

C H A R A C T E R · A R T I S T · M A K E U P · P A

A R T I S T



T E R · A R T I S T · M A K E U P · P A R I S

M A K E U P



M A K E U P

 **Character**  
ARTIST MAKEUP-PARIS

P A R I S

# THE BRAND PROFILE



NEVER TESTED ON ANIMALS



VEGAN



DERMATOLOGICALLY TESTED

Our goal is to produce the most useful and high-quality cosmetic products for both professional makeup artists and enthusiasts and sell them at a competitive price. We are always looking for new ways to innovate our product offering by working hand in hand with cosmetic industry professionals and professional makeup artists.

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# THE CREATIVITY IN CHARACTER CONTENT



For over 20 years, a team of innovative young individuals have been working on perfecting an iconic range of techniques and formulas specially designed for Middle Eastern Pro makeup artists.

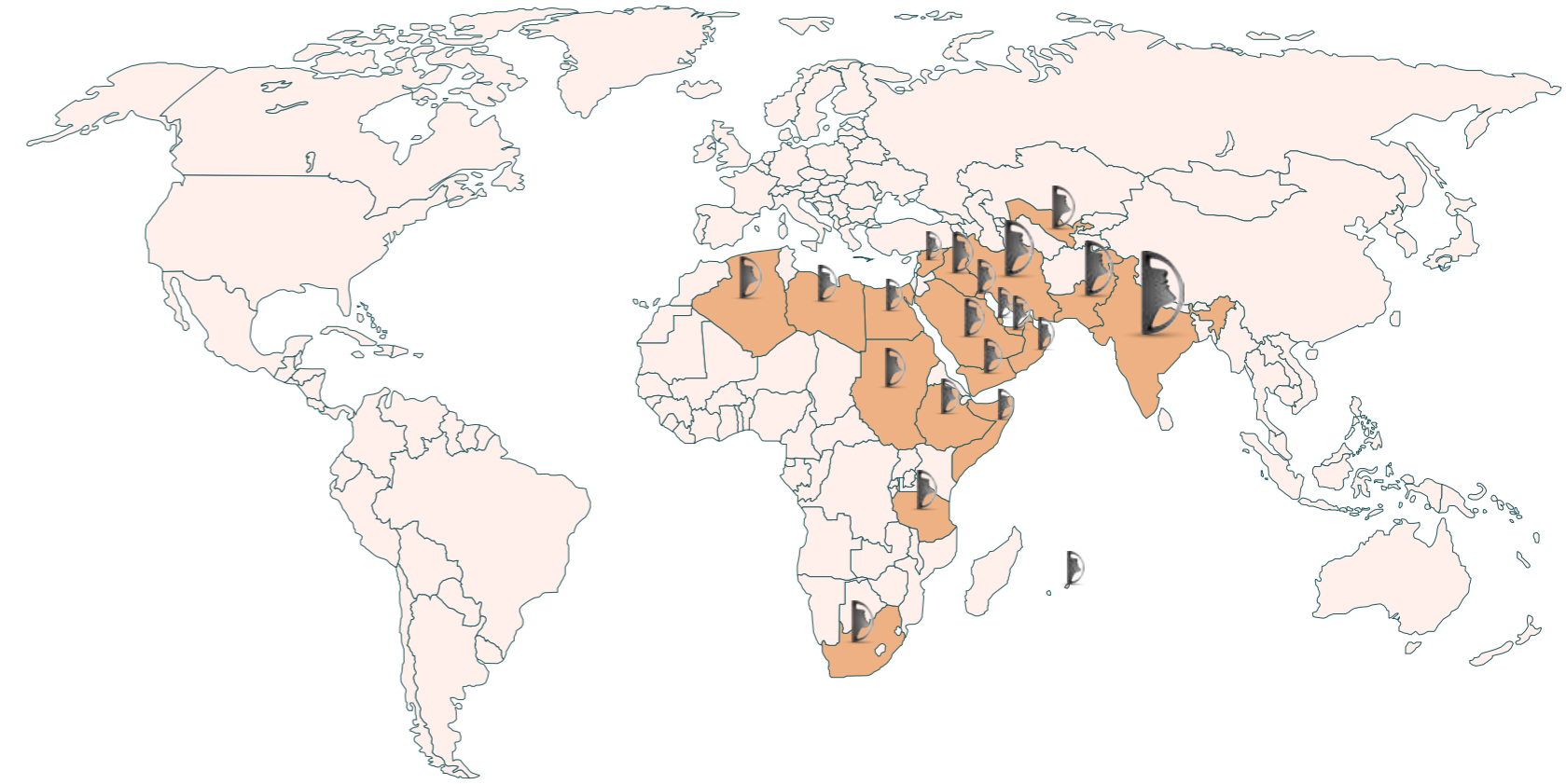
Being a color cosmetics company, the team has a unique skill set to personally develop never-before-seen formulas made of the highest quality ingredients available. Exploding into the market, the semi-luxury line of trend-setting products has quickly achieved cult status in the Middle Eastern beauty market.

Designed for professional makeup artists and makeup enthusiasts alike, these groundbreaking formulas are at the forefront of modern beauty.



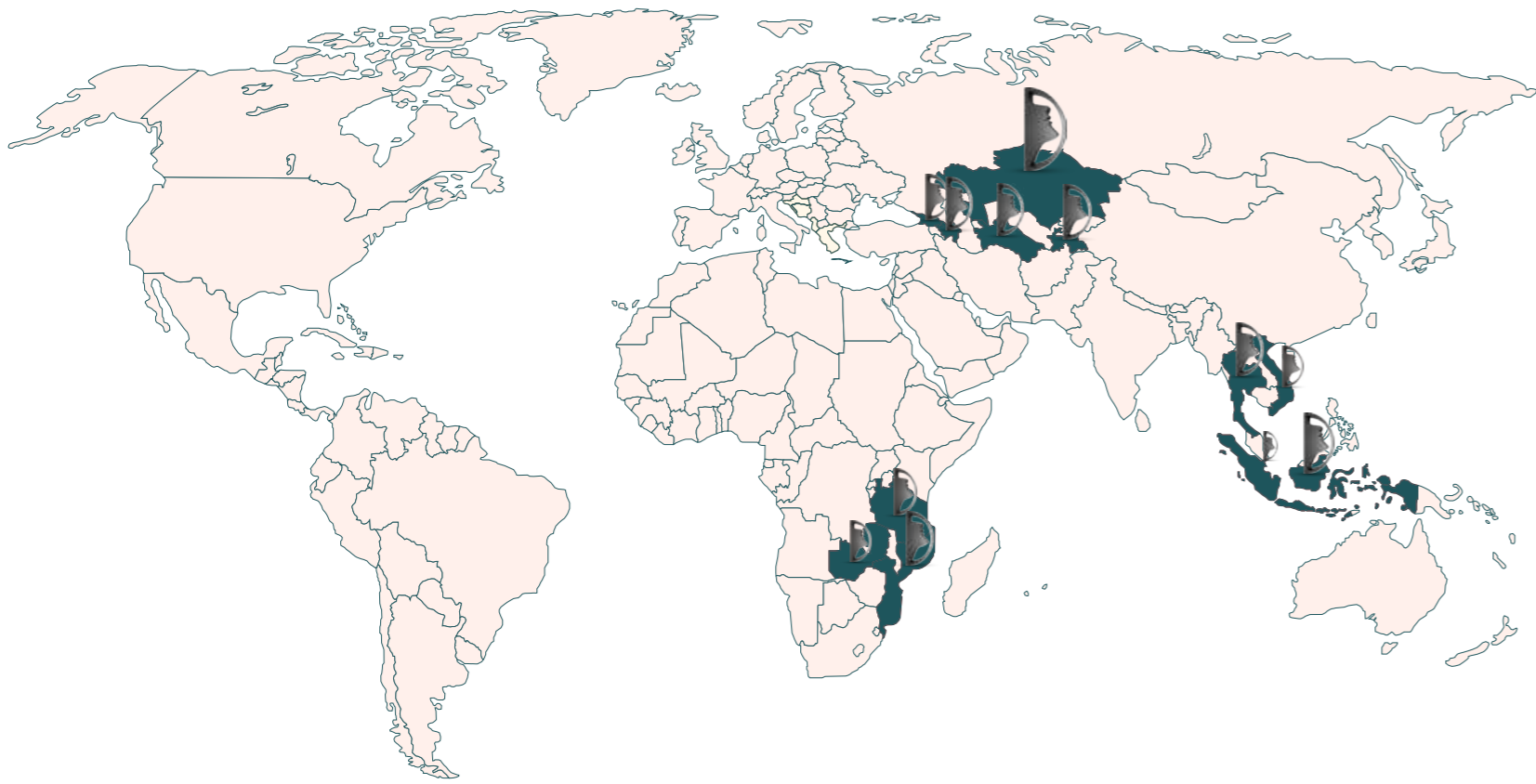
**In** 2019, the team made the decision to rebrand 360 Degrees with a new look and innovating chic yet luxury makeup products for makeup artists with medium-high spending power. The team then changed the traditional marketing strategy completely with the aid and support of influencer marketing.

To date, the brand has collaborated with over 100 Middle Eastern makeup artists and influencers. Character Cosmetics' brand experienced a blessing in disguise as a result of the pandemic. The brand developed a following of its own and grew on all online marketplaces, including Boutiqaat, Faces.com, Brandatt, and many others. The influencers played their part in spreading awareness and making promotions, but the quality of the items is what drew in and grew the consumer base. The products' USP, usability, colors, textures, etc. helped emphasize how every product had a unique tale to tell.



## THE CURRENT DISTRIBUTION & EXPANSION

- |                      |            |              |
|----------------------|------------|--------------|
| UNITED ARAB EMIRATES | IRAQ       | SOMALIA      |
| SAUDI ARABIA         | PAKISTAN   | TANZANIA     |
| QATAR                | INDIA      | SOUTH AFRICA |
| KUWAIT               | UZBEKISTAN | LIBIYA       |
| BAHRAIN              | EGYPT      | ALGERIA      |
| YEMEN                | SUDAN      | MAURITIUS    |
| SYRIA                | ETHIOPIA   |              |



## DISTRIBUTION & EXPANSION COUNTRIES

INDONESIA  
SINGAPORE  
THAILAND  
VIETNAM  
KAZAKHASTAN  
GEORGIA

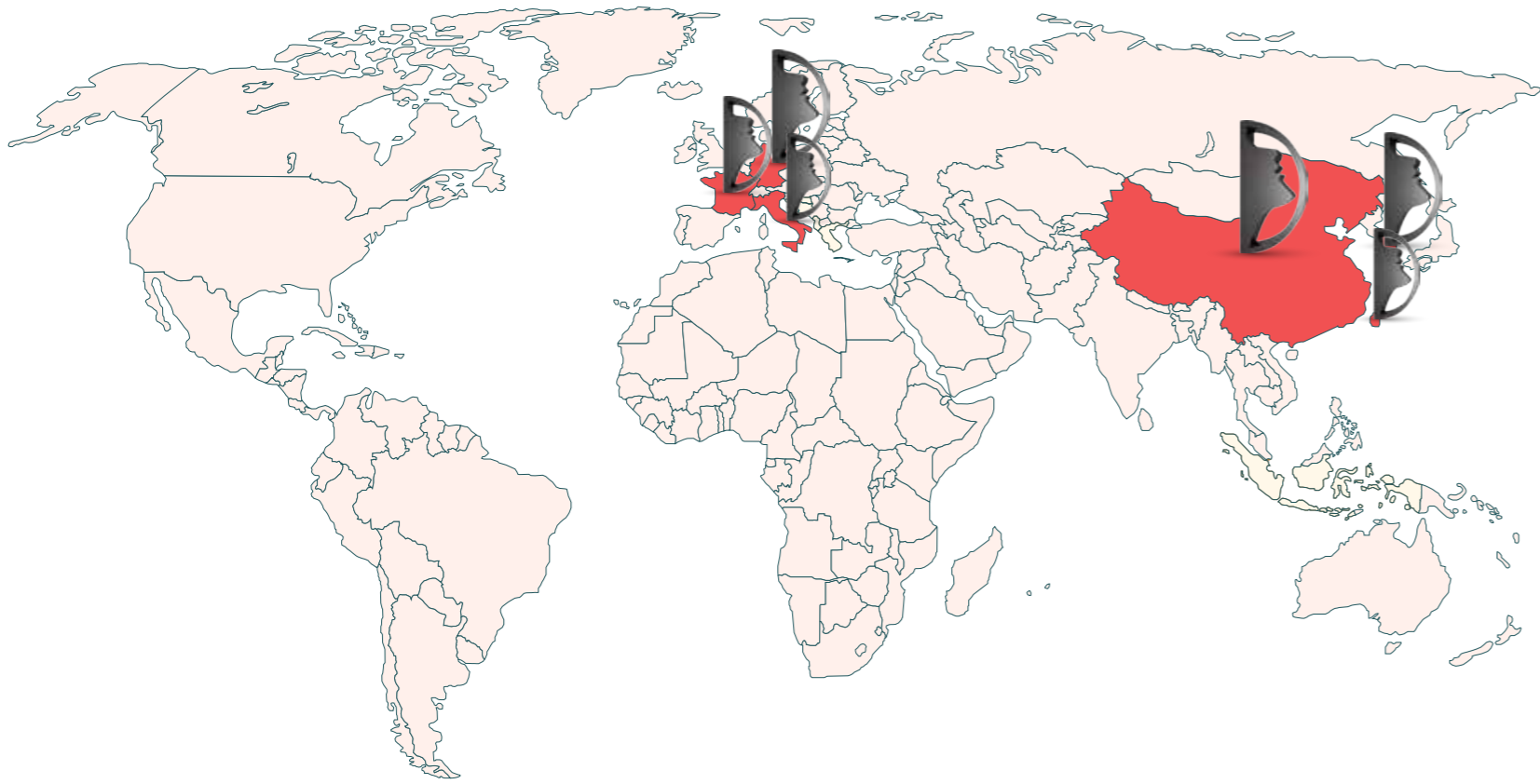
AZERBAIJAN  
TURKMENISTAN  
TAJIKISTAN  
TANZANIA  
ZAMBIA  
MOZAMBIQUE

# THE POWER OF OUR OWN MANUFACTURING



Character Cosmetics, manufactured by Forever Makeup Trading LLC, established in 2008, is a manufacturer and distributor of virtually every type of makeup. Our product lines include: Face, Eyes, Lips, Nail Products, Brushes, Beauty Sponges, and makeup accessories.

We take pride in the fact that we produce our goods across a number of nations. You can rest assured that Character Cosmetics creates safe, professional cosmetics that adhere to the U.S. FDA rules for ingredients and labeling in these times of uncertainty over some foreign products and their ingredients. The ingredients in our products are of the highest caliber and have FDA approval.



# THE POWER OF OUR OWN MANUFACTURING

ITALY  
GERMANY  
PRC (PEOPLE'S REPUBLIC OF CHINA)  
KOREA  
TAIWAN  
FRANCE

# 360 INTEGRATED MARKETING

## VISUAL APPEARANCE

Character Cosmetics' brand visualization is talking to an audience of young independent women of all nationalities and social backgrounds of medium to high income earners. Therefore the product and advertising visuals are with strong colors. Designs with a marketing message calling out the powerful individual from a college going girl to a corporate tycoon.

## SOCIAL MEDIA ENGAGEMENT

With over a Hundred Thousand and growing followers in a collective social media presence on Instagram, Facebook, YouTube and Snapchat we are educating, and interacting with a makeup loving audience with the latest colors, trends, techniques and passion for the beauty industry.

## INFLUENCER MARKETING

Our success was declared when we created a squad of brand ambassadors with influencers in the makeup industry; Makeup artists, Beauty bloggers, Lifestyle bloggers, Fashion Models and Celebrities. Our influencers' trust in our products' quality made it quite easy for them to promote Character with their voices through social media platforms to reach a worldwide audience.

## BRAND COLLABORATIONS

Character Cosmetics firmly believes that we are stronger together. That's why we work with like-minded target groups and industries where we support and promote each other. Our makeup artists work with fashion designers; collaborative shoots, makeup schools and fashion shows to display their utmost creativity.

## PR

Character cosmetics conducts the largest PR / sampling of products to macro and micro social media influencers in all the countries we serve on a monthly basis. We strongly believe that our customers should have the opportunity to test the product themselves to get an idea of and feel for the product so that an initial purchase becomes a follow-up purchase.

# PRODUCT PORTFOLIO | face



**SMF**  
CHARACTER  
SILKY MATTE  
FOUNDATION

Character Silky Matte Foundation is packed with ultra-refined pigments that visually erase blemishes, conceal hyperpigmentation, and blur imperfections.



**PIF**  
CHARACTER  
STUDIO  
FOCUS LIQUID  
FOUNDATION

Character's Studio Focus Liquid foundation is a high coverage foundation that comes in 10 different shades from light, medium, and dark. It perfectly glides onto the skin giving you an easy blend while it covers all the imperfections.



**PIC**  
CHARACTER  
HD COVERAGE  
CONCEALER

Character HD Coverage Concealer is the perfect long-lasting and full coverage concealer made just for you! Its smooth texture easily glides onto the skin giving you an easy to blend application.

# PRODUCT PORTFOLIO | face



**GK**  
CHARACTER  
GLOW KIT

The Character Glow Kit has four velvety powders that will instantly give you a glow from within. Its complementary shades can be layered together to highlight the cheekbones; they could also be worn separately over the eyelids, brow bones, and inner corners.



**CMB002**  
CHARACTER  
MOISTURE BASE

One of the best primers, Character Moisture Base Luminizer, will leave your skin feeling and looking very smooth. Its ability to quickly blend in and moisturize helps prepare your skin for the base.



**MMR003**  
CHARACTER  
MOISTURIZING  
MAKEUP REMOVER

Character Moisturizing Makeup Remover perfectly soaks into your skin removing all the makeup in just one application. It not only leaves the skin looking fresh and clean but keeps it moisturized at the same time.



**DDC001**  
CHARACTER  
15 COLOR FACE  
DEFINE PALETTE

A 15 Colour concealer palette that has all the shades required for concealing or correcting your facial flaws. The shades are so creamy that it blends seamlessly into your skin giving a perfect base for your makeup. The range of color consists of shades suitable for covering dark spots, hiding undereye dark circles, concealing and neutralizing discoloration.



**RSB**  
CHARACTER  
ROCK STAR  
BLUSH

Immerse your cheeks in luxurious, luminous color. Character Rockstar Blush has a lightweight, silky texture that hugs your cheeks with a velvet touch. Blend and build to your heart's content - go from a healthy glow to having too much fun in one little compact.



**RSH**  
CHARACTER  
ROCK STAR  
HIGHLIGHTER

Character Rockstar Highlighter has a unique texture that is buildable and blends flawlessly to leave the cheeks and the high points of your face looking healthy. It brings instant glow all day long due to the high intense illuminating pigments.



**CR001**  
CHARACTER  
CLEANING BEAUTY  
OIL

Character Cleaning Beauty Oil perfectly soaks into your skin removing all the makeup in just one application. It not only leaves the skin looking fresh and clean but keeps it moisturized at the same time.



**MSS01**  
CHARACTER  
MATTIFYING SPRAY

Character's mattifying setting spray is a light and comfortable spray that also gives your skin the perfect moisture at the same time. You can use it as a makeup base or fix your final look. This mist is a multi-purpose and multi-benefit product.



**MFC001**  
CHARACTER  
SUPER STAY  
MAKEUP SETTING  
SPRAY

Character's super stay makeup setting spray is a light and comfortable setting spray that seals the makeup and keeps it in place by coating the skin with a weightless and invisible film. It is a water-based spray with makeup fixing action that will prepare the skin for your beauty routine.

# PRODUCT PORTFOLIO | eyes



**CBR001**  
CHARACTER  
BROW SETTER

Character brow setter tames brows & locks on makeup. An invisible brow gel that shapes, sets, and locks in brow color for 24 hours. The custom-molded, dual-sided wand coats hairs from root to tip, and the flexible, flake-free formula is easy to apply and quick to dry!



**PBP001**  
CHARACTER  
BROW PALETTE

Character Brow Palette is a long-wearing and blendable eyebrow palette to fill, set, and shape the brows. This all-in-one brow palette has everything you need to expertly fill, shape, and define your brows. Fine shades of powder with buildable coverage that naturally redefine the brows.



**ENE**  
CHARACTER  
EYEBROW  
EYELINER

Character Eyebrow Eyeliner is a two-in-one eyebrow eyeliner made just for you! Carry this multi-purpose pen wherever you go and easily draw both your brows and liner at once. Its long-lasting formula is available in different shades to match your liking.



**CMK201**  
CHARACTER  
MINI EYELINER

The minikin eyeliner has a flexible felt tip applicator that defines your eyes through thick and thin. The quick-drying, waterproof formula remains flawlessly intense without smudging, flaking or cracking.



**C601**  
CHARACTER  
FABULOUS LIQUID  
EYELINER

An intense black eyeliner with an innovative tip that provides ultimate control and versatility. The liquid liner glides easily with just one swipe and dries up quickly. Its highly pigmented formula does not budge and gives a sleek application. Liquid eyeliner with brush applicator, for an intense black finish.



**C401**  
CHARACTER  
FABULOUS  
WATERPROOF EYE  
PENCIL

Create a definition that's soft, natural, and brilliant using the Character Fabulous Waterproof Eye Pencil. The natural-based formula provides gentle coverage for even the most sensitive eyes.

# PRODUCT PORTFOLIO | eyes



**PME001**  
CHARACTER  
MODERN  
EYESHADOW  
PALETTE

Character's Modern Eyeshadow Palette consists of 16 colors that offers a mix of both shimmer and matte shades. These 16 highly pigmented shades are formulated with smooth pigments that easily glides on to your eyelids and blend like magic.



**MJ002**  
CHARACTER  
MAJESTIC  
EYESHADOW  
PALETTE

A mixture of both vibrant and shimmery shades that has a long stay effect. Its smooth velvety texture will have your eye makeup popping all day long! 40 colors in one palette? YES grab it now!



**GME**  
CHARACTER  
GLAM LOOK  
EYESHADOW  
PALETTE

Offering a spectrum of mesmerizing hues from frosty champagne and foiled dusty rose, to vibrant coral and mustard yellow in matte, satin, shimmer, and metallic finishes, the vivid mix of velvety-rich pressed powder shadows boasts a buildable and super-pigmented formula that blends like butter.



**CMK201**  
CHARACTER  
STAR LIQUID  
EYESHADOW  
Character's Star Liquid

Eyeshadow formula has the perfect blend of both pearl and glitter which will have your eyes looking incredible and shimmery. Its long-lasting formula will easily glide onto the lids making it last for more than 24 hours, so get ready and choose from over 20 different glitters to match your everyday mood.



**KCM001**  
CHARACTER  
LONG LUSH  
MASCARA

Flaunt irresistible, darker, denser, and dramatic lashes with phenomenal 3D volume with this mascara from Character. Smooth, creamy, clump-free texture envelopes each lash with corner-to-corner layers of pure volume.



**CMK101**  
CHARACTER  
MINI MASCARA

The ultimate do-it-all, Minikin Mascara, now in a mini size. Flaunt irresistible, darker, denser and dramatic lashes with phenomenal 3D volume with this mascara from Character. Smooth, creamy, clump free texture envelopes each lash with corner-to-corner layers of pure volume.

# PRODUCT PORTFOLIO | lips



**ULP001**  
CHARACTER LIP  
PLUMPER

With our lip plumper, you may quickly achieve fuller lips. It has a silky texture, is lightweight, and is easy to wear. With the help of this lip plumper, your lips will

look poutier, fuller, and volumized right away. It will cause you to feel tingly for a brief period of time, but this is only temporary and completely harmless. You can use this lip plumper alone or in combination with other lipsticks.



**STL**  
CHARACTER  
MY STYLE LIPSTICK

The New 'My Style' Lipstick comes with a revolutionary creamy matte formula. The pigmented matte shades give you a sensational bold look while keeping your lips soft. With a range of everyday shades, you can wear your favorites without worrying about chapped & dry lips.



**YL**  
CHARACTER  
FABULOUS LIP  
CRAYON

A character introduces the new Fabulous Lip Crayon with a long-wearing matte formula that is waterproof, smudge-proof, soft, and non-feathering for up to 16 hours.



**MN**  
CHARACTER  
MINI LIP MATTE

To get a poutier impression that will last all day and night, define and color your lips with the Character Small Lip Matte. Prepare yourself and pick the shade that best suits your current mood as it glides on the lips effortlessly.



**PIL**  
CHARACTER  
CREAMY MATTE  
LIPCOLOR

The Character Creamy Matte Lipcolor is a high-impact color and low-maintenance long-wear, available now in a range of head-turning shades that's got everyone's name on them. The Creamy Matte lipsticks are now available in 20 amazing shades.



**CDU**  
CHARACTER  
DUO TEMPTATION

An extraordinary combination of base colors and lip gloss with an intense and radiant finish. The color is set onto the lips for a result that lasts up to 12 hours.

# PRODUCT PORTFOLIO | brushes & sponges



**CBT003**  
CHARACTER  
BLENDING TOOL  
SPONGE WITH  
CLEANER

Get a flawless blend with the premier edgeless, reusable, high-definition cosmetic sponge applicator. The exclusive water proof material provides an airbrushed application and absorbs minimal product, so your favorite formula lands on your complexion, not your sponge.



**CST-001A**  
CHARACTER  
SPONGE WITH  
TRAY

Our contour sponge comes with a mixing tray which can be used to blend and apply any cream or liquid makeup

product onto the skin for a smooth, pore less finish. Its precise shape can be used to contour your cheeks, nose, forehead and jawline to give you that chiseled face. It is designed to be used wet to ensure minimal product waste.



**MTN001**  
CHARACTER  
MULTISOLUTION  
(SPONGE+SPONGE  
CLEANSER+MIXING  
PLATE)

Your makeup sponges are used in every makeup session. After every makeup session, they need more than just water to be cleaned. Cleaning makeup sponges with this cleanser is very easy. It cleans all the grime and tough stains, cleaning up all traces of makeup effortlessly. Formulated with cleansing ingredients and conditioning elements, this cleanser can be used every day without any worries. It not only keeps sponges ready for the next use but also makes them last longer.



**CHX002**  
CHARACTER  
15 PIECES BRUSH  
SET

The new Character -15piece brush set is created with synthetic hair that feels smooth and gentle on your skin and a wood handle. For daily makeup, this brush set includes brushes for face powder, liquid foundation, face blending, contouring, blush, eye shadow, eyeliner, eyebrows, lips, and more.



**CH003**  
CHARACTER  
23 PIECES BRUSH  
SET

Character's Everyday Essentials Makeup Brush Set has every brush you need to create flawless makeup looks from natural to glam. The bristles and firm handle are lightweight and easy to use. 100% Cruelty-Free and Vegan. Flawless Results.

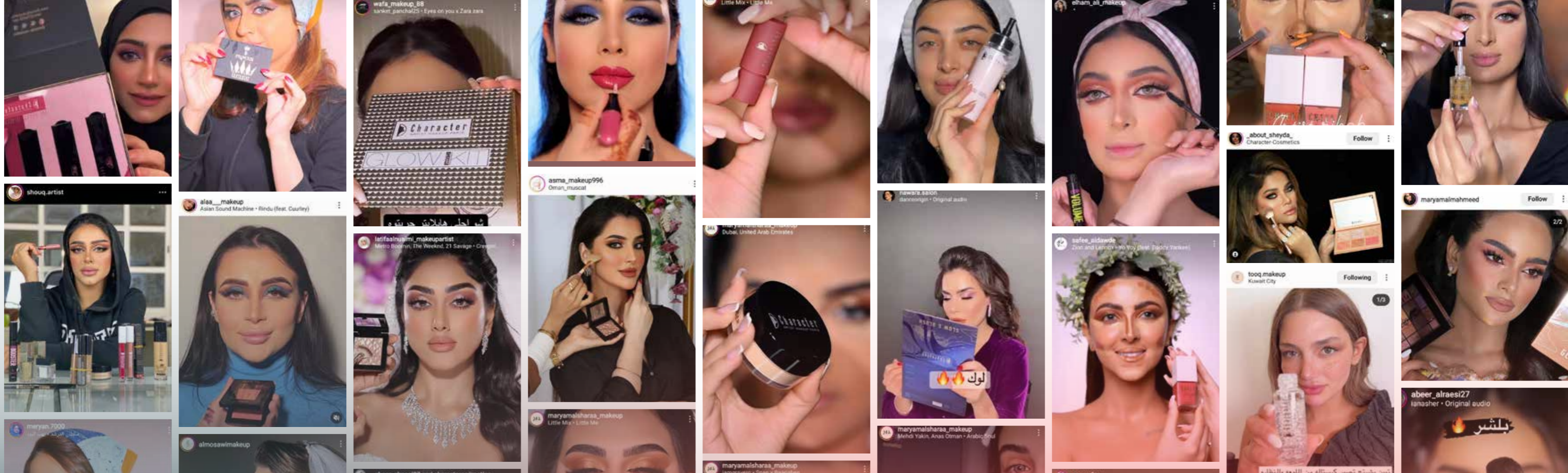


# VISUAL MERCHANDISING

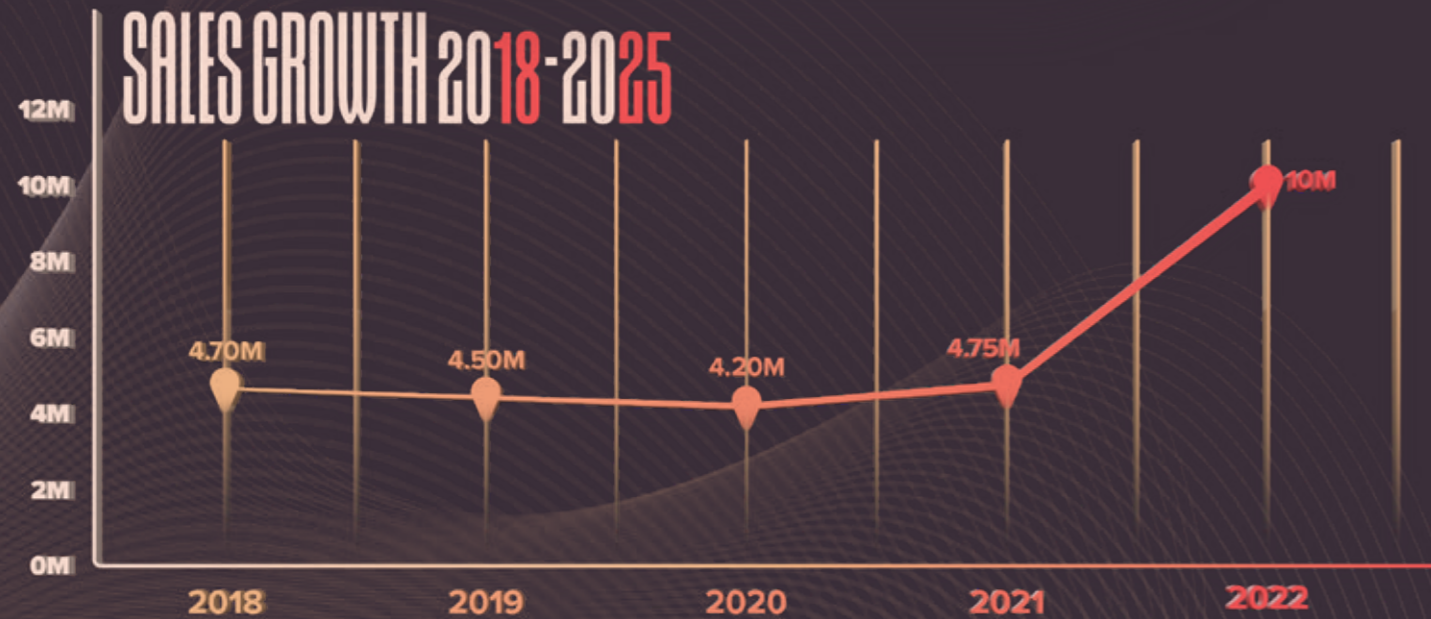
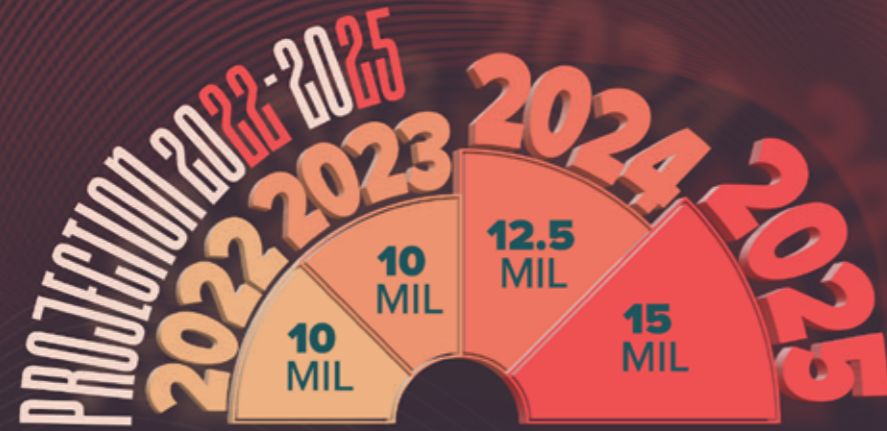
OUR COLOR SCHEME IS CHAMPAGNE GOLD AND WHITE, AND ALL OF OUR TERRITORIES FOLLOW THE SAME VISUAL MERCHANDISE GUIDELINES. 60% OF THE UNITS WILL INCLUDE THE CHARACTER COSMETICS LOGO. EVEN IN THE ABSENCE OF A BEAUTY ADVISOR, CUSTOMERS MAY STILL ENGAGE IN INTERACTIVE USER EXPERIENCES AND SELF-BUYING USING THE UNITS' HEAD BANNER LIGHT BOX DISPLAYS AND PRODUCT DESCRIPTIONS. WE ENSURE THAT A VARIETY OF OUR ITEMS ARE SHOWN IN THE MOST EFFECTIVE AND VISUALLY APPEALING WAY POSSIBLE.

CHARACTER COSMETICS FLAGSHIPS STORES ARE LOATED AT;  
THE DUBAI MALL, UAE | DOCC, QATAR | DALMA MALL, ABUDHABI  
| KING KHALID AIRPORT, RIYADH | BOULEVARD, RIYADH | WHITES  
RIYADH PARK, RIYADH | MALL OF ARABIA, JEDDAH



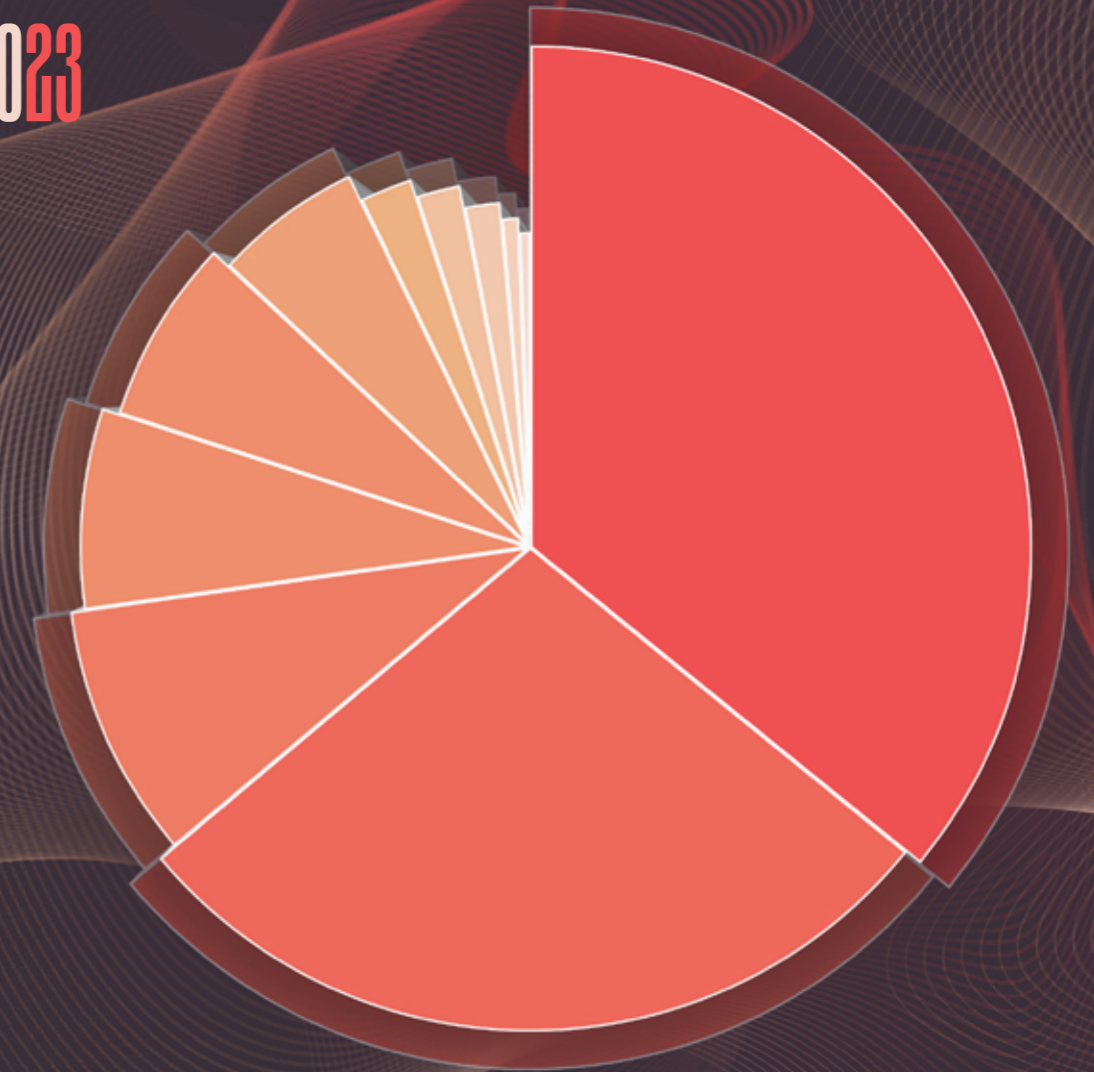
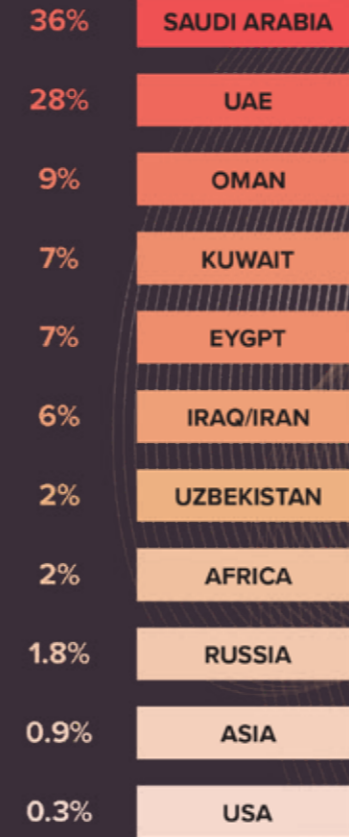


**Character** ARTIST MAKEUP-PARIS **PR & EDITORIALS**



ALL FIGURES SHOWN HERE ARE IN US DOLLARS

### SALES CHART 2018-2023



# OUR PARTNERS | retail



# OUR PARTNERS | online





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