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Product Catalogue

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DAILY MATTE BB CREAM
healthy-matte on the go!
with SPF 25+ PA++
03 Caramel

POPPIN' Matte Natura PAL

YOUTHFUL SERUM

100% NATURAL HYPOALLERGENIC



make
up

BARE with me

Mineral Mild Foundation



30 g



Healthy Glow Look

Foundation with healthy glow finish that is lightweight on your skin,
suitable for your daily complexion!

01. LIGHT

02. NATURAL

03. CARAMEL

04. MOCCA

BARE with me

Mineral Loose powder

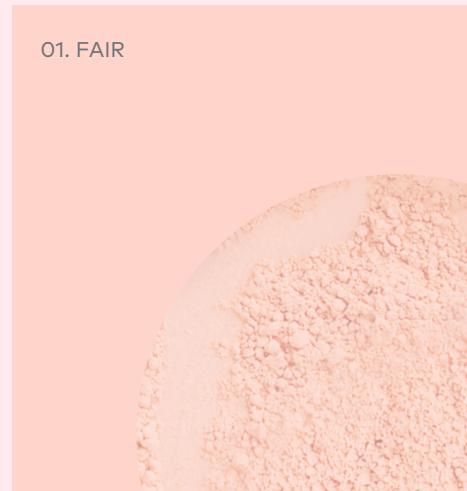


8 g

Flawless look

Loose powder with lightweight powder and long-lasting oil control

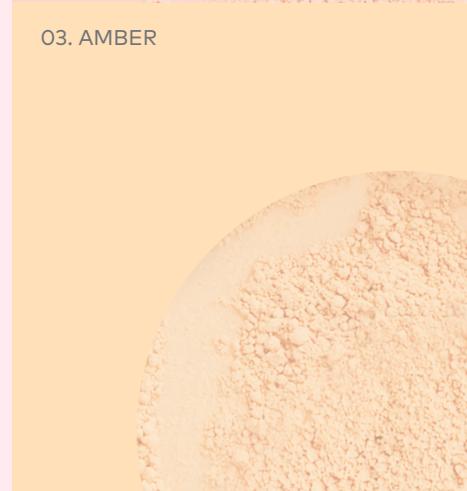
01. FAIR



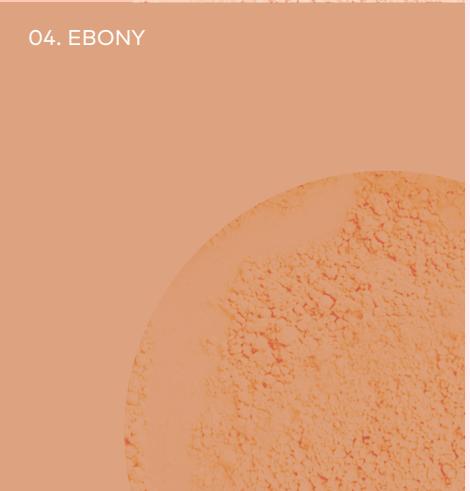
02. LIGHT BEIGE



03. AMBER



04. EBONY



DAILY LOOSE POWDER MATTE



20 g

no Kilap Club



Healthy-Matte Look

Lightweight loose powder with matte finish and oil control that can make your face looks fresh and smooth all day

01. LIGHT BEIGE



02. NATURAL BEIGE



DAILY COMPACT POWDER MATTE

no Kilap Club



55 g

Healthy-Matte Look

Lightweight Non-Comedogenic and Non-Acneogenic compact powder with oil control and uv filter extra protection

01. LIGHT

01. LIGHT

02. NATURAL

03. CARAMEL

04. MOCCA

Bright Stuff

LOOSE POWDER

FOR

#REALWONDERSKIN

My Beauty Bestie!

Daily Wonder Powder

Loose powder with smooth-finish that gives you instant-brightening effect and UVA-UVB protection

55 g



sebum fighter

LOOSE POWDER



Your BFF to fight oily face!

Translucent loose powder with lightweight texture,
completed with 7 kinds of oil-absorber powder



DAILY BB CREAM MATTE



16 g



Healthy-Matte Look

BB cream with UV filter and oil control for 8-hours oil-free smooth makeup result

01. LIGHT

01. LIGHT

02. NATURAL

02. CARAMEL

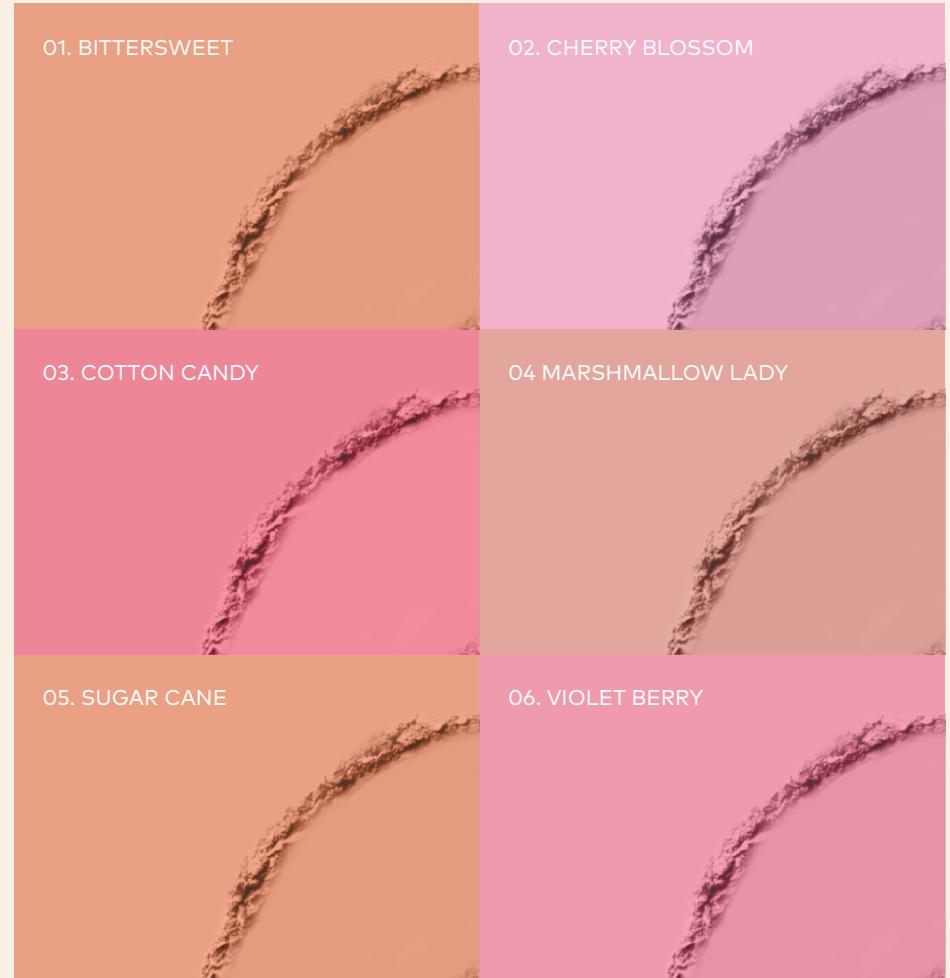
Cheek Lit

PRESSED BLUSH



3,5 g

6 fun colors that you can choose to your preference! **3 pinkish variant** for blushing impression, and **3 nudish variant** for more natural impression.



Cheek Lit

CREAM BLUSH



10 ml

Beautify your cheek with natural glow finish and giving you the 'WOW' vibe. Using color-enhanced technology that gives you natural and long-lasting color



Cheek Lit new!

Natural Glow Blush

Blendable and buildable creamy-powdery texture, giving you the fresh and blushing finishing result.



01. PINK

02. PEACH

7 g

Cheek Lit
new!

#Glowin
TheBlush

The image shows two Emina Cheek Lit highlighter products. On the left is a circular compact of 'Cheek Lit HIGHLIGHTER POWDER' with a pink lid featuring a leaf illustration. Next to it is a white stick of 'Cheek Lit HIGHLIGHTER STICK'. A purple starburst graphic contains the text '#Glowin TheBlush'.

Natural Glow Highlighter

Easily blendable highlighter with natural-glow effect

Cheek Lit Highlighter
Powder Nudesparkle

3.8 g

Cheek Lit Highlighter
Stick Nudetwinkle

7 g

**Lit your cheek
with Emina Cheeklit**



squeeze me UP concealer



Easily spread and buildable concealer, with lightweight
silky texture for your face.

01 LIGHT

02 NATURAL

03 CARAMEL

8 g

#LevelUPwithSqueezeMeUp

PORE RANGER

Cover fine pores. Primer with matte finish, lightweight formula, and oil-free.

20 ml



AGENT *OF* BROW

Natural and perfect eyebrow

Long-lasting formula, easily applied
and pigmented.

1,2 g



01. BLACK

02. BROWN

SAY I DO TO Eye Do!

CRAYON POUR LES YEUX



Easily applied and pigmented

Create any kinds of looks without hesitation

0,2 g



01. BLACK

EYE PRODUCT

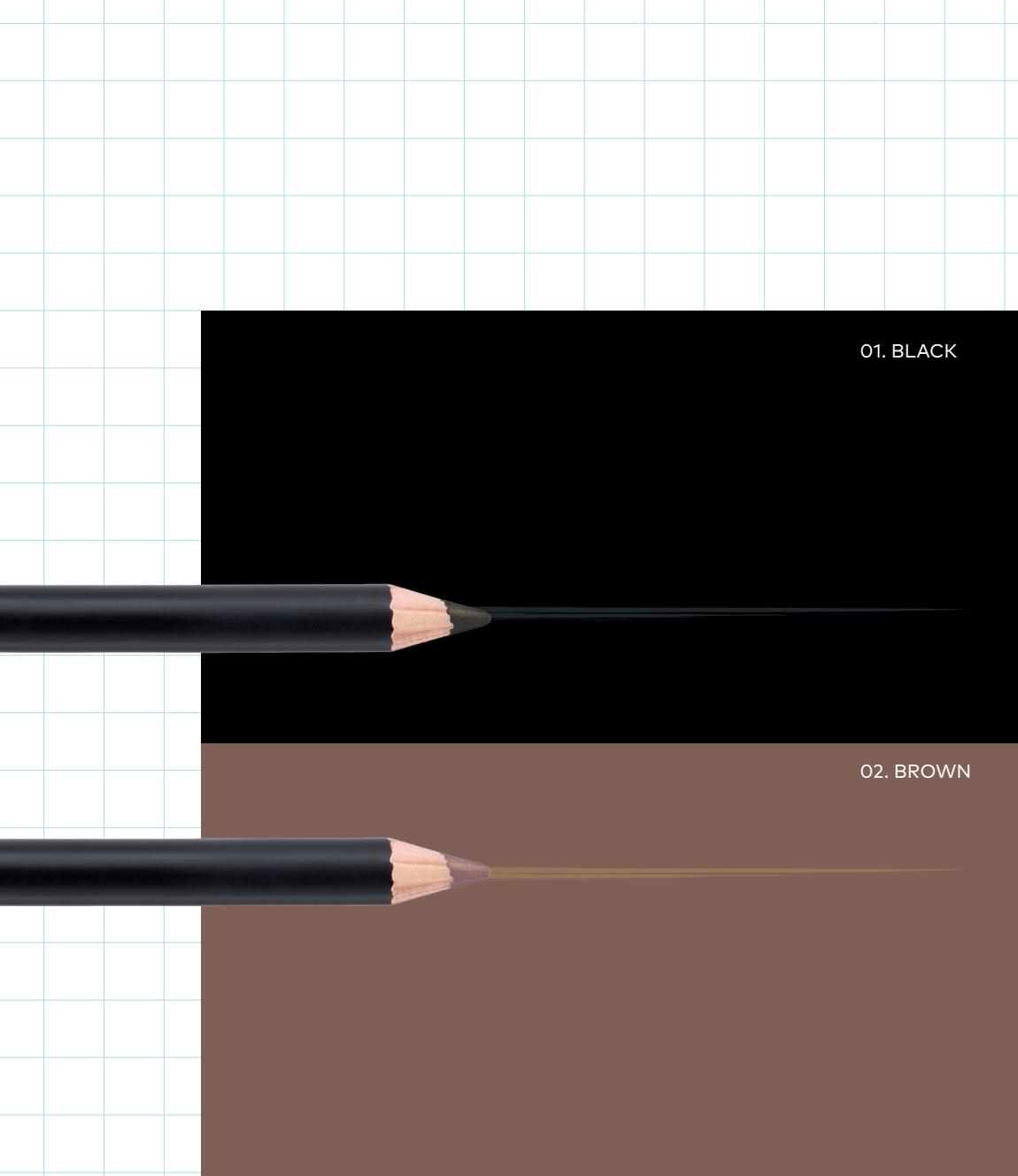
EyeDo!

PENCIL EYE LINER



The answer to all of your eyeliner problems. Natural and soft color | Waterproof formula

1 g



POP ROUGE

Presssed Eye Shadow



3-color Combination in One Palette

Long-lasting formula, easily applied,
and pigmented.

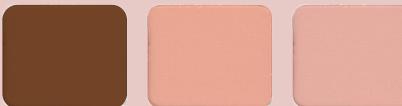
3,3 g



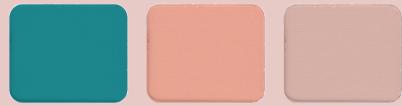
ROMANTIC



POOSH



NUDE



COLORFUL



BLUE



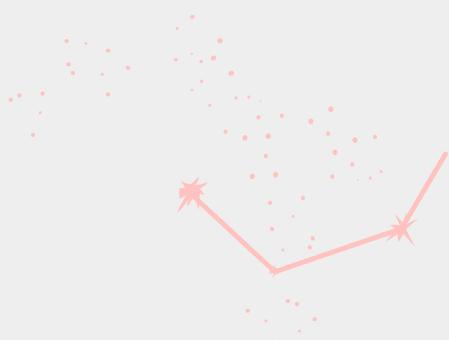
GELATO



BRICK

STAR LASH

AQUA MASCARA



Water resistant mascara

Easily cleaned. Make your dream eyelashes come true for daily looks!

5 g

01. BLACK



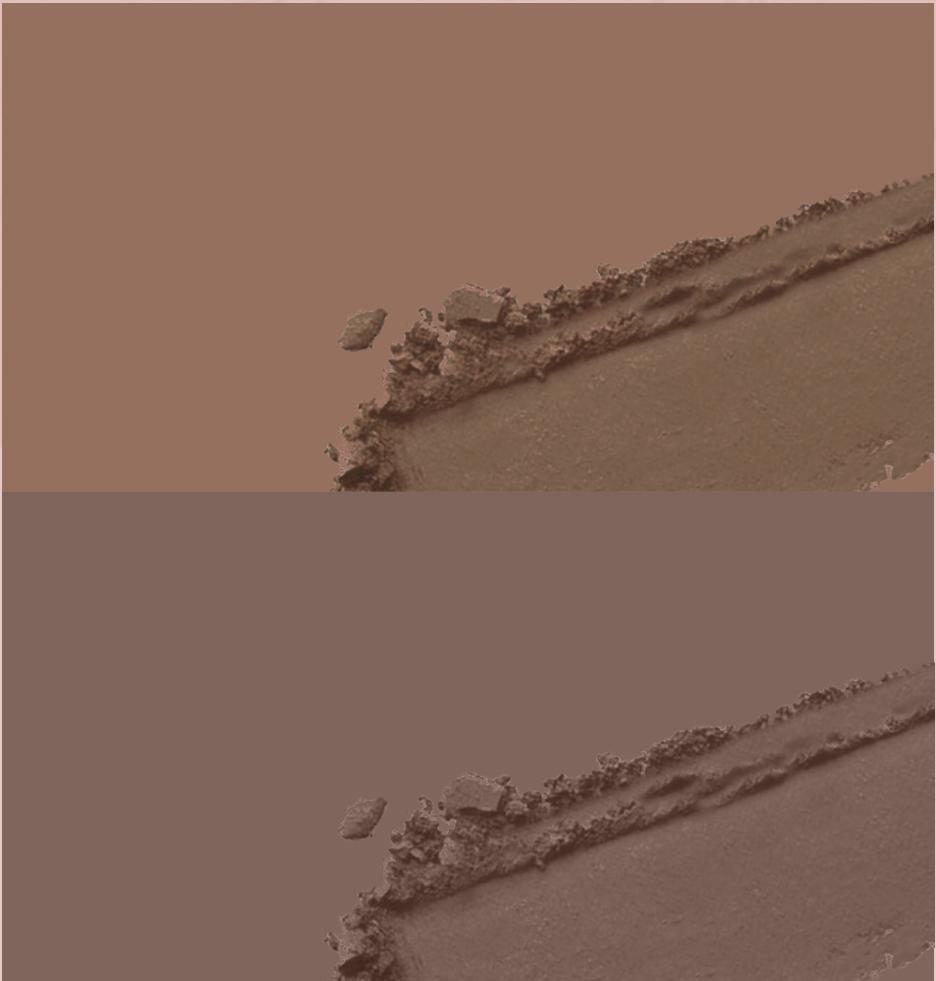
TOP SECRET

EYEBROW



Combination of Brow Wax base and
brow powder to shape up your
eyebrow with natural finishing result

2,9 g



squeeze me UP browcara



THE 1ST EVER
Emina squeezable
makeup in one series.
pocket sized product

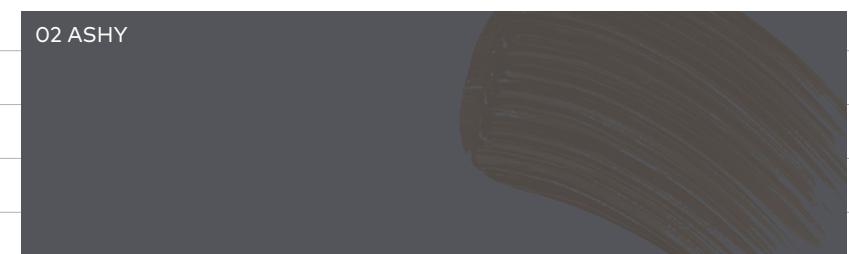
#LevelUPwith SqueezeMeUp

Eyebrow Mascara with water resistant and
smudge-proof long-lasting formula

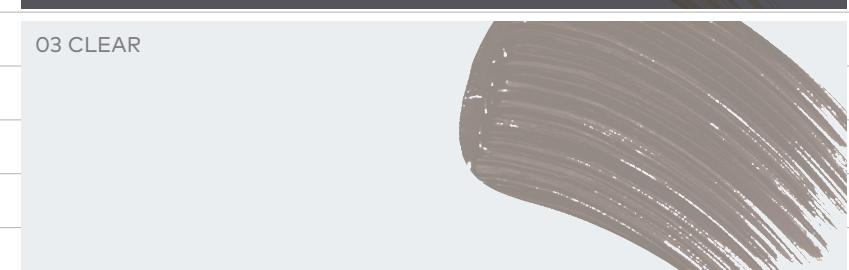
01 WOODY



02 ASHY



03 CLEAR



8 g

squeeze me UP mascara



#LevelUPwithSqueezeMeUp

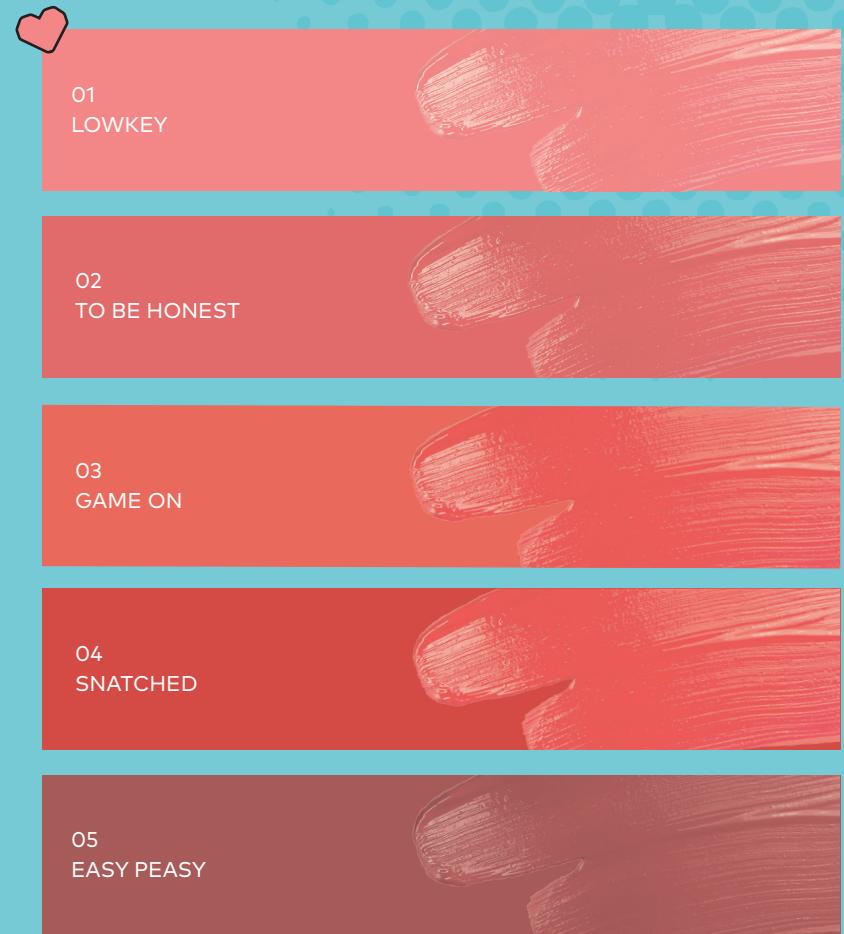
Smudgeproof mascara with long-lasting formula that can help your eyelashes looks curly all day



8 g

LIP PRODUCT

POPPIN' Matte



Lightweight Lip Cream with transfer-proof matte finish and long-lasting formula up to 12 hours

4,5 g

Poppin' Matte

The 90's Edition



90's Edition Poppin Mate. Lightweight Lip Cream with transfer-proof matte finish and long-lasting formula up to 12 hours

4,5 g



#6 roller skate



#7 rubic cubic



#8 lovely tamagochan



#9 tossin' tazos



#10 spin it yoyo



11 shades of comfy

creamatte



5,5 g



Lip cream consist of nourishing vitamin E. Intense and long-lasting color. Transferproof. Buildable.

LIP CUSHION

THE COLOR POPS RIGHT ON YOU!

#POPOPSWIPE

The velvety texture that can gives you intense color but still feel lightweight on your lips. Complete with unique Cushion Applicator.

9 g



01. LET IT PEACH

02. BE CHERRY

03. GET BERRY

04. SAY CORAL

05. SQUASH IT UP

06. COFFEE PLEASE

GLOSSY STAIN



01. AUTUMN BELL

02. CANDY RAIN



03. SPRING DAZZLE

04. APPLE SHOWER

05. PEACH SPRINKLES

Lip tint with glossy and melty texture

3 g



MAGIC POTION

Your Magical Tinies!



Combine all the colors that you like
for more refreshed look!

5.5 ml



CREAMY TINT



01. Brick Town

02. Peach Crush

03. Sun Beam

04. Wild Berry

05. Cherry Soda

Lip tint with creamy and lightweight texture

squeeze me UP

lip
matte

THE 1ST EVER

Emina Squeezable
makeup in one series.

pocket sized product



#LevelUPwithSqueezeMeUp

Lip Matte with 3 natural oil to nourish your
lip with matte finish

01 HAVE A PICNIC

02 BAKE A COOKIE

03 CITY CYCLING

04 LIL DANCING

6.5 g

squeeze me UP

lip
glass

THE 1ST EVER

Emina squeezable
makeup in one series.

pocket sized product



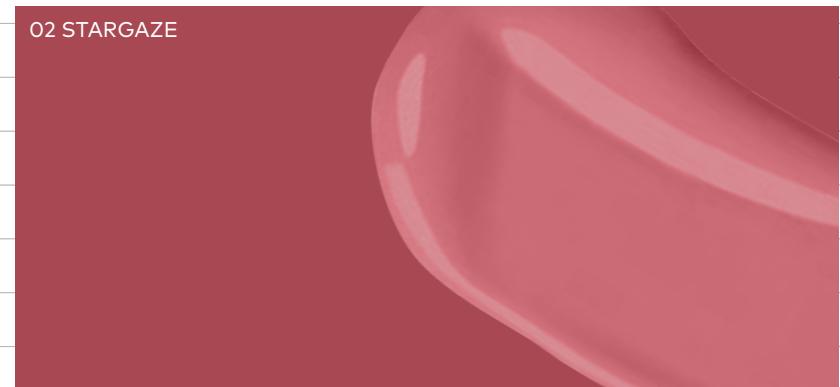
#LevelUPwithSqueezeMeUp

Lightweight lip cream with glass-finish
that nourish your lips

01 SURF 'N DIVE



02 STARGAZE



6.5 g

WATER COLOR



Lightweight lip serum with sheer buildable color consist of Vitamin C and UV protection to care and nourish your lips

2 g

01 DAWN

02 MIST

03 DUSK

04 HAZE



LIP MASK

Emina Holy Grail Lip Care Series!

Consist of 7 natural oils and shea butter that gives extra plump and nourish dry and chapped lips

② ways lip treatment

Daily Lip Care Overnight Lip Mask



extra moisture



brightened your lips



9 g

#MaskOf
YourLips

Oh So Kissable



Natural-Healthy Pink Lips

Lip balm that gives long-lasting moisture with non-sticky, non-oily, rich texture.

3.4 g

PINK BONBONS

PLUM CANDY



Smooochies

Lip Balm

Refreshing fruity lip balm with UV Protection, Jojoba Oil, and vitamin E that treats and nourish lips

3.7 g

01.

LEMONADE



02.

CUCUMBER





LIP TINT ERASER



Helps cleaned lip tint on your lips!
Transparent gel texture and cucumber extract, enrich with Vitamin C keep your lips stay moist and gives cool sensation.

10 ml

SUGAR RUSH

Lip Scrub

Scrub specifically made for lips with sugar, apricot seed, shea butter, and olive oil to maintain healthy lips.

4.2 g





face
care



bright stuff

your Beauty Bestie

Formulated with summer plum extract and gentle double brightening power, Bright Stuff regime series help brighten your skin and protect your skin from dust and pollution. The softness makes you feel comfy and it definitely brighten your skin!



1

2

3

4

5

6

7

8

bright stuff face serum

Soft and Comfortable
Real Glow Up! :-)



Summer Plum Extract



Concentrated Niacinamide



Ingredients and Fights 7 cause of dull skin :

○○○ Dull



Skin Barrier

○○ Black Spot



Dry Skin

○ Dead Skin cell



Rough Skin

○ Dust

new



Bright Stuff Mini Serum

7.5 ml



Bright Stuff Serum

30 ml

bright stuff

Extra Support from summer plum and cinnamon bark extract to keep dullness and acne away!



Summer Plum & Double Brightening Power

Brighten your skin and cover blemishes



Cinnamon Bark Extract

Control excessive oil and soothe skin

Face Wash

100 ml

50 ml

Moisturizing Cream

20 ml

for
acne
prone
skin



Pick
your

SUN SCREEN

#SPFbestie

Sun Battle SPF 30 PA+++

Lightweight and super fresh! With extract Aloe Vera that gives extra freshness for skin, suitable for daily use.

normal — oily skin

60 ml



*berdasarkan data penjualan internal di Indonesia

*based on internally sales data in Indonesia

dermatologically tested

all skin type

hypoallergenic

Sun Battle SPF 45 PA+++

Extra protection for you who are active indoors and outdoors. With extract grape leaf as anti-pollutant. Sunny? No Worry!

normal — oily skin

35 ml



Skin Buddy Sun Protection SPF 30 PA+++

With Hyaluronic Acid and Calendula Extract that hydrates and feels mild on your skin. With no simple alcohol so it doesn't irritate your skin.

normal — dry skin

60 ml



skin buddy

My Daily go-to skincare that's perfect for me!
With extract calendula and hyaluronic acid that
soothe and hydrate your skin.



1. Micellar Water

Remove makeup and dirt on face in one swipe.

100 ml

50 ml



2. Dot Burst Face Wash

With fine granules that gently cleanse the face.

60 ml



#HiHappySkin



3. Bubble Up Face Wash

With gentle foam that removes dust and dirt.

100 ml



4. Face Toner

Soothes and hydrates.

100 ml

NEW

NATURA PAL

#PALFROMNATURE



GEL
CLEANSER

Cleanse and protects skin from free-radical effect.

100 ml



TONER
ESSENCE

Freshen-Up and Hydrates skin.

100 ml

Naturally glowing and supple skin. With 100% natural Pea extract and Triple Protection+ that protects your skin from bad effects of free radicals due to overexposure of dust and dirt, and protects skin barrier.



100% RECYCLED



NO ALCOHOL

10%

LESS PLASTIC*

*than Bright Stuff tube

100%

NATURAL PEA
EXTRACT



SPLASH
SERUM

Rich in nutrients to care for your skin.

40 ml



GEL
MOISTURIZER

Hydrates and locks moisture on your skin.

20 ml

**ms.
pimple**

new



with Acne Duo Care & Rosebay Willowherbs



1

2

3

4

5

6

7

**Intensive
Acne
Solution
in 7 days!***

*for an optimal result in 7 days usage,
based on dermatologist assessment



1 Face Wash

100 ml

2 Face Toner

100 ml

3 Exfoliating Toner

100 ml

4 Face Serum

30ml

5 Moisturizing Gel

40 ml

6 Calming Gel

40 ml

7 Spot Gel

20 ml



Level up your

MASK GAME

#myFaceMaskgame

23 g



Charcoal	Cactus	Grapefruit	Blueberry
Purifying	Calming	Fresh & bright	Radiant
Tea tree	Rice		
Oil Reducing	Brightening	Pomegranate	Antioxidant



Time to change players

with newly added benefits!

Emina Clay Mask

Clay mask consist of Hyaluronic Acid that cleans and moisture your face.

brightening

With summer plum extract and niacinamide to brighten your face.

soothe & smooth

With canadian willow herb and bisabolol to smooth and soothe face.

sebum control

With calendula extract that acts as anti-inflammatory and anti-oxidant.



60 ml

Grapeseed Olive

A fun, peel-off mask with high antioxidant that protects your face from bad effects of free-radicals.

60 ml



CRANBERRY JUICE FACE MASK

A fun peel off mask with high antioxidant that protects your face from bad effects of free-radicals.

60 ml



APRICOT JAM FACE SCRUB

Combination of apricot seed and olive oil in glycerin, naturally exfoliate dead skin cells and dirt on your skin. Give smooth and hydrate result for your skin.

60 ml



GREEN TEA LATTE FACE MASK

Green Tea latte always succeeded to make our mood better and happy! Combination of milk and green tea extract helps to keep your skin smooth with added soothing green tea scent.

60 ml



AVOCADO HONEY FACE MASK

removes
impuritiesmoisturizing and
soothing the skinwith Vitamin E
as anti-oxidant

#MySkinDessert ❤️



Face mask that able to lift dirt on your skin and keep your face hydrated and healthy all the time.

60 ml

AQUA INFUSED sleeping mask

Say hello to glowing and supple-looking skin overnight! Consist of Canadian Willowherb extract AHA, and vitamin E that keep your face hydrated even when you're sleeping.



2 in 1 SCRUB MASK with walnut scrub

Make your skin smooth and supple,
help to lift dead skin cells.

How To Use :

Scrub: Applied and gently massage your skin in circular motion. Rinse until clean.

Masker: apply to your skin, rest for 10-15 minutes, then rinse until clean. Use 2-3 times a week.

50 ml



ee



body
care

aloe vera series

It's easy, it's fresh, it's light!



aloe vera gel

60 ml

aloe vera face mist

60 ml



EMINA

BRUSH

SET



Brush that made from delicate synthetic hair in travel-friendly size.

The usage of the four Emina brush :

01 Powder Brush

To apply and spread powder evenly on your face.

02 Dome Shadow Brush

To apply eyeshadow on eyelid.

03 Fluffy Shadow Brush

To blend eyeshadow so it will look more natural.

04 Kabuki Brush

To apply blush on or powder on your face so it will look smoother and even..

