

# PROVOC

MAKE-UP

**“YOU ARE BEAUTIFUL,**  
WE ARE ONLY HERE TO  
BRACE YOU!”

# TABLE OF CONTENT

PROVOC IS A STIMULATING  
MAKEUP BRAND THAT  
IS BASED ON QUALITY &  
INNOVATION. IT HAS BEEN  
QUICKLY RECOGNIZED AND  
APPRECIATED LOCALLY  
& INTERNATIONALLY FOR  
ITS AFFORDABLE PRICES  
YET IMPRESSIVELY HIGH  
QUALITY CONTENT.

SEMI- PERMANENT LIP LINER FILLERS	4-5
PEARLIP LIP COAT	6
MATT'ADORE MATTE LIQUID LIPSTICK	7
LIP CHUB CREAM LIPSTICK	8
LIPQUID MATTE LIQUID LIPSTICK	9
EARTHLY & PINKFIT PALETTE	10
EYESHADOW GEL PENCIL	11
MASCARADE MASCARA	12
VOLOOM MASCARA	13
LINER WHEEL LIQUID EYELINER	14
MICRO TIP DIP	15
NIB EYELINER & LIQUID EYELINER BRUSH	16
LIQUID DIPLINER	17
SEMI-PERMANENT GEL EYELINER & BROWLINER PENCILS	18
EYEBROWNS BROW PALETTE	19
FORK TIP BROW PEN	20
SVELTE BROW PEN	21
HIGHLIGHTER DUELS	22
HIGHLIGHTER PALETTE	23
BLUSH PALETTE	24
CCC	25
FLUID FOUNDATION	26
BRUSHES	28-29
ARTIFICIAL LASHES	30-31
MERCHANDISING	32-33
MARKETING	34
PROVOC PLATFORM	35

# SEMI-PERMANENT GEL LIP LINER FILLERS

04 Rebound  
06 High Maintenance  
07 Diva Deluxe  
08 Wine Stained  
09 Chantilly Lace  
10 Sophistication  
11 Strawberry Kisses  
12 Bombshell  
13 Delicious  
14 Lip Service  
15 The Other Woman  
16 Satin Sheets  
17 Vintage Rose  
18 Irresistible  
19 Feeling Sassy  
20 Destined for Love  
21 Sealed with a Kiss

22 Sinful  
23 Dangerous  
24 Heat of the Moment  
25 Read My Lips  
26 Autumn Romance  
27 Adore Me  
28 Sexy Cabernet  
29 Cinnamon & Sugar  
30 Desired  
31 Vixon  
32 Naughty but Nice  
33 Warm & Fuzzy  
34 Scene Stealer  
35 Sexy Silhouette  
36 Smolder  
37 Plumped to Perfection  
38 Barely There

39 Princess Pout  
40 Hide & Seek  
41 Kiss me in the Nude  
42 Tropical Paradise  
43 Summer Sunset  
44 Cream Puff  
45 Spell Bound  
46 Seduce Me  
47 Luscious  
48 Bittersweet  
49 Sexy Scarlet

204 Glorious  
205 Funky Tulip  
206 Sensational  
207 Sweet Ambush  
208 Retro Fashion  
209 Rose Chic  
210 Bow Day  
211 Pink Haze  
212 Girl Stare  
213 Bare Pop  
214 Is She?  
215 Plump  
216 Brulee  
217 Sink In  
218 Deep Red  
219 Aventurine  
220 Pinky

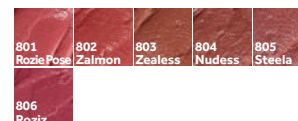
KISS PROOF

# SPARKLES SEMI-PERMANENT GEL LIP LINER FILLER

OUR GEL PENCILS ARE NOW IN **SPARKLES!**



Same smoothness, same pigmentation, same greatness but with a subtle shimmer.



# PEARLIP LIP COAT



Good sparkles ought to be made of good material and what better than actual pearl stones is there? These pearl stone lip coats will shine and stay all night with a pearly, metallic and glittery finish. They are weightless & buildable and super durable. They glide on smoothly and evenly drying up into a non-creasing, long lasting holographic sultry look.

Works beautifully as eyeshadow & a highlighter for the inner eye corners



Excellent for Eyeshadow

## SURPRISINGLY LONG LASTING



A  
REAL  
PEARL  
LIP  
COAT

HOLOGRAPHIC SULTRY LOOK

# MATT'ADORE MATTE LIQUID LIPSTICK

LONG LASTING  
LIGHT WEIGHT **MATTE LIPSTICKS**



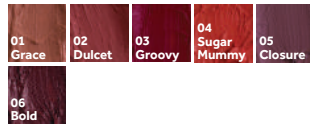
MELON SCENTED

You've come to the ultimate matte liquid lipstick, Matt'Adore fulfils all expectations! This liquid lipstick is a matte-perfect formula, extremely light weight, super comfortable and rich in wear and color. It is long lasting and has a soft-feel matte finish with a fresh melon aroma; flake-free, sticky-free and dry free to the lips. Its fresh scent is edible.



01 Attacker	02 Visionary	03 Trender	04 Freedom	05 Explorer
06 Wisdom	07 Abundant	08 Transformer	09 Lumin	10 Clarity
11 Discovery	12 Queen	13 Insightful	14 Fireball	15 Growth
16 Focus	17 Playtime	18 Energy	19 Sulta	20 Soloist
21 Sensa	22 Dominica	23 Devious	24 Exuba	25 Faint
26 Ruse	27 Trick	28 Lie	29 Boast	30 Feign
31 Shorti	32 Cosmop	33 Andean	34 Caribbean	35 Andean
36 Chilean				

# LIP CHUB CREAM LIPSTICK



A lipstick texture to die for, not too fragile but not semi-permanent, silky and highly pigmented, easily cover lips due to its chubby size. Their scent combines coconut and an array of citruses, attractive yet fresh.



STAYS ON FOR **6 HOURS**



SOFT APPLICATION & COMFORTABLE WEAR



# LIPQUID MATTE LIQUID LIPSTICK

## PLUMP LOOK



APPLY AN EXTREMELY THIN LAYER



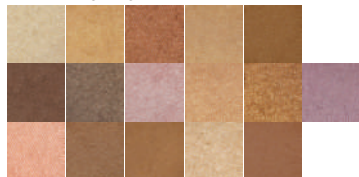
Provoc Lipquid is a lively matte lip layer that sits as long as you want it to if applied correctly! With its tremendously pigmented formula it only requires an extremely thin layer of product to give you the best results. Applying the thinnest layer of lipquid will avoid streakiness, flakiness and dryness.

A counter effect may occur if a lot of product is applied.

01 Alice	02 Sly	03 Balmy	04 Blossom	05 Pretty
06 Monotone	07 Autumn	08 Pintaga	09 Moxie	10 Rhubarbie
11 Gape	12 Oomph			

# EARTHLY & PINKFIT EYESHADOW PALETTE

EARTHLY EYESHADOW PALETTE



PINK-FIT EYESHADOW PALETTE



It's poppin' good! Two palettes of 16 colors; Earthly and Pink-fit, each carrying a unique range that include Matte, Pearly & Metallic shades, both versatile to create infinite looks.

Make your eyes pop with Provoc's eyeshadow formulation that spreads beautifully and is long lasting.

MAKE YOUR EYES POP!



# EYESHADOW GEL PENCIL

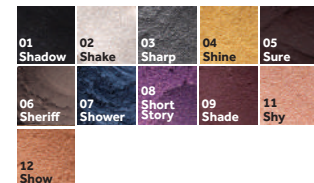
## DRAW YOUR EYESHADOWS



BLEND WITHIN THE FIRST **TWO SECONDS**



The quickest eye shadow option for bigger and deeper looking eyes. Neatly apply your shadow in 1-2 strokes instead of applying layers and layers to get the dark tones you want. You can now draw your eyeshadow with highly pigmented Gel eyeshadow pencils.



# MASCARADE MASCARA

From being naturally pretty to naturally exciting! Volume, Definition, Length.

This flare-full mascara separates and lengthens your lashes making them seem fuller. Its full-bodied texture is easy to model yet its formula is solid due to the natural and synthetic waxes it contains.

**Its' spiral shaped brush** is quite full with considerable free space between the fibers to comb and coat the lashes at the same time. Give expression to your eyes, and fullness to your lashes in three strokes.



**GIVE EXPRESSION TO YOUR EYES  
& FULLNESS TO YOUR LASHES**



**SEEMS LIKE YOUR LASHES DOUBLED!**

# VOLOOM MASCARA

IMMEDIATE  
LIFT, DEPTH AND INTENSITY  
TO YOUR LOOK



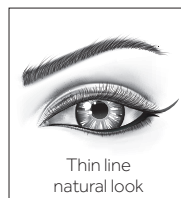
ULTRA VOLUME EFFECT

VOLOOM

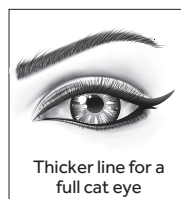
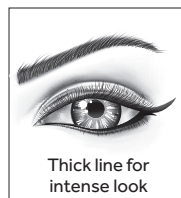


Voloom mascara is an ultra-volumizing mascara that delivers instant dimension to your lashes. Voloom features a new wax-composite able to enhance each lash considerably. It is waterproof and transfer-resistant, while maintaining excellent color stability all day. Hyper Voloom mascara gives you an immediate lift, depth and intensity to your look.

# LINER WHEEL LIQUID EYELINER



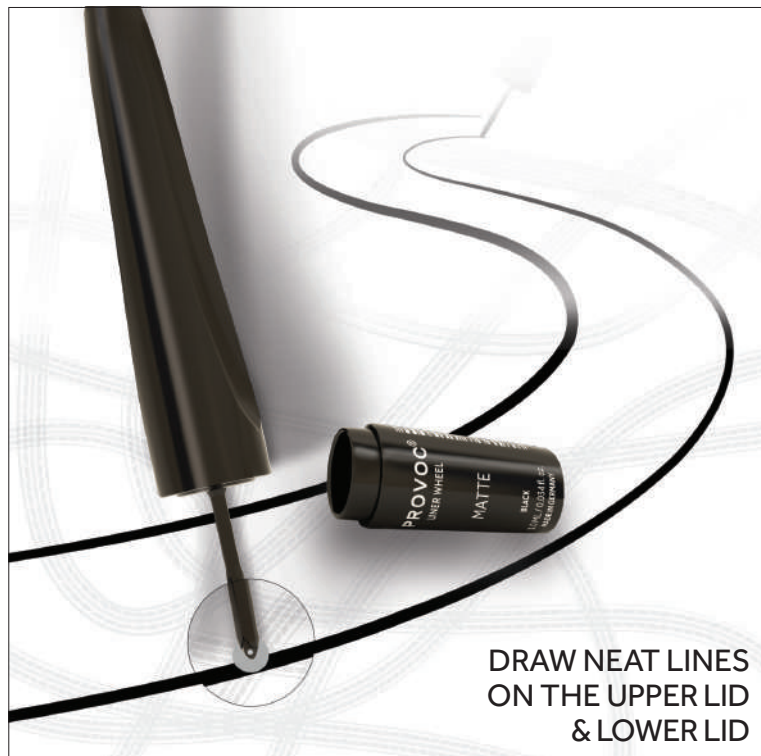
SUPER  
PIGMENTED  
**MATTE**  
or  
**SHINY**  
LIQUID



LASTS  
FOR  
**24 HOURS**



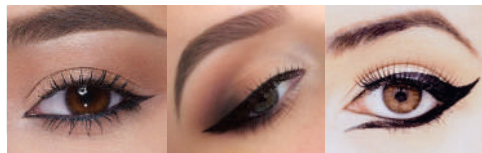
**CONTROL IT, ROLL IT, LOCK IT**





# MICRO TIP DIP LIQUID EYELINER

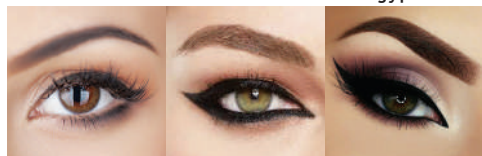
A **SHARP POINTED BRUSH** THAT SERVES ALL PURPOSES



Basic

Smooth

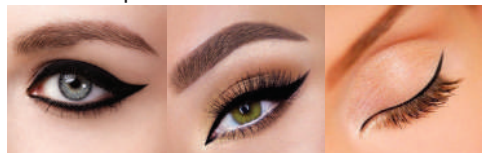
Egyptian



Double up

Drama

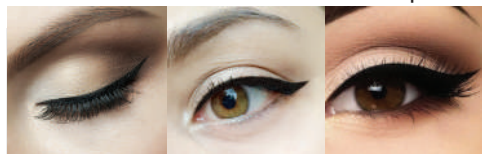
Luxe



Bold

Feline

Simple



Everyday

Classic

Pin up

THE ULTIMATE  
BRUSH FOR  
POPULAR AND  
INNOVATIVE  
DESIGNS

EASY & EFFICIENT



Use the tip of the  
brush for thin lines  
or slant it for  
gradient thickness.



Perfect wings and eyeliner designs will love being made by this micro tip brush and its super black and long lasting paint. The versatile character for this brush makes it easy and efficient to do all the popular and innovative eyeliner designs. A sharp pointed brush serving all purposes...

## NIB EYELINER

THE QUEEN OF BLACK  
LIQUID EYELINERS;  
PEN-LIKE, EASY AND  
STRONG.



## LIQUID EYELINER BRUSH



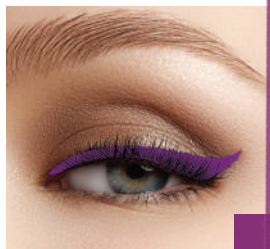
For super thin natural looking strokes or extra sharp pointed wings, this amazingly fine and feather like brush can reach the trickiest of areas, draw the thinnest lines & sharpest tips. It's applied senselessly, you won't blink once *~*

You  
won't **blink**  
once!





# LIQUID DIPLINER



**Wing  
in  
Style**

**LONG LASTING  
VIBRANT COLOR**



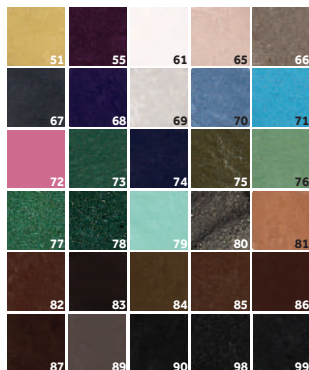
**Be Bold & Try Out A Non-Black Look**



Four beautiful shades to enjoy a full upper lid eyeliner. Be bold and try out a non-black look with our Purple, Sky Blue or White dip liners.



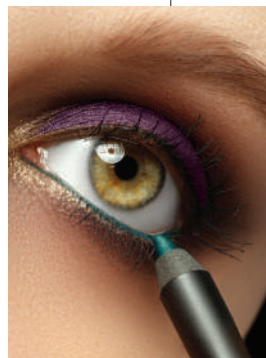
# SEMI-PERMANENT GEL PENCILS



**EYELINERS** 51 Sun Kissed 55 Wild Orchid 61 White Hot 65 Champagne 66 All Dressed Up 67 Magnetic 68 Royal Engagement 69 Diamonds & Pearls 70 Something Borrowed 71 Breathtaking 72 Dollhouse 73 Fairytale 74 Entranced 75 Captivating 76 Mesmerize Me 77 Envious 78 Enchanting 79 Lucky You 80 Practically Magic 81 Gilded Glamour 82 Tempt Me 83 Cruel Intentions 84 This Means War 85 Sweet Secrets 86 Desire 87 Date Night 89 Sweet Chocolate 90 Limo Service 98 Mischievous 99 Black Caviar

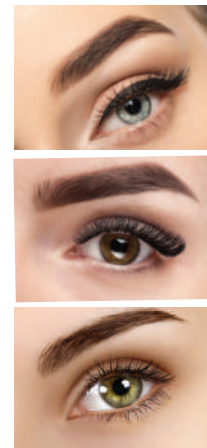


**SMUDGE  
FREE**



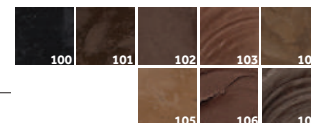
**SMOOTH  
TEXTURE**

**HIGHLY PIGMENTED**



**MATCH YOUR  
HAIR COLOR**

**EYEBROW** 100 After Midnight 101 Into the Night 102 Seductive 103 Cat Walk 104 Tease 105 Centerfold 106 Up for Anything 107 Seriously Sexy

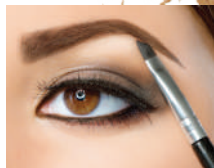
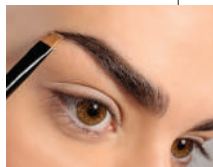


# EYEBROWNS BROW PALETTE

WHICH **EYEBROWNS** BEST MATCH YOUR HAIR TONE?

Complete every look  
by perfecting your  
Eyebrows.

**Fill the  
gaps,  
unify the  
color.**



A gel and powder trio to shape and shade your eyebrows in the most natural and flexible manner. 4 palettes of 2 shades and a wax pot are offered to you to choose from.

## Mode of use:

Start by applying wax onto the brows by either mixing a bit of the wax with the powder using the slanted brush or by taking a bit of wax using the combing brush to brush it onto the brow.

The wax helps the powder stick when applied onto the eyebrows, you can either mix a bit of wax with the powder using the slanted brush to shape, fill and draw hair strokes or you can take a bit of wax and brush it into your brows using the combing brush and then apply the powder to fill unwanted gaps.

**A MUST HAVE FOR BROW PERFECTIONISTS**

01 Light Brown	02 Warm Brown
03 True Brown	04 Dark Brown

# FORK TIP BROW PEN



## Brow Pen

Stroke your way to full & healthy looking brows with Provoc's Fork Tip Brow Pen. With four hair strokes at a time, it's easier and faster to shape your brows and get a quick, clean, natural look, Tattoo free!

The fork tip is slim and preserves ink firmly, it gives a Micro-blading effect and has long-lasting ink that will give you an all-day wear. There are four shades to choose from and each shade is popular and natural looking.



**LONG LASTING**



**ALL DAY WEAR**

MICROBLADING **EQUIVALENT**



**MATCH YOUR  
HAIR COLOR**

# SVELTE BROW PEN

## ULTRA SLIM BROW PEN



Filling gaps



Re-shaping



Total Brow

**1.5mm**  
PRECISION TIP

SUPER **NATURAL**



**LASTS**  
**8 HOURS**

### SPOOLIE BRUSH



### REAL HAIR EFFECT



Svelte, meaning slender and elegant is the name of Provoc's new ultra slim brow pen.

It draws ultra-precise, hair-like strokes for the most defined and natural looking eyebrows.

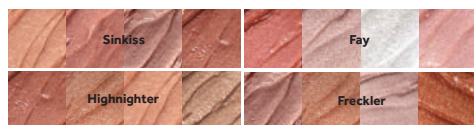
The pen features a smooth and break resistant formula, an ultra slim 1.5mm precision tip and built-in spoolie brush to create precisely defined brows.

Water and smudge-proof eyebrow pen can last 8 hours.

Svelte marks can be easily be removed by makeup remover without leaving any residue.



# HIGHLIGHTER DUELS



It is a shimmer battle! 4 shades split in pairs giving you the choice to highlight with one, two together or all four highlighter shades smothered onto your captivating high points.



SUBTLE SHIMMER

**FOUR  
BEAUTIFUL  
CREAMY  
SUNSET  
COMBINATIONS  
TO GLOW IN!**

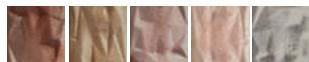


**4Shades  
in one**

POLISHED AND HEALTHY LOOKING SKIN



# HIGHLIGHTER PALETTE



Light up the high points of your face and collar bones. Glow with every movement and let the sparkles exude freshness and youth.

This highlighter set offers you 5 shades to glow in.



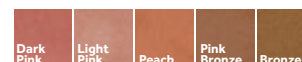
# BLUSH PALETTE

WE'LL MAKE YOU **BLUSH!**



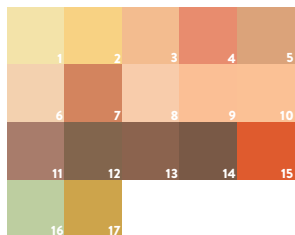
Floret your cheeks with Provoc's fresh blush palette. This five shade blush palette gives you elegant hues that range from light pink to darker pink, peach and bronze.

Everything you need to expose your cheek bones and complexion.





# CONTOUR CORRECT CONCEAL PALETTE



## CONTOUR •12•13•14

Creates shadows to shorten, narrow down and enhance certain facial features.

## HIGHLIGHT •1•2

Creates light and brings certain features forward.

## CORRECT •2•15•16•17

Corrects discoloration and blemishes to even out the colors of the face.

■ **2** Conceals purple or darker toned shadows on olive and tanned skin.

■ **15** Cancels out dark spots and dark tones.

■ **16** Camouflages redness.

■ **17** Conceals darker purple veins and spots

## CONCEAL

•3•4•5•6•7•8•9•10•11

Covers dark spots, pimples, and blemished areas.

Unifies colors of the face.



PROFILE CCC1



OUTLINE CCC2

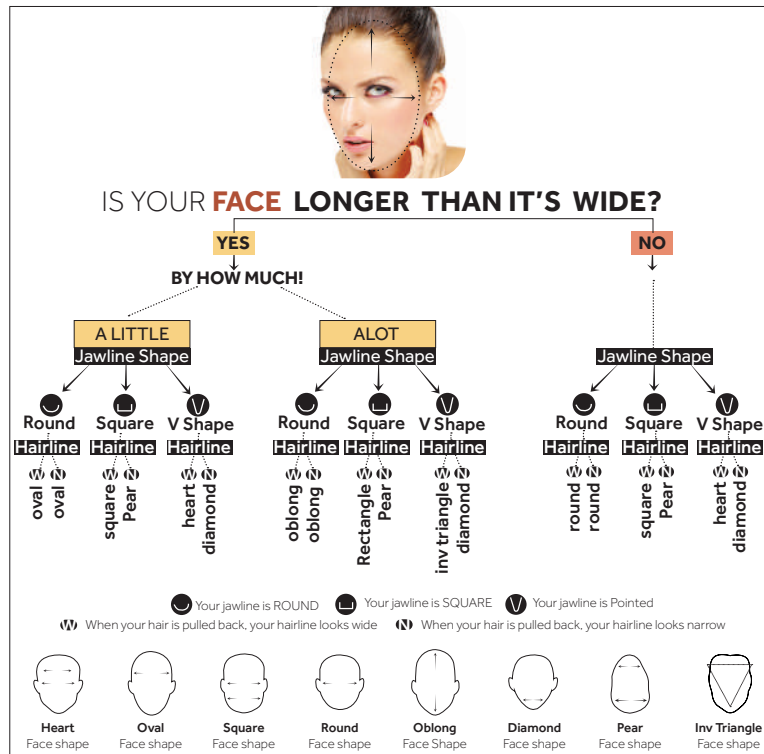


SCREEN CCC3



EXPRESS CCC4

## DEFINING AND REFINING THE FACE



# FLUID FOUNDATION

## LIKE YOUR SKIN



Provoc Liquid Foundation presents three types of foundation, all shades included for you to choose from; Proposal for fair skin, Checkmatte for normal/oily skin and Proxy for high coverage.

**Proposal:** A non-greasy formula for fair skin giving a matte, powdery coverage and a velvety finish. It has a medium protection and coverage with SPF 15.

**Checkmatte:** An excellent stay-on formula for oily/normal skin. Its powdery high coverage gives a beautifully clean matte finish.

**Proxy:** This concealing camouflage is a radiant anti-aging moisturizer of extreme coverage. It has high protection and SFP 30.

# FLUID FOUNDATION

## Wears Like Skin

### PROPOSAL



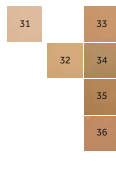
A NON-GREASY FORMULA FOR FAIR SKIN GIVING A **MATTE, POWDERY COVERAGE** AND A **VELVETY FINISH**. IT HAS A MEDIUM PROTECTION AND COVERAGE WITH SPF 15.

### CHECKMATE



AN EXCELLENT STAY-ON FORMULA FOR **OILY/NORMAL SKIN**. ITS POWDERY HIGH COVERAGE GIVES A BEAUTIFULLY CLEAN MATTE FINISH.

### PROXY



THIS CONCEALING CAMOUFLAGE IS A RADIANT **ANTI-AGING MOISTURIZER** OF EXTREME COVERAGE! IT HAS HIGH PROTECTION AND SPF 30.



# MAKEUP BRUSHES



B3015 - BLUSH/BRONZER BRUSH



P2025 - PRESSED POWDER BRUSH



P2015 - TAPERED POWDER BRUSH



A5035 - FAN BRUSH



AB5025 - FAN BRUSH



F1015 - FLAT FOUNDATION BRUSH



D5015 - DUO FIBER BRUSH



F1025 - SLANTED FOUNDATION BRUSH



S4015 - ANGLED CONTOUR BRUSH



N6015 - NOSE SHADING BRUSH



C7015 - SMALL CONCEALER BRUSH



CB7025 - BIG CONCEALER BRUSH



W9015 - SPIRAL BROW BRUSH



W9025 - ANGLED EYEBROW BRUSH



P10015 - PENCIL LIP BRUSH



E8015 - MEDIUM EYESHADOW BRUSH



E8025 - FLAT BLENDING BRUSH



E8045 - BLENDING BRUSH



EB8055 - LARGE ANGLED EYESHADOW BRUSH



E8065 - EYE SHADOW STAMP BRUSH



EB8065 - BIG ROUND SHADE BRUSH



E8075 - SMUDGE BRUSH



E8035 - BULLET BRUSH



E8055 - ANGLED EYE CONTOUR BRUSH



**SQUARE POUCH WITH MAGNET BUTTON & A BELT STRAP**  
20 Holes W 29 x H 24.5 cm



**RECTANGULAR POUCH WITH BELT STRAP**  
22 Holes W 33 x H 23.5 cm



**SQUARE POUCH WITH FLAP COVER & A BELT STRAP**  
20 Holes W 24.5 x H 17 cm



**ROLLABLE POUCH WITH 2 KNITTABLE STRIPS**  
20 Holes W 24.5 x H 17 cm

# MAKEUP BRUSHES

## QUALITY BRUSHES FOR PROFESSIONAL & PERSONAL USE.

**FACE BRUSH** BLUSH /BRONZER BRUSH, PRESSED POWDER BRUSH, TAPERED POWDER BRUSH, FAN BRUSH, FLAT FOUNDATION BRUSH, DUO FIBER BRUSH, SLANTED FOUNDATION BRUSH, ANGLED CONTOUR BRUSH, NOSE SHADING BRUSH, SMALL CONCEALER BRUSH, BIG CONCEALER BRUSH

**BROW BRUSH** SPIRAL BROW BRUSH, ANGLED EYEBROW BRUSH

**EYE BRUSH** MEDIUM EYESHADOW BRUSH, FLAT BLENDING BRUSH, BLENDING BRUSH, SMUDGE BRUSH, BULLET BRUSH, ANGLED EYE CONTOUR BRUSH, LARGE ANGLED EYE SHADOW BRUSH, EYE SHADOW STAMP BRUSH, BIG ROUND SHADE BRUSH

**LIP BRUSH** PENCIL LIP BRUSH

## SYNTHETIC BRISTLES

durable & easy to clean



SHOW  
THE VALUE



OF YOUR MAKEUP



& PERFECT YOUR



LOOKS

## HOW DO I CHOOSE MY MAKEUP BRUSHES?

Choose your brushes by their shape, bristle type, size and density.

\* ASK FOR THE BRUSHES CATALOGUE FOR MORE DETAILS

# ARTIFICIAL LASHES

## STRIP & FLARE LASHES



Provoc Lashes are meticulously thought of and are designed to hug the natural lash line precisely and beautifully.

**They range from natural to super intense.**



# ARTIFICIAL LASHES

## PREMIUM MINK LASHES



## SILK LASHES



## MINK LASHES

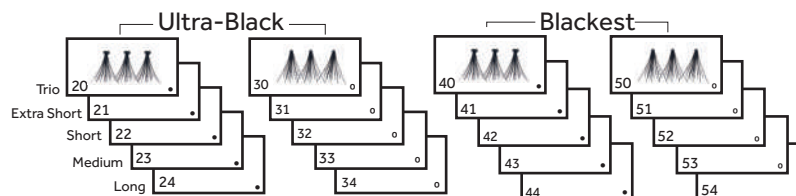


## FLARE LASHES

KNOT/KNOTLESS 60 FLARES



## EYELASH ADHESIVE



# MERCHANDISING

## COUNTER DISPLAYS

Our display structures are modular and parametric to suit all dimensions, business volumes and needs.





## WALL & FLOOR DISPLAYS

Our display structures are modular and parametric to suit all dimensions, business volumes and needs.

Display inserts



18\*18

36\*36

## CREATE YOUR OWN COMBINATIONS TO ACCOMMODATE YOUR BUSINESS



L Shape vertical floor display

U Shape vertical floor display

Vertical floor display with one side open

Vertical floor display

Slanted floor display

Retail floor display

# MARKETING

Gifts, sets, boxes, makeup cases, bags, fliers and whatever our customers need



Gift Sets



Mini Pencil Card



Foundation Sample Card



Disco Bag



Banana Bag

# PROVOC PLATFORM



Provoc Platform is a one of a kind concept store franchise in multiple modules and four leading functions; retail, service, consultancy & education. This millennial beauty platform will provide; global expert consultation, virtual face analysis, personalized analytical studies based on customers' beauty traits, hands-on educational sessions & quality retail and service.

This platform is all about expression and possibility, where love for beauty, talent and expertise entwine into fully customized experiences.

In the digital era we live in today, we have a keen interest in channeling our customers and talented individuals in all our four functions creating online and on-ground content.



# PROVOC



[www.provocmakeup.com](http://www.provocmakeup.com)

