

# SUPERCILIUM COSMETICS PRODUCT PORTFOLIO

SALES INTRODUCTION SHEET 2023





SUPERCILIUM  
COSMETICS

# ABOUT SUPERCILIUM

## **Manouk de Vries - founder of Supercilium**

Manouk was working as a Brow Artist in a popular brow bar in Amsterdam, The Netherlands. In the salon, she saw how many women were struggling with accepting their natural beauty. Manouk: 'I realized that with crafting brows, I could bring confidence to every woman that sat in my beauty chair'. Her personal mission was born.

## **Supercilium today**

But she wanted to reach more women and faster and thus founded Supercilium Professional, an eyebrow brand selling products for brow treatments like Brow Henna, Brow Tinting and Brow Lamination. To reach even more women she founded Supercilium Cosmetics: brow makeup to reach every brow lover in the world.

Today Supercilium reaches and empowers millions of women in more than 75 countries through the incredible Supercilium community of brow professionals & brow lovers

## **Vision**

From day one, Manouk had a clear vision of the quality of her products. The formulas & packaging should be the best in the market. Supercilium products are formulated together with an R&D team.

Manouk: 'They are always on the hunt for new ingredients and ways to improve our Vegan and Cruelty-Free product range'. And there was no doubt about the main brand color: orange. Manouk: 'I want to show my Dutch heritage in every product we sell.'

Supercilium offers 50+ products for the brow & eye area. All loved by their community because of their high quality, and because they are all developed with beauticians in mind.

# OUR BRAND STORY

## **True beauty is one of a kind**

Not that you would notice it, scrolling through the sea of sameness on your timeline. While there are so many face shapes, skin tones and hair colors, in this digital age-standardized beauty ideals seem to overrule the beauty of a unique character.

## **#SHOWCHARACTER**

Supercilium was founded because we saw so many women struggling to keep their character while creating a more beautiful look for themselves. We don't see beauty as an end goal, but as a tool that we can use to express who we really are.

We want to give women the confidence to express their unique character through beauty. We believe a woman with a strong eyebrow looking back in the mirror can be that accelerator of confidence.

## **Your signature facial feature**

To do that, well-defined brows are essential. Symmetrical brows attract attention. They draw people to look at your face and really see you. They give expression to what you feel and who you are. And no one is better equipped to bring out the expressive beauty of your brows than the Brow Artists that work with Supercilium.

Together with beauticians from all over the world, we make sure women can look in the mirror with confidence. By highlighting your signature feature, you can admire the proud woman that is looking back.

# ABOUT SUPERCILIUM COSMETICS

We bring the techniques from the pro straight to your home. Create every desired brow look in 3 easy steps.

With our experience and knowledge in the professional eyebrow industry, we developed a new range of eyebrow makeup to style your eyebrows.

Based on the techniques of the pro we developed an easy-to-apply brow routine that every eyebrow enthusiast will love.



# DSC TECHNIQUE

With our experience in the pro brow industry, we developed the DSC Technique: to create every desired brow look in 3 simple steps.

Express your unique character by highlighting your signature facial feature with our DSC Technique.

## **Step 1: DEFINE.**

Define and fill your eyebrow shape with the Brow Micro Pencil

## **Step 2: SCULPT.**

Sculpt the brow by highlighting them with the Micro Concealer

## **Step 3: CONTROL.**

Use the Brow Control to shape and hold the brows for 24H.

## 1. DEFINE



## 2. SCULPT



## 3. CONTROL



# BROW MICRO PENCIL



Brow Pencil with micro-tip for precision application. To create tight lines, hair-like strokes, and to fill the brows. With the small tip, you can easily create every desired brow shape.

- Available in 6 colors for each skin tone and hair color:  
Light Cool & Light Warm  
Medium Cool & Medium Warm  
Dark Cool & Dark Warm
- Brow Quiz is available to easily choose the right color online.
- Double-sided: pencil on one side, spoolie brush on the other side
- Waterproof and long-wear formula
- No sharpener needed, just twist the pencil when you run out of product.

# BROW MICRO CONCEALER



Sculpt and highlight the brows to let them pop with our Brow Micro Concealer. By creating a sharp line below the lower brow line, you make every brow stand out. The thin line works as a highlighter for the brows.

- Available in 3 colors: Light | Medium | Dark
- The super-thin tip makes it super easy to create a sharp line below the lower brow line. Same as with face sculpting, this trick will sculpt the shape of the eyebrow and highlight it.
- For this pencil you don't need a sharpener, just twist it when you run out of product.



# BROW CONTROL



The Brow Control positions the hairs in the right direction, seals them for 24H, and can create and seal every brow look.

- Depending on the desired brow look, this wax can be used to tame unruly hairs, lift the brows or create a full feathery look.
- Transparent wax: suitable for all skin tones and hair colors.
- Creates a brow lamination look
- Extremely stronghold
- Doesn't leave a white haze or flakiness
- Includes mini brush

# COUNTER TOP DISPLAY



Introducing our latest Supercilium Cosmetics counter top display, designed to showcase our top-selling brow micro pencil, concealer and brow wax.

- Sleek and modern design that will complement any retail space
- Promotes a cohesive brand image by displaying all three products together.
- Helps customers make informed buying decisions by providing easy access to product information and testing



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