



ZOEVA

let's wear
the love!

FIND YOUR PERFECT BEAUTY MATCH



1 share the LOVE



Makeup is strength, confidence, fun. It's time to perfectly highlight your individual beauty. ZOEVA - made with loving detail

Our story

We are a cosmetics brand that celebrates a woman's strength and authentic, individual beauty. Our inspiration comes from our desire to affirm each and every woman in their beauty

A conversation with ZOEVA's founder, Zoe Boikou:
What led to the founding of ZOEVA? My sister Barbara and I were born in Greece, but we came to Germany with our family when we were still young. As sisters, we're inseparable. Our mother, a loving and strong woman, left a big impression on us and raised us to be confident, independent women. She also inspired us to live our dream, which

eventually turned into ZOEVA. The idea of ZOEVA came about when we noticed that there were no affordable and high-quality makeup brushes on the market. We started within our own four walls, with very limited finances but a great deal of passion. Initially, we sold only on eBay, but then things started growing quickly. Now we have a portfolio of more than 300 products that we market all over the world.

How does that feel? Unbelievably good! We are very proud of what we've created together with our remarkable team of beauty lovers.

“affordable luxury, sisterhood, individual beauty”



What does the name ZOEVA mean?

ZOEVA was coined by joining my name with Eve (in German "Eva"), the first woman in the Garden of Eden and arguably the greatest symbol of feminine grace.

Is there a message behind your products?

Yes, definitely! Through our products, we want to encourage women to become aware of their own individual beauty and to live it out loud. We also care deeply

about giving every woman the opportunity to buy high-quality products at an affordable price.

What are your favorite brushes?

Our ZOEVA 104 Foundation Buffer for the way it creates an even foundation so easily. What I love about our ZOEVA 127 Blush & Contour is that it's a great multitasker as a blush and contouring brush. And finally, our ZOEVA 228 Crease Definer is the go-to all-round talent for all my eyeshadow needs.

soft vegan hair

Wear the love." Each ZOEVA brush is a small work of art, designed to bring to life the unique beauty within every woman. With a minimum of 30 production steps, unrivaled manual know-how, and a special passion for detail, our makeup brushes are a favorite in every makeup kit. Our sustainably sourced wooden brush handles are lacquered six times to make them highly durable. The brush hair is tied by hand, and our special crimping process ensures the handle and the brass ferrule are paired for life.

Our new all-vegan Black Edition is the result of intensive research. We developed brushes with an innovative mono hair mix that guarantees, among other things, that liquid, cream, and gel products are used sparingly. The collection's dark coloring and white tip make for an unmistakable visual design. Our powder brushes utilize a revolutionary three-fiber synthetic hair mix that 100% imitates the performance of natural hair. These small, high-tech tools are recognizable by their white brush hair.



29 brushes

No matter the occasion, mood, timing, or technique – we have the perfect brush for foundation, eyeshadow, brows, and everything in between. Our vegan collection comprises 29 super soft brushes ideal for your professional-grade priming, blending, contouring, and setting needs. Their perfect shape will unleash your inner makeup artist in an instant



ready in 5 minutes

Morning, evening, or any time in between – applying dazzling makeup in record time is a game of strategy. These secrets help you look your best in no time at all

makeup,
ready ...

THE QUICK TRICK for makeup that stays looking perfect: a multitasking brush. Cover the basics with our highly precise and easy-to-use beauty stars ZOEVA 142 Concealer Buffer, ZOEVA 127 Blush & Contour, and eyeshadow brush ZOEVA 228 Crease Definer



... to
go





always
in ...

... my bag



DAILY DARLINGS Makeup that fits in your pocket has to be practical and versatile. Our solution? Smart face and eyeshadow palettes and a brush trio that no beauty bag should be without: ZOEVA 142 Concealer Buffer, ZOEVA 127 Blush & Contour, and ZOEVA 238 Detail Smoky Liner

at the ...



COWORKER Back-to-back meetings all morning and then a lunch date you just can't miss. Nude palettes are the secret stars when it comes to business-savvy makeup – touch up your look in just a few brush strokes with your new favorite coworkers: ZOEVA 110 Prime & Touch-Up, ZOEVA 114 Detail Setting Powder, and ZOEVA 234 Smoky Shader

we are
strong,
we are
smart



... office



we are
beautiful

glam face



ESSENTIALS A glamorous foundation is the be-all, end-all of any makeup routine. ZOEVA 103 Detail Foundation is perfect for seamless transitions and an even complexion. Apply powder products with ZOEVA 114 Detail Setting Powder for a spectacular finish and add shimmering highlights with ZOEVA 134 Detail Highlight

Eyebrows frame our face just right and give us an individual expression. With these beauty hacks, you can be a professional brow stylist, too!

brow styling

TEAMPLAYER
ZOEVA 324 Brow & Lash Spoolie is perfect for shaping eyebrows and separating eyelashes. Apply color and blend perfectly with ZOEVA 322 Brow Liner



feeling cheeky

We are crazy about beautiful makeup and ready to go the extra mile: A touch of blush or bronzer for a sun-kissed complexion or highlighter for a fresh glow

crazy
for ...

BLOW THEM AWAY WITH SPECIAL EFFECTS using these brushes: ZOEVA 119 Bronzer is specially designed for the controlled application of creamy or liquid bronzer products. ZOEVA 126 Blush Blender showcases powder blush to unimagined perfection thanks to our innovative three-fiber hair mix technology



... magical
beauty tools

cleansing routine



A CLEAN SOLUTION There are many reasons to regularly clean your ZOEVA brushes – longer durability, skin hygiene, and perfect makeup results, just to name a few. Make cleansing your brushes more efficient with our ZOEVA Brush Cleansing Pad and ZOEVA Brush Shampoo Bar. For more information about how to use our cleansing products, visit [zoevacosmetics.com](https://www.zoevacosmetics.com)

“

love is all you need.
Get inspired by
ZOEVA, and make
your own
beauty statement”

*With love,
Loe Boikou*



@zoevacosmetics



ZOEVA
WEAR THE LOVE

zoevacosmetics.com