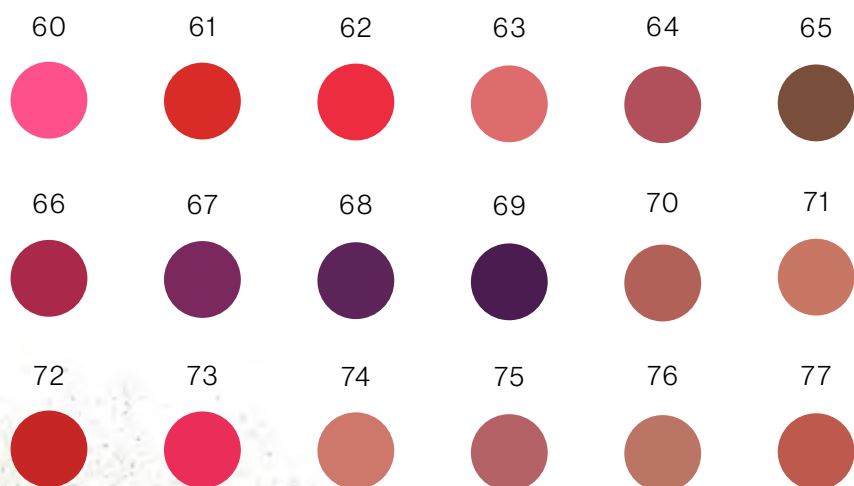
Florelle FL 478 Lipstick Rosso Le Chic is crafted for unparalleled comfort. Its advanced emollient formula creates a silky, weightless layer that nourishes and protects your lips, preventing dryness and irritation. With a breathable texture and lasting hydration, it ensures your lips feel soft and pampered all day long.



# FLORELLE FL 478

LIPSTICK ROSSO  
LE CHIC

Discover the luxurious formulation of Florelle FL 478 Lipstick Rosso Le Chic, crafted for those who demand the best in beauty. Its intense, long-lasting color is achieved with pure pigments, offering unparalleled vibrancy and depth. Infused with **Vitamin E** to boost skin elasticity, **lipidic active ingredients** for deep hydration and regeneration, and **marine filling spheres** that sculpt and volumize, this lipstick is a true powerhouse. The smooth, velvety texture ensures effortless application, while its nourishing properties leave your lips soft, comfortable, and perfectly defined all day long.



Matte Perfection:  
A Long-Lasting Bold Statement



## FL 431

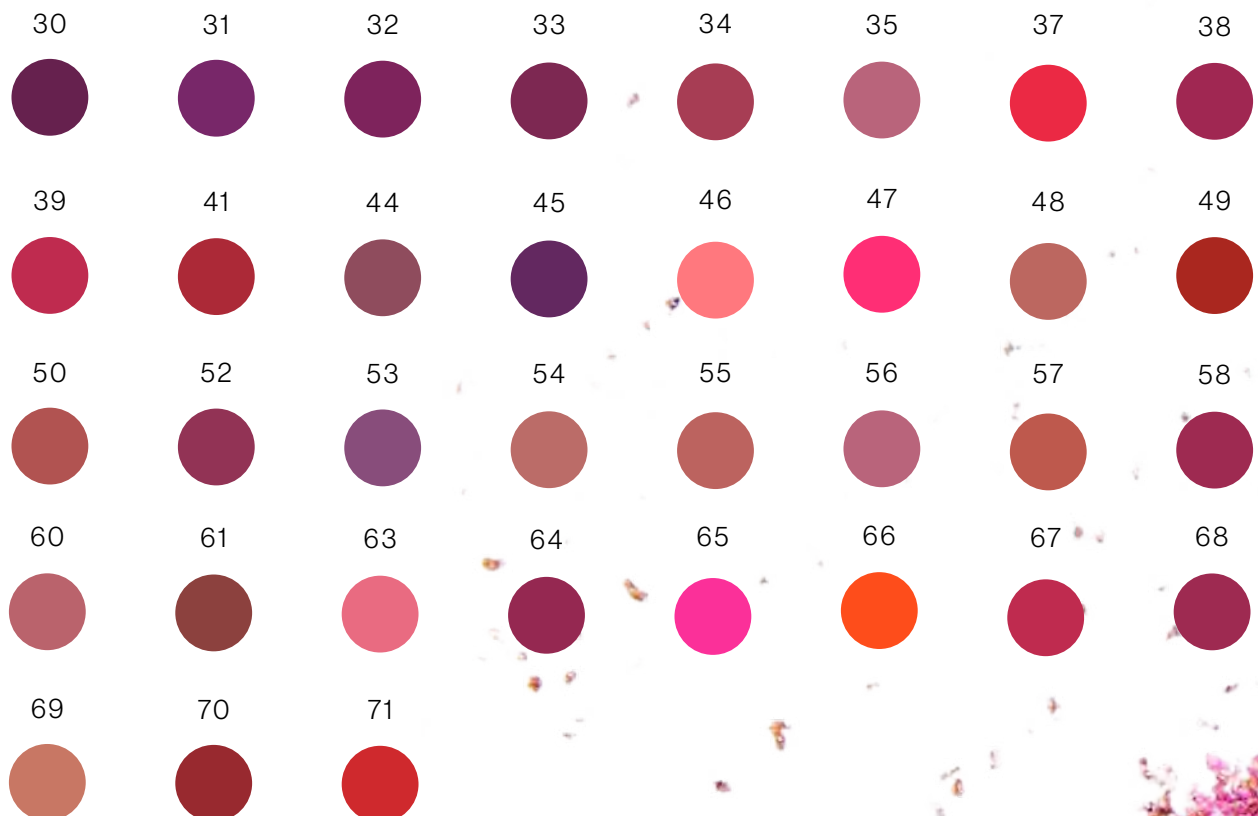
### MATTE LIPSTICK

Florelle FL 431 Matte Lipstick combines the intensity of high-pigment color with an incredibly comfortable matte finish. Formulated with ultrafine polyamide powders, it glides effortlessly onto the lips, providing a smooth, velvety texture that lasts all day. Its formula is enriched with sunflower seed extract, strengthening the delicate epidermis while maintaining hydration. With no parabens and dermatologically tested, this lipstick promises a long-lasting, flawless look without compromising on comfort. Whether you're attending a busy workday or a glamorous evening out, this matte lipstick keeps your lips irresistibly bold and seductive.

# FL 431

### MATTE LIPSTICK

Florelle FL 431 Matte Lipstick delivers intense color with a smooth, long-lasting matte finish. Enriched with sunflower extract for soft, strong lips. Paraben-free and dermatologically tested.



# Seductive Matte Perfection

INTENSE COLOR,  
ULTIMATE COMFORT

High-pigmented matte color, ultra-comfortable, long-lasting, enriched with sunflower extract, paraben-free, dermatologically tested for perfect coverage.

**Paraben free**

**Sunflower seed extract:**  
strengthenens thin epidermis

**Dermatologically tested**

FLORELLE

# FL 430 Matte Liquid Lipstick

Smooth, Vibrant,  
All-Day Comfort



Elegance

Experience the ultimate liquid lipstick: a creamy formula that delivers intense, rich color with a matte finish. Its lightweight texture glides on effortlessly, dries quickly without cracking, and keeps lips hydrated all day long. Enriched with avocado oil and Vitamin E, it nourishes while providing impeccable, long-lasting results. Free from parabens, petrolatum, and animal-derived ingredients, it's the perfect blend of beauty and care.

# FLORELLE

## AVOCADO OIL & VITAMIN E

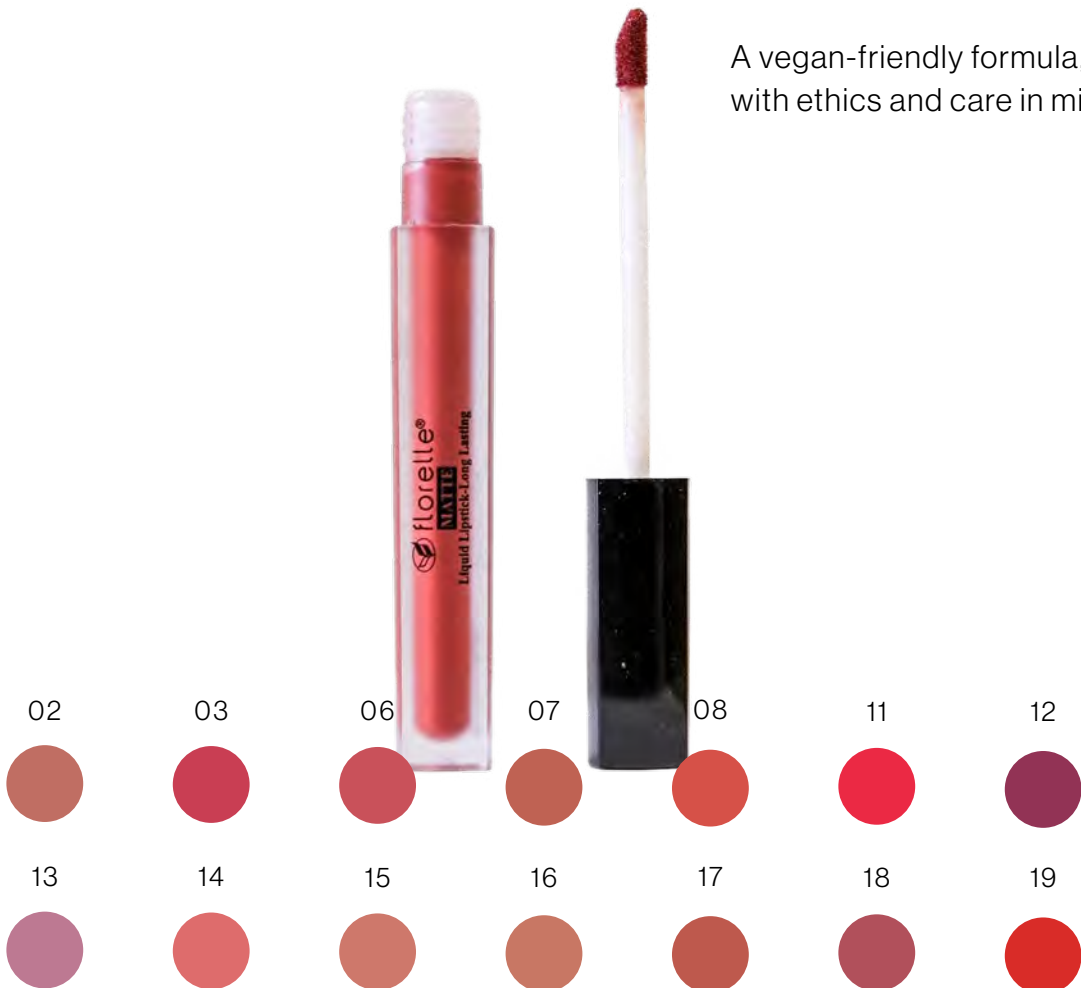
Deeply hydrates and nourishes lips, keeping them soft and smooth throughout the day.

## PETROLATUM & PARABEN-FREE

Gentle on the skin, ensuring a healthier and safer experience

## FREE FROM ANIMAL ORIGIN INGREDIENTS

A vegan-friendly formula, crafted with ethics and care in mind.



# FL 434 Velvet Lipstick

## Velvet Elegance

### Refined

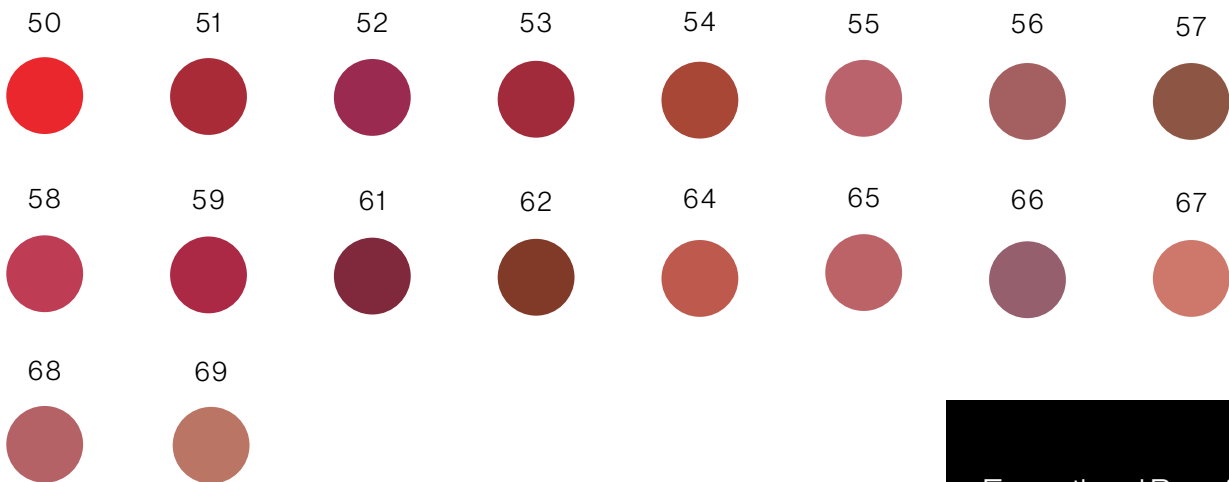
Experience the richness of high-pigment color with Florelle Velvet Lipstick, designed for seamless application and long-lasting hydration.



### Velvet Lipstick

Florelle Velvet Lipstick offers intense pigmentation, exceptional blendability, and effortless application. Enriched with Vitamin E, this lipstick ensures your lips stay soft, hydrated, and beautifully defined all day. Dermatologically, it's a luxurious choice for safe, everyday wear.

# Velvet Lipstick



**V**elvet Lipstick combines high pigment concentration and advanced materials for a stunning, safe, and easy-to-use product. Featuring spherical and micronized colloidal silica, it ensures smooth application and effortless blending. Enriched with Vitamin E, it keeps lips moisturized and soft for hours. Dermatologically tested, this lipstick provides a rich, velvety finish while prioritizing comfort and care. Perfect for drawing, defining, and coloring your lips with precision and style.

## Exceptional Benefits:

Enriched with Vitamin E for hydration and care

High pigment concentration for intense, long-lasting color

# FLORELLE FL 205 Waterproof Lip Pencil

**D**efine your lips with Florelle Waterproof Lip Pencil, designed for a **super-stay lip contour** with **no feathering**. Its ultra-smooth formula **glides effortlessly** for an even, **high-pigment color payoff**. Enjoy a **waterproof, long-lasting** result that stays flawless for up to **7 hours**.

NO FEATHERING  
FOR A SUPER-STAY  
LIP CONTOUR

GLIDES  
SMOOTHLY ON  
YOUR LIPS

LASTS FOR 7  
HOURS

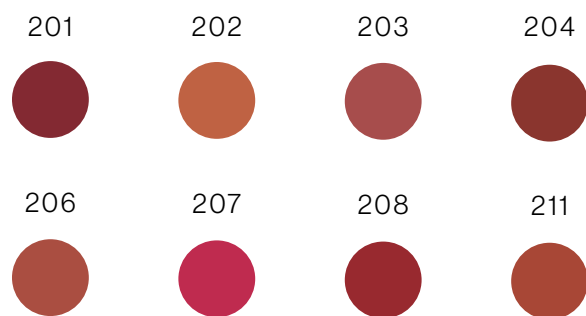
# Flawless Lip Definition



## WATERPROOF PRECISION

A waterproof, long-lasting lip pencil that glides smoothly, delivering even, high-impact color and a perfectly defined contour with no feathering.

Excellent and even colour pay-off  
Waterproof!!!





# FL 207 Lip Pencil “LE CHIC”

## Le Chic Precision

### Soft & Defined

Achieve a precise, yet ultra-soft lip contour with Le Chic Lip Pencil. Formulated with **natural emollients**, it delivers a **smooth glide, no feathering**, and stays in place for **4 hours**.

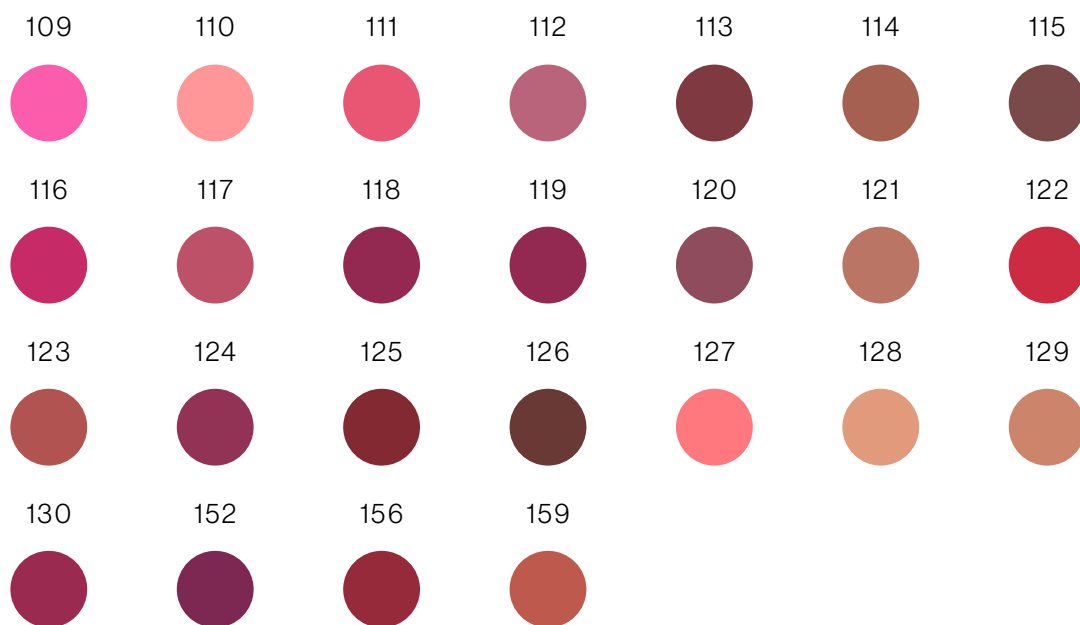
### FL 207

Define your lips effortlessly with Le Chic Lip Pencil. Its soft, highly pigmented formula ensures even coverage, while vegetable-emollient waxes, olive, and castor oils provide moisturizing and nourishing benefits. Enjoy a long-lasting, no-feathering lip look with daily comfort.

# FLORELLE

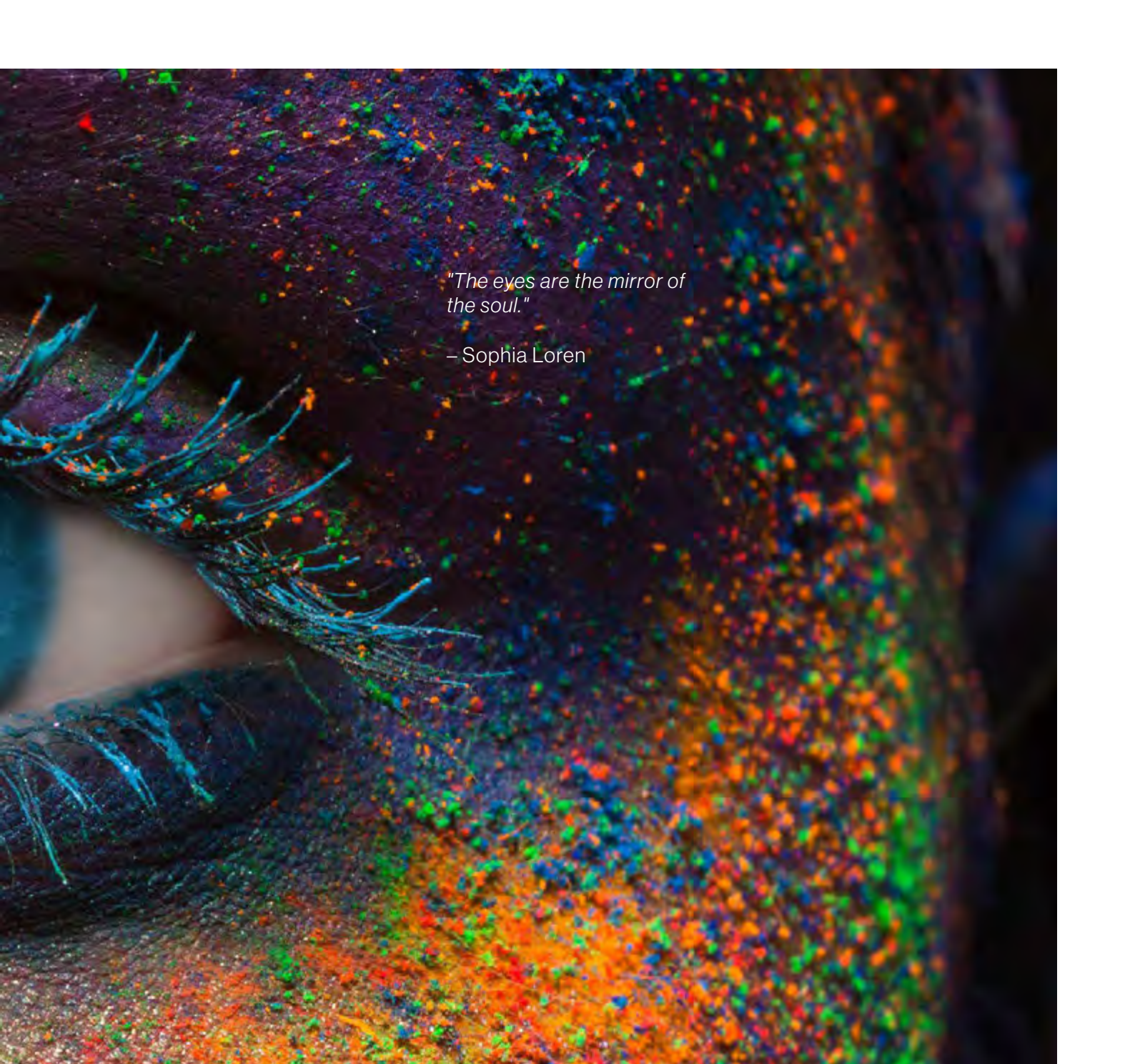
## Matte Elegance

**T**he Le Chic Lip Pencil is designed for precision and softness, making lip definition effortless. Infused with vegetable-emollient waxes, it offers moisturizing and nourishing effects, while olive and castor oils provide extra care. Its high pigment content ensures excellent coverage and a smooth glide, keeping your lips perfectly shaped and feather-free for up to 4 hours.





# Eyes



*"The eyes are the mirror of  
the soul."*

– Sophia Loren

## THE ART OF EYES

Precision, Pigment,  
Performance

## DEFINE, ENHANCE, MESMERIZE

Unlock the power of expressive, captivating eyes with our high-performance eye makeup collection. From intense eyeliners to volumizing mascaras and silky eyeshadows, each formula is designed for precision, long wear, and effortless beauty.



# FL 228 Wet & Dry Eyeshadow



## Radiant Wet & Dry Shadow

### Versatility

This baked Wet & Dry eyeshadow is designed to provide radiance and comfort with a silky touch on the skin. Thanks to jelly polymers, it ensures long-lasting adherence, while spherical powders allow for optimal blending. Use it dry for a natural look or wet to intensify color and wear.



# FLORELLE

## BRILLIANCE & INTENSITY

An ultra-pearly, soft eyeshadow that adheres perfectly to the skin. Apply dry for a delicate look or wet for deeper, long-lasting color.



Create Endless  
Chromatic Possibilities



## INFINITE COLOR

DAY OR NIGHT,  
ALWAYS PERFECT

The Florelle 2.3.4 Smokey Eyes Palette allows for infinite creativity, blending colors seamlessly to create your desired look. Whether you're going for a subtle day style or an intense evening smoky eye, this palette offers versatile shades that glide on smoothly. Bright, fragrance-free, and easy to apply, it provides a uniform finish and exceptional blendability,

# Make-Up Brush Set

### PERFECTING YOUR LOOK

The Florelle Make-Up Brush Set delivers precise application with soft, durable bristles for a flawless, professional finish every time.

#### FL 451-2

01



02



03



04



#### FL 451-3

01



02



03



04



#### FL 451-4

01



02



03



04



# FL 4512.3.4 Smokey Eyes Palette

## BOLD AND SEAMLESS

Mix and match these rich colors to craft a perfect eye makeup look. This dynamic eyeshadow palette blends effortlessly, delivering vibrant results with every swipe. Fragrance-free and gentle, it offers long-lasting wear with incredible comfort.

## Endless Creativity

With the Smokey Eyes Palette, enjoy the freedom to create an endless array of looks. From soft daytime elegance to intense smoky evening drama, the colors are perfect for any occasion. The eyeshadows are designed for easy application, providing a smooth, even texture that blends beautifully.

# FL 230 Eyebrow Pen

PRECISE  
EYEBROW  
PERFECTION

**F**lorelle FL 230 Eyebrow Pen delivers precision and longevity in one easy application. Its super-fine tip allows for quick filling of gaps, offering a natural yet defined look. The water-resistant, vegan formula ensures bold color that lasts all day, while its high natural origin index makes it a skin-friendly choice for flawless brows.

01



02





# FL 268 Mascara Gel

01



Transparent



## Natural Look & Soft

Florelle FL 268 Mascara Gel is a lightweight, transparent gel designed to shape and elongate lashes and brows with a natural, soft effect. It can be worn alone for a discreet makeup look or used as a base before applying mascara. Its vegetal polymers ensure excellent hold and comfort throughout the day, leaving your lashes and brows perfectly shaped.

# FLORELLE FL 276 Building Lash Base Mascara

**A**chieve instantly fuller, longer, and more defined lashes with this innovative base mascara. Its silicone-free formula protects and hydrates while preparing lashes for maximum impact. Enriched with a strengthening serum, it creates a smooth, long-lasting effect. 100% vegan, ophthalmologically tested, and not tested on animals.

BOOST  
VOLUME  
& LENGTH



# How to Use

## The Perfect Lash Routine

### Step 1 - Apply Building Lash Base Mascara

Gently coat your lashes before mascara application. Start at the root and sweep to the tips using a zig-zag motion. Two coats are enough for an optimal result.

### Step 2 - Combine with High Volume Mascara

Wait a few moments before applying your regular mascara—without letting the base fully dry—for maximum volume and definition.



Enhance your lashes with volume, length, and definition—your perfect mascara base.

### Enhance & Strengthen

Prepare your lashes for maximum volume and length with this fortifying mascara base. Its lightweight, silicone-free formula nourishes and hydrates, ensuring a smooth and long-lasting effect. The strengthening serum enhances lash definition while improving mascara adherence. 100% vegan, ophthalmologically tested, and cruelty-free.

# MASCARA

FLORELLE

## Master the Perfect Lashes

Florelle mascara collection offers a range of formulas to elevate your lash game. From long-lasting waterproof mascaras to volumizing and lengthening formulas, each product is designed to cater to your specific lash needs. Whether you're seeking waterproof wear, intense volume, or sensitive eye-friendly application, Florelle delivers high-quality performance that keeps your lashes looking beautiful and defined all day.

**T**he Florelle mascara range ensures your lashes stand out with innovative formulations designed for every lash need. Whether you're looking for voluminous lashes, a deep black curl, or a waterproof, long-lasting hold, our mascaras provide everything you need. The Super Lash Waterproof Mascara offers a waterproof, ultra-black finish with long-lasting curl. The Super Lash Mascara's extreme brush creates extensions while respecting sensitive eyes with no smudging or clumping. Finally, the High Volume Mascara provides thick, voluminous lashes with deep color, staying smudge-free and flake-free throughout the day. All our mascaras are ophthalmologically tested and created with comfortable, non-irritating formulas, giving you beautiful lashes without compromise.

## Flawless Lash Perfection

Florelle's mascaras are the ultimate lash enhancers. Whether you desire intense volume, long-lasting curl, or waterproof coverage, each formula provides smooth, clump-free lashes. Our mascaras ensure you get defined lashes with maximum comfort, making your eyes pop without worrying about smudges or irritation.

# Endless Lash Impact



FL 443  
The Full Lash Mascara

Formulated with jellifying agents, this mascara delivers instant volume and definition. Enriched with vegan and vegetable waxes, it enhances lash length while keeping them soft and flexible. Get full, beautifully sculpted lashes with a natural yet intense finish.

## Powerful Results

Florelle's mascara collection brings high-performance formulas that add volume, length, and definition to your lashes. The unique formulas cater to every lash need—whether it's waterproof protection or intense color that lasts all day. Get fuller, longer lashes with minimal effort and maximum impact.

01



FL 444  
Super Lash Waterproof

This waterproof mascara provides a deep black finish with long-lasting curl. Its innovative formula ensures that your lashes stay beautiful and healthy throughout the day, even in humid or rainy conditions. Perfect for those who need extra hold and definition.

50



FL 275  
Super Lash Mascara

The extreme lash brush and soft formula work together to lengthen your lashes without clumping or smudging. Ideal for sensitive eyes, this ophthalmologically tested mascara ensures maximum comfort and beautiful results, offering a clean, smooth finish.

01



02



03



04



FL 442  
High Volume Mascara

Give your lashes an exaggerated boost with this high-volume mascara. The formula creates intense color and lasting volume, leaving your lashes full, thick, and dramatic without clumping, smudging, or flaking. Ideal for those seeking bold lashes that last all day.

50



# Precision Lines

FL 210  
Eyeliner WP



A waterproof, smudge-proof, and transfer-resistant liquid eyeliner with a fine brush tip for ultra-precise application. The quick-drying formula ensures 24-hour wear with a shiny, flexible finish.

50



## Definition, Intensity, Long-Lasting Wear

### Unstoppable

Achieve flawless eye definition with long-lasting, waterproof formulas designed for precision and bold intensity.

An intense black, ultra-matte eyeliner with a perfect ink flow for smooth application over eyeshadow or bare lids. Its waterproof, humidity-resistant formula guarantees 24-hour full coverage with no smudging.

50



BLACK

51



DARK BROWN

FL 204  
Felt Tip Liner Matte Waterproof



FL 218  
Felt Tip Liner

A soft black eyeliner with a delicate shine and long-lasting, smudge-proof wear. Its flexible, ultra-fine tip allows precise application with a smooth, even finish that lasts up to 10 hours.

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### Precision Redefined

Master the art of eye definition with high-performance eyeliners designed for every look. Whether you want bold intensity, a soft elegant finish, or all-day waterproof wear, these formulas deliver exceptional precision, rich pigmentation, and effortless application. Smudge-proof and long-lasting, they ensure your eyeliner stays flawless from day to night.



# FLORELLE Eyeliner

**D**iscover the ultimate eyeliner collection, offering a variety of finishes and formulas to match every style. From ultra-matte to soft shine, each eyeliner delivers high pigmentation, smooth application, and exceptional staying power. Whether you prefer a deep black, a delicate soft finish, or an ultra-precise felt tip, these eyeliners ensure long-lasting definition with water-resistant and smudge-proof performance.



WATERPROOF,  
SMUDGE-PROOF,  
AND LONG-LASTING  
FORMULAS

# Perfect Pencil

VERSATILE, PRECISE AND LONG-LASTING

Whether you need a classic khol, a waterproof liner, or a soft-glide eye pencil, our collection offers the perfect balance between precision, comfort, and long wear.

## FL 293 Crayon Khol WP



A soft yet long-lasting eye pencil that ensures up to 8 hours of perfect wear. Its smooth texture allows effortless application, letting you create bold or subtle eye looks with ease.

01



## FL 225 Khol Pencil WP

This Khol Pencil waterproof is an Intense & soft eyeliner with a Rich color pay-off with excellent coverage. It is Easy to blend shortly after application. Waterproof, smudge-proof and lasts for 10 hours.



01



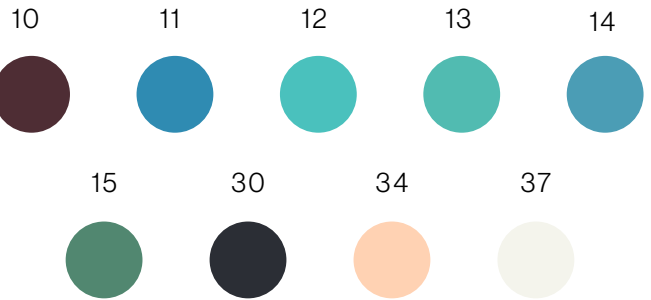
02



03



# FL 221 Soft Eye Pencil WP



high-coverage application with a pearly to metallic finish. Waterproof and long-lasting for up to 8 hours.

## LONG-WEAR EYE PENCILS

Florelle's eye pencil collection is designed for those who seek intensity, definition, and durability. Featuring waterproof, smudge-proof, and highly pigmented formulas, these pencils ensure a flawless application and a long-lasting effect. Whether you prefer a soft matte, a shimmering glow, or an ultra-black kajal finish, each pencil is crafted to provide comfort and precision in every stroke.

# Effortless Definition

INTENSE COLOR &  
EASY APPLICATION

# Pencil Precision

FLORELLE



## Eye Perfection

Define, enhance, and intensify

Our range of eye pencils offers waterproof, creamy, and highly pigmented options to suit every look. From ultra-black intensity to shimmering finishes, get the perfect eye definition that lasts.



FL 217  
Powder Eye Pencil

A highly precise pencil for defined eye contouring. Its powder texture allows for easy blending and seamless application, making it perfect for a natural or bold effect.

01



FL 436  
Ultra Black Eyeliner & Khol

A dual-use eyeliner and khol pencil that offers extreme precision and softness. The ultra-black formula lasts up to 14 hours as an eyeliner and 6 hours on the waterline.

50



# Eye Contour Mastery



FROM SUBTLE TO BOLD, EFFORTLESS

Achieve eye perfection with Florelle's collection of high-performance eye pencils. Offering a variety of textures and finishes, each pencil enhances your gaze with smooth, intense color that lasts all day.



- 01 ●
- 02 ●
- 03 ●
- 04 ●
- 05 ●
- 06 ●

**FL 456**  
Waterliner Kajal Pencil

Perfect for vibrant khol kajal looks, this pencil delivers intense, long-lasting color with a shiny finish. The ultra-creamy formula glides effortlessly and stays in place for up to 6 hours on the waterline.

- 07 ●
- 08 ●
- 09 ●
- 10 ●
- 11 ●
- 12 ●

**FL 216**  
Khol Pencil

This pencil is crafted with a unique blend of waxes and hydrogenated vegetable oils with varying melting points, ensuring precise application for a flawless, defined look.

- 01
- 20

# FL 486 Khol – Eyebrow

## 2-in-1 Definition

A versatile pencil that combines intense khol and precise brow definition. The ultra-smooth formula ensures easy application and long-lasting wear. Complete with a built-in brush for perfect blending and shaping.

**D**efine your eyes and brows with this versatile 2-in-1 pencil, designed for effortless application and long-lasting wear. Created using an innovative thermal shock process, it delivers a smooth, rich texture for precise definition. The built-in brush ensures seamless blending for a naturally refined look.



## Khol & Brow Perfection

Rich, smooth, and easy to apply. Defines eyes and brows in one effortless step.



# FL 446 Eyebrow Pencil with Brush



## Natural & Defined Brow

Designed to match natural brow hair color, this long-lasting, blendable formula enhances and shapes brows with precision. The attached brush ensures a polished, natural finish. Paraben-free, ophthalmologically & dermatologically tested.



## Perfectly Shaped Brows All Day

This high-performance eyebrow pencil defines and intensifies your brows with a smooth, blendable texture that lasts for hours. The attached precision brush helps shape and blend for a flawless, natural look. Dermatologically and ophthalmologically tested for safe, long-lasting wear.

30



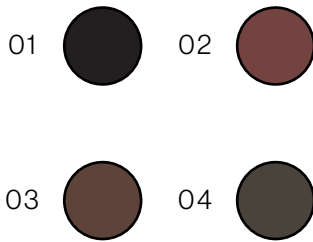
31



# FL 224 Eyebrow Pencil

## PRECISION & BLENDABILITY

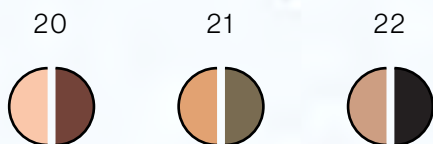
Define and enhance your brows with a firm yet blendable tip, designed for fine, precise lines and seamless application. Infused with hydrogenated vegetable oil, the formula glides on smoothly and lasts up to 6 hours



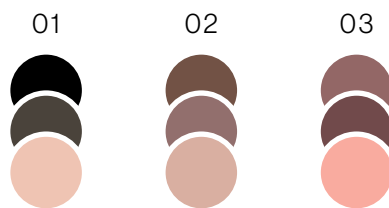
# FL 550 Twin Eyebrow

## DEFINE & HIGHLIGHT

This dual-ended eyebrow liner sculpts and perfects your brows. The fine tip creates precise definition, while the thicker tip lifts the arch and subtly highlights the brow bone for a brightened, lifted effect. Paraben-free and enriched with safe pigments, it ensures flawless, natural-looking brows.



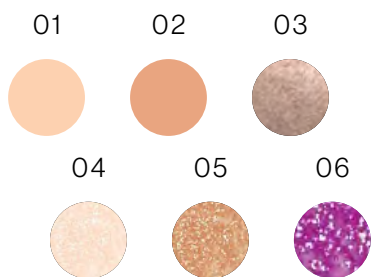
# FL 448 Eyebrow Kit



## SCULPT & ENHANCE

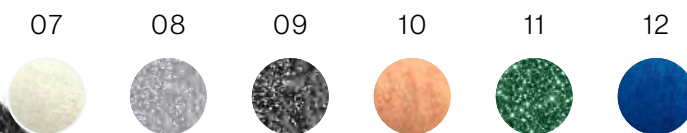
A high-performance brow kit with two perfectly curated eyebrow powders for a soft, natural finish. The ultra-smooth texture ensures easy blending, perfect adherence, and buildable coverage. Use the light shade to highlight and the darker shade to shape and define for a polished, professional look.

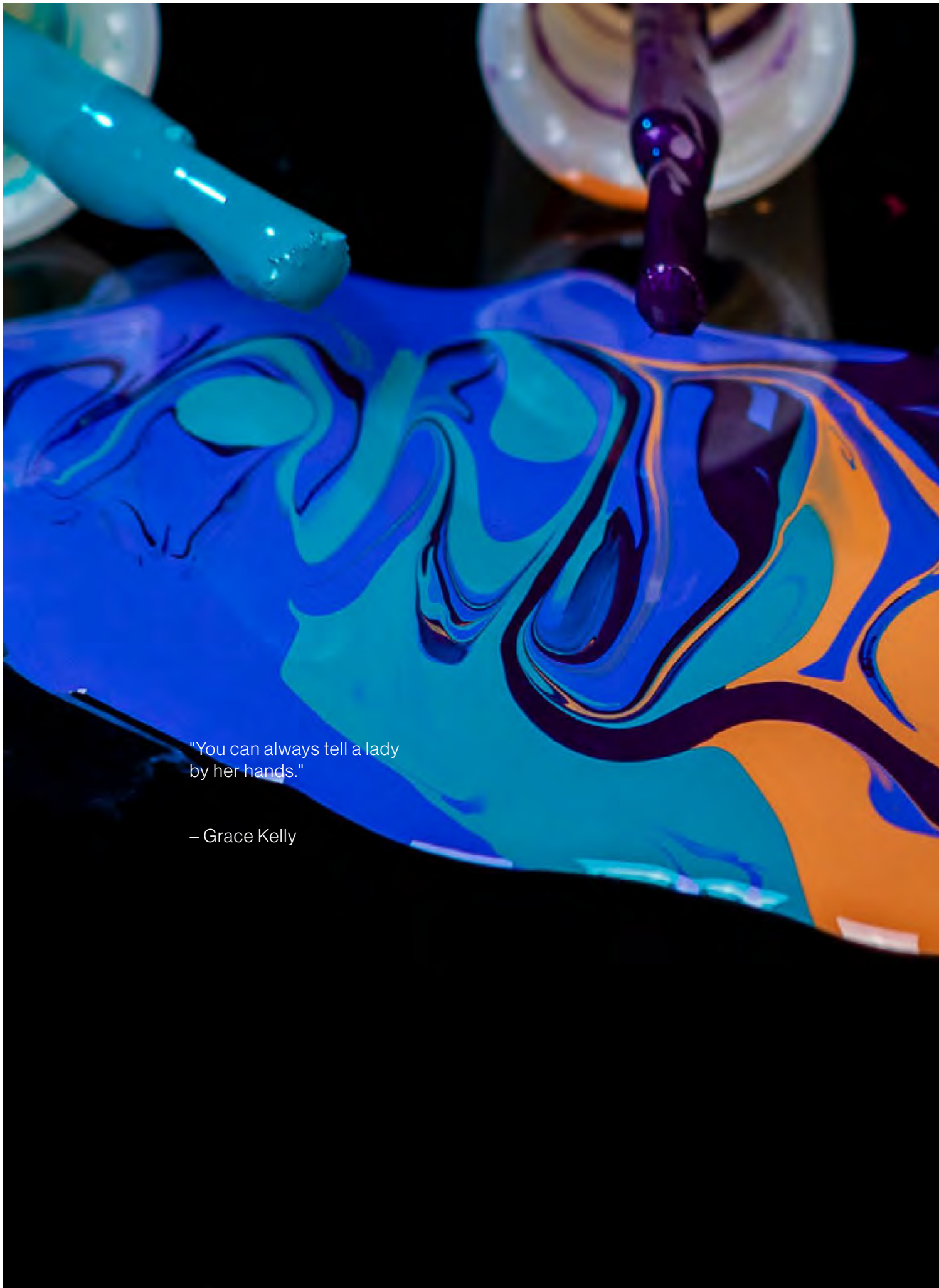
# FL 452 Eyeshadow Palette



## VIBRANT SHADES

Eye palette with 6 eyeshadows with different finishes. A selection of must-have colors with surprising results. Velvety texture, maximum comfort on the eyelids. 6 classic and brilliant shades for perfect blending and unbeatable ease of use.





"You can always tell a lady  
by her hands."

– Grace Kelly



## NAIL ELEGANCE

Enhance Your Natural Beauty

# Hands

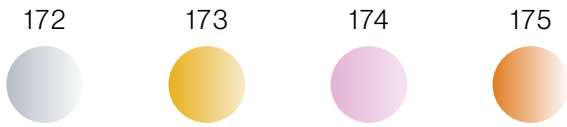
## POLISHED PERFECTION

Florelle's nail collection offers a perfect balance of color, shine, and durability. Our high-quality formulas ensure smooth application, long-lasting wear, and vibrant shades for every occasion. Whether you love classic tones or trendy hues, Florelle's nail polishes enhance your style with elegance and precision.



# FL 247 Nail Polish

## GLITTER SHADES PAILLETTES

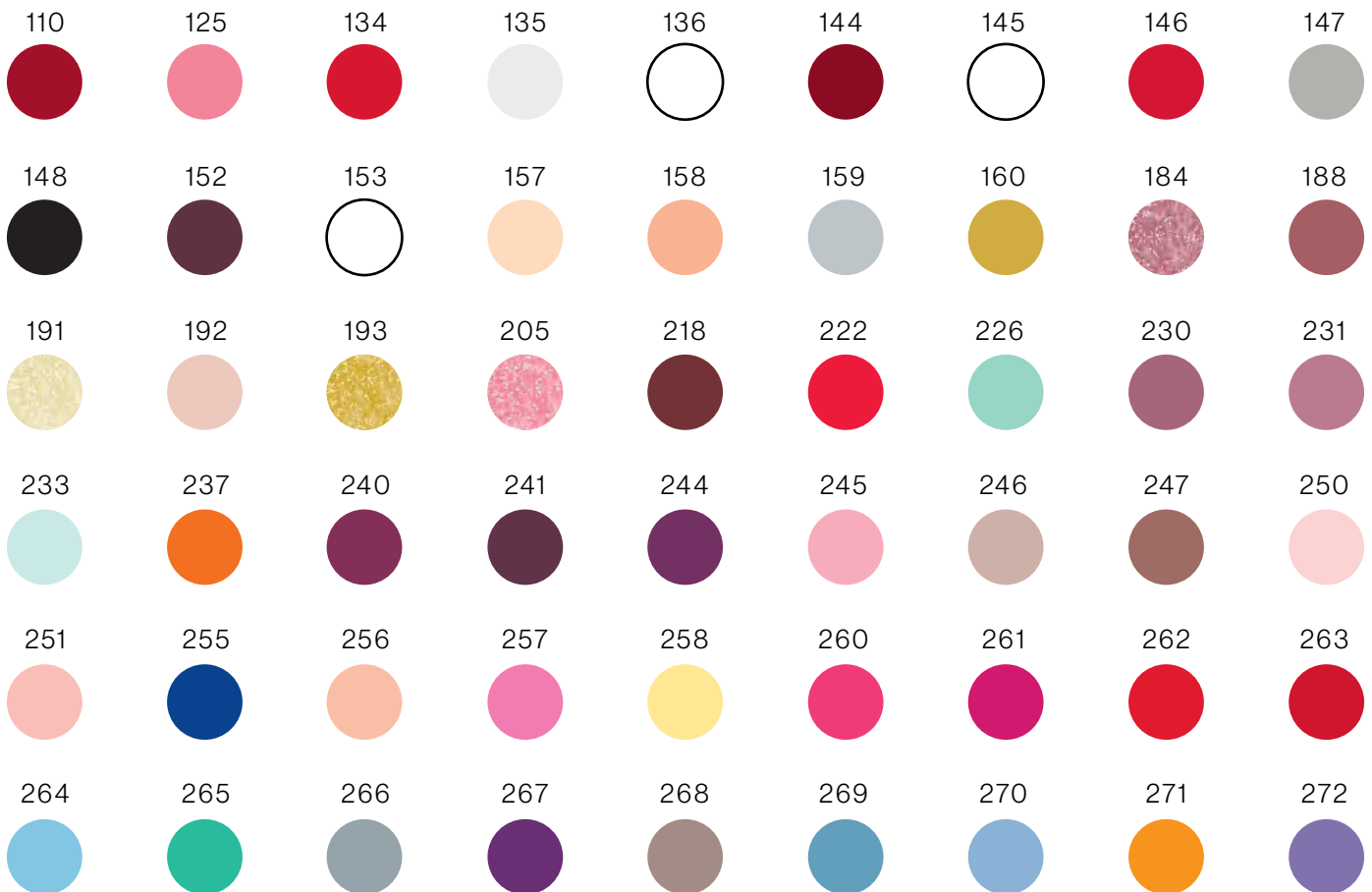


## SMOOTH & DURABLE FINISH

This nail polish offers a fluid texture for effortless application. Its advanced formula enhances durability, providing a resistant and quick-drying manicure with a perfect shine.

## VIBRANT COLOR, LASTING SHINE

Florelle FL 247 Nail Polish offers smooth, even application with its fluid, creamy texture. The high-resistance formula ensures long-lasting wear, staying impact- and rub-resistant for a fresh, vibrant look. The supple brush allows for easy and precise application, while the quick-drying formula delivers a homogeneous, high-shine finish. Not tested on animals, it provides durability and brilliance with every use.





RADIANT  
RESILIENCE

FL 245  
LE PAINT  
Nail Polish



SHINE & STRENGTH

This high-coverage, ultra-glossy nail polish delivers a flawless finish with just one stroke, thanks to its NEW wide brush. Its 100% vegan formula is enriched with film-forming components for enhanced adherence and durability, while the delicate pomegranate scent lingers after drying. Not tested on animals.

# FL 241 Nail Polish Easy Flo'

## FLUID ELEGANCE

Florelle FL 241 Nail Polish Easy Flo' is a top-quality nail polish designed for effortless application. Its specially engineered fluidity allows for a smooth drawing up, while high-performance pigments deliver a shiny, homogeneous finish. This polish offers both safety and style. Available in trend-setting shades—from playful nude to deep bronze, sun-burnt purple to party-ready coral—Easy Flo' ensures your nails express your unique personal style.



# Gentle Nail Polish Remover

Acetone-free  
nail polish remover

Ideal for the most delicate nails. The enriched formula, with emollient and nourishing properties, gently removes nail polish without damaging the nail.

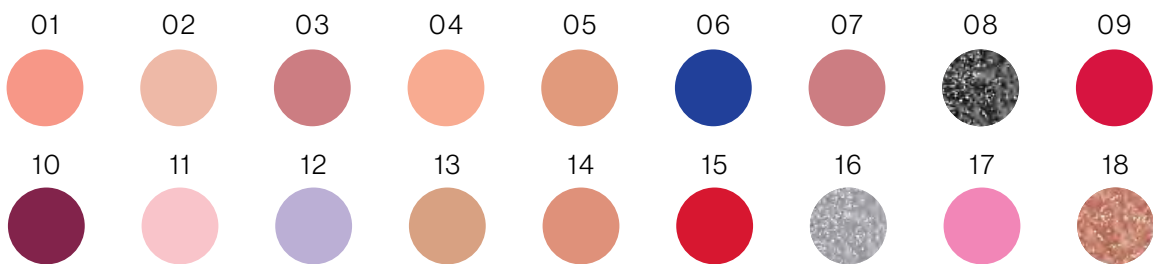


# FL 544 Beauty & Protection




## FL 544 Gel Like Nail Polish

Achieve a professional plumping gel-like effect with this ultra-glossy, volumizing nail polish. It enhances shine and smoothness, ensuring a flawless, salon-quality finish while being easy to apply and remove.




## FL 247 Nail Care


Take care of your nails with specialized treatments tailored to every need. Whether you want strengthening, smoothing, UV protection, or an anti-biting solution, this range offers the perfect formula to keep your nails healthy and strong.


01  FL 247-1  
Glossy Top & UV Protection

02  FL 247-2  
Base Coat for French Manicure

03  FL 247-3  
Nail Strengthenener

04  FL 247-4  
Base for Brittle and  
Damaged Nails

05  FL 247-5  
Bitter to Bite

06  FL 247-6  
Ridge Filler Base Coat

07  FL 247-7  
Calcium Nail Hardner



## FL 248 French Manucure

Get the classic French manicure look from the comfort of your home! This easy-to-use kit provides the perfect combination for a refined, natural finish, giving your nails a chic and sophisticated touch.

01  Pure - White

02  Pink Base Coat

03  Clear Top Coat  
(transparent)



# Face




## TIMELESS BEAUTY

Florelle Face enhances your natural beauty with high-performance formulas that perfect, illuminate, and care for your skin.

## RADIANT PERFECTION

Florelle Face offers a complete range of face products designed to enhance, even out, and illuminate your complexion. With lightweight textures, long-lasting formulas, and skin-loving ingredients, achieving a flawless, radiant look has never been easier.

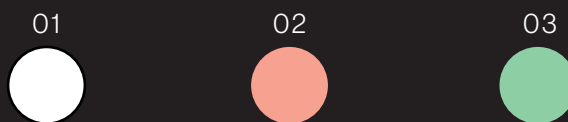


*"The best thing is to look natural, but it takes make-up to look natural."*

— Calvin Klein

# FL 345 Primer Make Up

**F**lorelle Primer Make Up Base is your secret to flawless skin. Its formula combines a silicone phase for a superior sensory touch with a rich water phase for deep hydration. Perfect for normal to dry skin, it creates a smooth, soft layer that enhances the longevity of your make-up. Enriched with SPF 15, it also provides protection from UV damage. Available in different shades for corrective action: green to soothe redness and orange to counteract bluish zones.



## Florelle Makeup Primer

Florelle Makeup Primer hydrates, smooths, and protects your skin, offering long-lasting make-up results with SPF 15

## Florelle Primer Base

Florelle Primer Make Up Base hydrates, smooths, and prepares the skin for makeup. With SPF 15 and corrective shades, it offers long-lasting hydration and UV protection.

# FL 499 MakeUp Primer & Fixer

## Hydra Fix

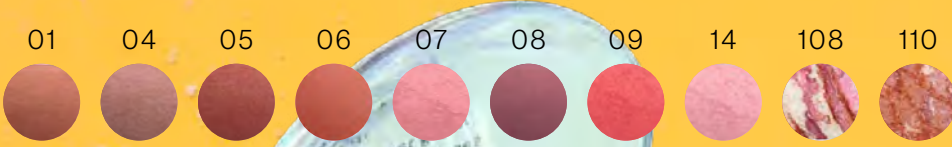
This advanced formula combines the hydrating power of Hyaluronic Acid, the calming benefits of Chamomile Extract for sensitive skin, and the innovative Pollustop anti-pollution molecule, forming a protective barrier against UV rays and atmospheric aggressors.



Radiant Color, Customizable Finish

Florelle Wet & Dry Blush offers a versatile formula that delivers both subtle and dramatic color payoff. The baked powder creates a natural, luminous finish, and its ultra-soft texture provides a velvety feel on the skin. Whether you use it dry for a soft glow or wet for a more intense look, this blush ensures perfect adherence and a long-lasting finish. Add a shimmering touch to your makeup routine for a flawless, radiant look.

# FL 264 Wet & Dry Blush



Florelle: beauty, innovation, and long-lasting elegance.

# FL 451 Contouring Palette

Sculpt, Define, and Hydrate

Florelle Contouring Palette is designed to enhance and sculpt your facial features while providing perfect hydration. Infused with sphingolipids and phospholipids, it helps maintain skin elasticity, while Vitamin E protects against free radicals. The formula offers long-lasting hydration and a smooth, homogeneous finish. Dermatologically tested and paraben-free, this palette helps you define your contours for a radiant, youthful look. Pair it with Florelle Highlighting Powder for a complete sculpting experience.

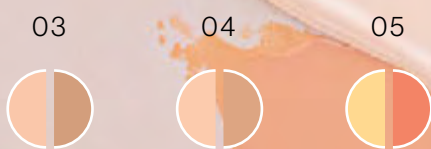


# FL 252 Concealer Pencil

## Precision Corrector

### Correction

A highly pigmented concealer pencil with foundation-like coverage. Its soft texture ensures easy application, neutralizing excess sebum and keeping the skin fresh and smooth. Ideal for under-eye shadows and blemishes.



### Perfectly Concealed

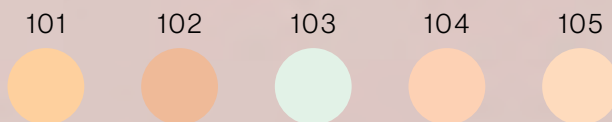
Floreille concealers provide flawless coverage for every imperfection. Whether in stick or pencil form, they offer high-performance formulas that ensure smooth, even skin with a natural finish.

# FL 253 Concealer Stick

## Flawless Coverage

### Perfection

A high-coverage matte concealer stick that evens out skin tone, hides blemishes, dark circles, and imperfections while keeping the skin moisturized and elastic. Enriched with Vitamin E for an anti-aging effect.



**FLAWLESS  
COVERAGE  
PERFECT  
SKIN**

# FL 344 Highlighting Powder Solutions



This highlighting powder releases a delicate veil on your skin and sublimates it with a natural touch of light. Smooth and soft texture obtained with silicon components. Special pearls gives to your face a new brilliance for a fresh and radiant appearance.

# FL 435 Liquid Concealer "LE CORRECTEUR"

**A**chieve a flawless complexion with Florelle FL 435 Liquid Concealer. This highly pigmented, long-wear formula offers full matte coverage while keeping skin hydrated with hyaluronic acid. Sweat, humidity, and transfer-resistant, it stays in place all day without smudging. Perfect for under-eye circles and imperfections, it delivers a smooth, even finish without drying the skin. Free from animal-origin ingredients, mineral oils, petrolatum, parabens, and TEA active.



**FLAWLESS  
SKIN, ALL  
DAY LONG.**

# FL 258 Bronzing Powder



## SUN-KISSED GLOW

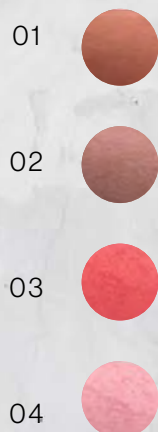
Achieve a radiant, tanned look with this silky-smooth bronzing powder. Its water-resistant formula ensures long-lasting wear, while Vitamin E enhances skin elasticity and smoothness. Perfect for a healthy, glowing complexion.



# FL 263

## LIQUID BLUSH SILKY CHEEK

Enhance your complexion with this lightweight, long-wear liquid blush. Its airy, creamy texture blends seamlessly with all skin types, delivering a radiant, healthy glow that lasts all day. Easy to layer with liquid or powder formulas, it creates a fresh, luminous finish.



# FL 227

## LIQUID CHROME EYESHADOW



Achieve intense, long-lasting colour with this hyper-pigmented formula. Its lightweight texture glides effortlessly over the eyelids, creating a smooth, even film without stickiness. Quick-drying and luminous, it delivers vibrant pearly highlights for an instantly bold look.

# FL 243 Loose Powder

## FLAWLESS MATTE FINISH

This ultra-lightweight, silky loose powder sets makeup and minimizes imperfections with a smooth, matte finish. Infused with antioxidants and hydrating properties, it keeps skin supple and beautiful throughout the day.



201      202      203      204      206



# FL 240 Compact Powder

## VELVETY PERFECTION

A lightweight, long-lasting powder that blends seamlessly for a flawless, second-skin effect. Enriched with Vitamin E, it provides a natural, smooth finish without drying or caking.

101      103      104      105      106      107



108      109      110      111      112      113



114      115      116      118





# Skin

## FLAWLESS VEIL

A weightless foundation that evens out skin tone, hydrates, and enhances your natural glow, leaving a flawless, second-skin finish.

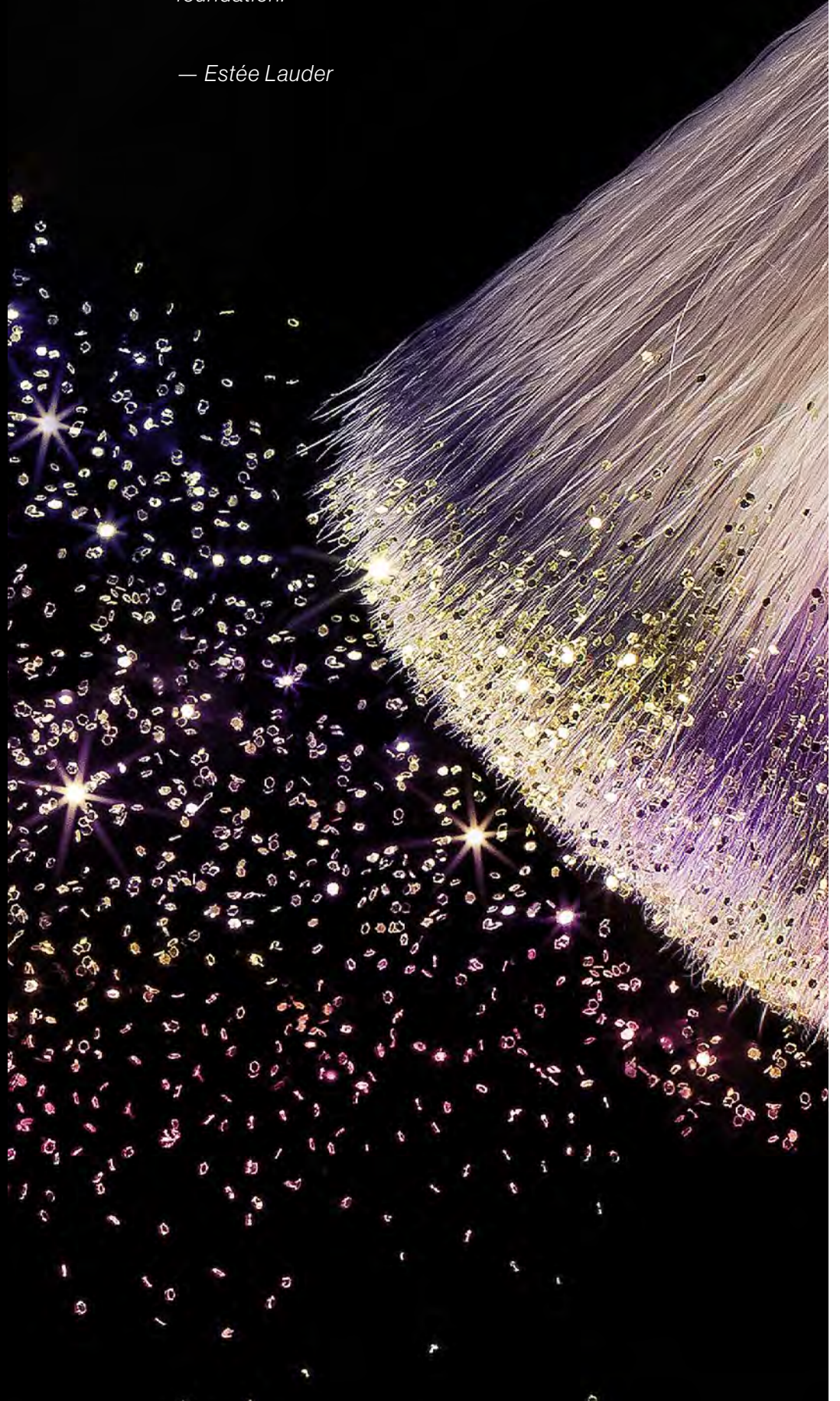
*"All women are beautiful,  
they just need the right  
foundation."*

*— Estée Lauder*

# Veil

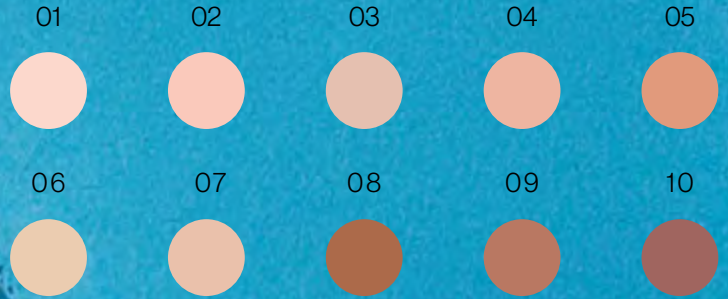
## SILK TOUCH

A silky foundation that melts into the skin, offering seamless coverage, long-lasting wear, and a luminous yet natural finish.



# FL 251 Foundation SPF 10

Velvet Finish



FLAWLESS,  
NATURAL COVERAGE

This foundation offers a smooth, satin finish while concealing imperfections with a natural look. Enriched with anti-inflammatory wheat microprotein and anti-pollution active ingredients, it protects the skin and minimizes the appearance of micro-wrinkles. SPF 10 provides additional protection from UV rays, ensuring long-lasting wear without compromising comfort.



This foundation creates an even, smooth complexion with a satin-matte finish. Formulated with anti-inflammatory and soothing active ingredients, it minimizes imperfections while protecting your skin from environmental pollution. The SPF 10 ensures sun protection while leaving your skin soft and hydrated.

# FL 255 Stick Foundation



It is a versatile all-in-one product, acting as foundation, concealer, and contour. Its creamy texture glides on smoothly, providing full coverage while delivering a natural, satin finish. Suitable for all skin types, it offers long-lasting wear and excellent comfort throughout the day. Enriched with Vitamin E, it nourishes and hydrates the skin, while the UVB filter protects from sun exposure. Quick and easy to apply, it's perfect for touch-ups or a complete makeup look, ensuring a flawless complexion with minimal effort.

## Versatile Perfection

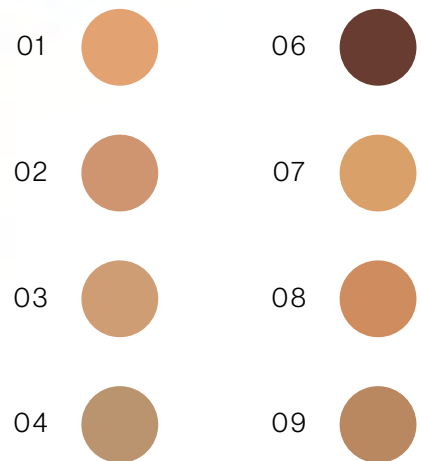
Florelle Stick Foundation provides a seamless, natural-looking finish with the added benefits of a concealer and contour. Its creamy texture glides on effortlessly, offering adjustable coverage for a flawless look. Infused with Vitamin E for hydration and a UVB filter for sun protection, this foundation is perfect for all skin types. Quick to apply and long-lasting, it ensures your skin feels comfortable and protected all day.

# FL 259 Mattifying Foundation

## Velvet Matte

### Perfection

This long-lasting foundation blends seamlessly into the skin, providing a smooth, even complexion with a natural matte finish. Its lightweight formula offers comfortable wear while ensuring a shine-free look throughout the day. Thanks to silicone-coated pigments, it resists oil and humidity, keeping the skin fresh and flawless. Enriched with SPF15, it also helps protect against environmental damage.



### Matte Perfection

Florelle FL 259 Mattifying Foundation delivers a shine-free, even complexion with a weightless feel. Its special formula controls oil and moisture, ensuring long-lasting coverage without drying the skin. Perfect for a smooth, natural matte look that lasts all day.

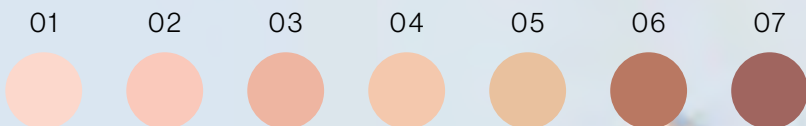


# FL 257 Powder Foundation LE TEINT

## Flawless Matte

Incredible

This powder foundation ensures a smooth, even complexion with a natural matte finish. Enriched with Camellia extract and an anti-pollution complex, it offers antioxidant protection while keeping the skin fresh and flawless. Its waterproof, no-transfer formula provides long-lasting coverage, making it the perfect everyday companion. With SPF 20, it also shields the skin from environmental damage.



# Essential Beauty Tools

Contour



Foundation



Lash and powder



**C**omplete your makeup routine with high-quality accessories designed for precision and ease. From soft blending sponges to professional brushes and sharpeners, these tools ensure flawless application and a perfect finish every time.



The right tool makes  
all the difference

Regular Pencil



Big Pencil



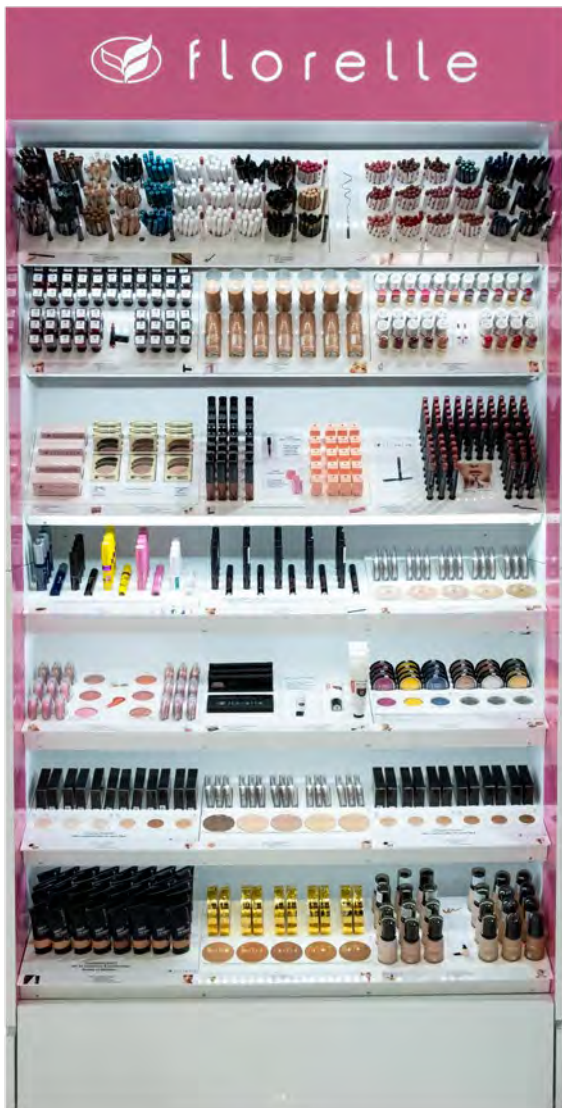
Florelle sponge, for a perfect make up



Silky touch for  
this elegant tool

# Elegant Display Solutions

## Wall Display



BEAUTY  
DISPLAYED  
PERFECTLY

## Totem Display



"Presentation is everything-showcase beauty with elegance and efficiency."

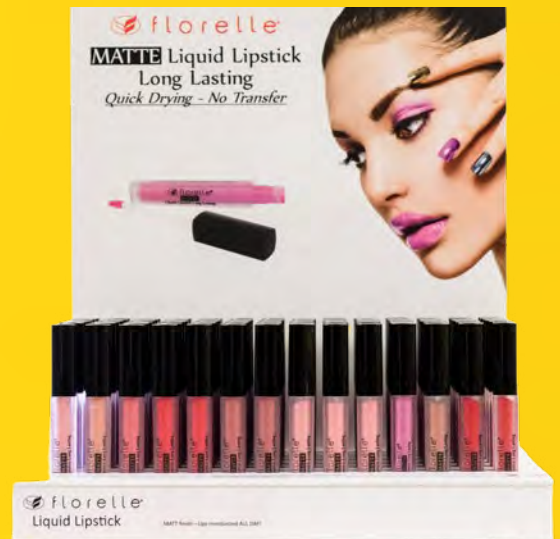


**E**ach of these small trays can be used as a countertop display, either alone or with its own advertising panel. Or, without a panel, it can be inserted into our Wall Display or Totem display, creating a 100% modular solution. We design custom shop furnishings. Contact us for more information.

Designed to highlight beauty instantly



**E**nhance your retail space with elegant and practical display solutions. Designed to highlight Florelle's best-sellers, these stands create a clean, organized presentation that draws attention instantly. Crafted to combine accessibility and style, they ensure every product is beautifully showcased while improving the customer experience.



# Complete Display Range

Where Products Shine



# Beauty at Every Angle

## Powder & Perfection





A great display turns products into desire

**D**iscover display solutions designed to combine beauty and efficiency. These elegant stands are crafted to showcase Florelle products with maximum visibility, creating a refined retail presence. A perfect balance of style, order, and impact for every point of sale.



# Compact Display Power

BEAUTY,  
READY  
TOSELL

**E**levate your store with refined makeup displays created to enhance visibility and impact. Designed to present the Florelle collection with clarity and elegance, these stands offer a balanced mix of functionality and style. Every detail is made to support a seamless shopping journey.





Organized.  
Elegant. Effective.

# The Correcting Station

**E**nhance your retail environment with sophisticated display solutions designed to elevate the presence of every product. Crafted with attention to elegance, visibility, and premium organization, these stands transform the point of sale into a refined beauty experience, where each item is showcased with maximum impact and effortless accessibility.

MAKEUP  
MADE  
VISIBLE

# Product Focused Design



A  
WORLD  
OF  
DISPLAYS

## INSTANT IMPACT

The perfect stage for your best-sellers.



PASSION FOR MAKE UP  
SINCE 1993

# FLORELLE

ITALY

EXPORT SERVICE SRL

VIA DELL'EDILIZIA, 28

20026 NOVATE MILANESE

PHONE +39 02 4562447

FAX + 39 02 4562791

EMAIL: [INFO@FLORELLE.IT](mailto:INFO@FLORELLE.IT)

[WWW.FLORELLE.IT](http://WWW.FLORELLE.IT)