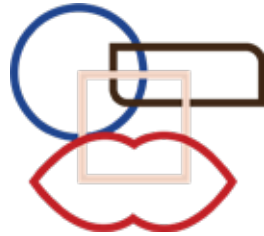


PROVOC
MAKE-UP



ITS WHAT YOU DO WITH IT

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SEMI-PERMANENT GEL LIP LINER FILLER

- 04 Rebound
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- 09 Chantilly Lace
- 10 Sophistication
- 11 Strawberry Kisses
- 12 Bombshell
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- 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 Vixen
- 32 Naughty but Nice
- 33 Warm & Fuzzy
- 34 Scene Stealer
- 35 Sexy Silhouette
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- 37 Plumped to Perfection
- 38 Barely There

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- 40 Hide & Seek
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- 42 Tropical Paradise
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- 47 Luscious
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- 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 Pinkey



SPARKLES SEMI-PERMANENT GEL LIP LINER FILLER

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



801 RoziePose	802 Zalmon	803 Zealess	804 Nudess	805 Steela
806 Roziz				



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

NEW

ILLCIT LIP LINER FILLERS

Colour power and comfort like you want it—Provoc Illicit is a premium silky-smooth eye or lip liner filler that lip-work, the ultra-soft and creamy formula effortlessly glides onto your skin, delivering high pigmentation and excellent coverage for a rich colour pay-off. Provoc Illicit features the perfect setting time.

221 Pink Chocolate	222 Purple Haze	223 Tauation	224 Nude Dream	225 Nude Pink
226 Café Latte	227 Rose Latte	228 Candy	229 Pink Pop	230 Toffee Cream
231 Sienna	232 Naked Lips	233 Nude	234 Sweet Cocoa	235 Choco Glazed
236 Red Bean	237 Bear With Me	238 Femini		



WATERPROOF



SILKY SMOOTH

MATT'ADORE MATTE LIQUID LIPSTICK

LONG LASTING
LIGHT WEIGHT **MATTE LIPSTICKS**



MELON SCENTED

01 Attacker	02 Visionary	03 Tender	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				

NEW

37 Fairlady	38 Nudelle	39 Fair Play	40 Thrilla	41 Carmel	49 Moku	50 Ruber	51 Blushed
52 Roman	54 Chocolade	55 Hot Peppa	58 Choc Orange	58 Choc On It	64 Fudge	64 Russet	

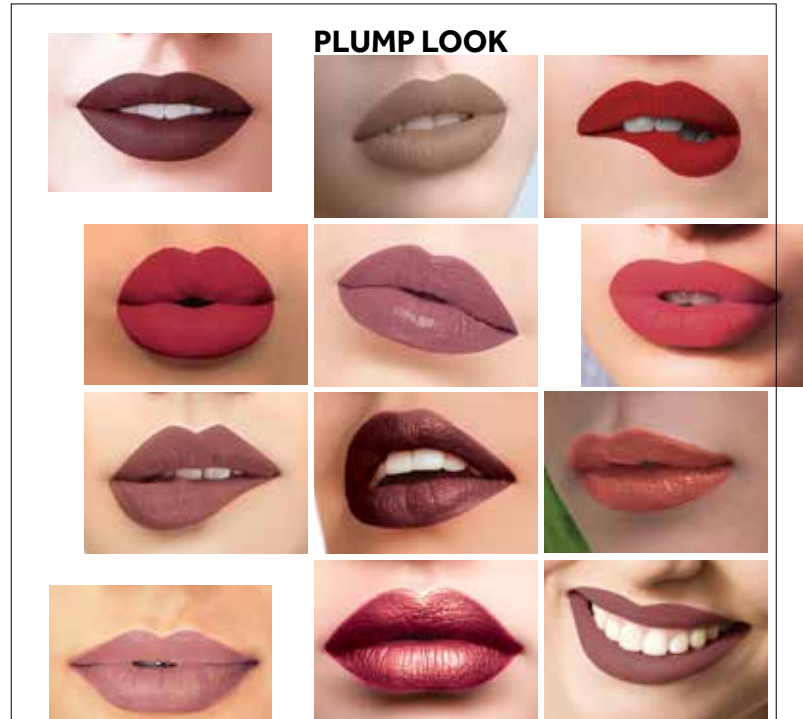
You've come to the ultimate matte liquid lipstick, Matt'Adore fulfils all expectations! This liquid lipstick is a matte-perfect formula, extremely light weight, super comfortable and rich in wear and color. It is long lasting and has a soft-feel matte finish with a fresh melon aroma; flake-free, sticky-free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

LIPQUID MATTE LIQUID LIPSTICK

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			



APPLY AN EXTREMELY THIN LAYER

LIP CHUB CREAM LIPSTICK

STAYS ON FOR **6 HOURS**



SOFT APPLICATION & COMFORTABLE WEAR

01 Grace	02 Dulcet	03 Groovy	04 Sugar Mummy	05 Closure
06 Bold				

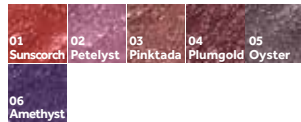


A lipstick texture to die for, not too fragile but not semi-permanent, silky and highly pigmented, easily cover lips due to its chubby size. Their scent combines coconut and an array of citruses, attractive yet fresh.

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



SURPRISINGLY LONG LASTING

Excellent for Eyeshadow

A
REAL
PEARL
LIP
COAT

HOLOGRAPHIC SULTRY LOOK

EYESHADOW GEL PENCIL

DRAW YOUR EYESHADOWS



BLEND WITHIN THE FIRST **TWO SECONDS**

01 Shadow	02 Shake	03 Sharp	04 Shine	05 Sure
06 Sheriff	07 Shower	08 Short Story	09 Shade	11 Shy
12 Show				

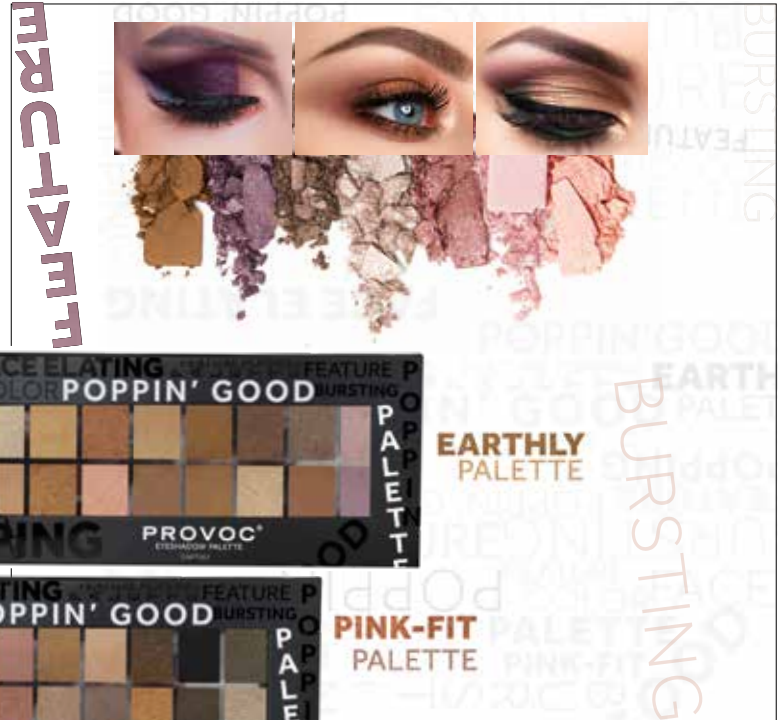


The quickest eye shadow option for bigger and deeper looking eyes. Neatly apply your shadow in 1-2 strokes instead of applying layers and layers to get the dark tones you want. You can now draw your eyeshadow with highly pigmented Gel eyeshadow pencils.

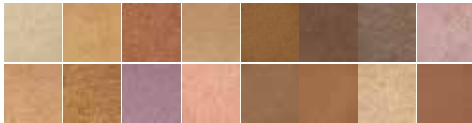
EARTHLY & PINKFIT EYESHADOW PALETTE

It's poppin' good! Two palettes of 16 colors; Earthly and Pinkfit, 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!**



EARTHLY EYESHADOW PALETTE



PINK-FIT EYESHADOW PALETTE



POPPIN' GOOD BLUSH PALETTE

WE'LL MAKE YOU **BLUSH!**



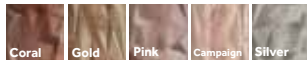
Floret your cheeks with Provoc's fresh blush palette. This five shade blush palette gives you elegant hues that range from light pink to darker pink, peach and bronze.

Everything you need to expose your cheek bones and complexion.



POPPIN' GOOD 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.



HIGHLIGHTER DUELS

SUBTLE SHIMMER

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



**4Shades
in one**

POLISHED AND HEALTHY LOOKING SKIN



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.

SINKISS
HIGHLIGHTER
FAY
FRECKLER

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.

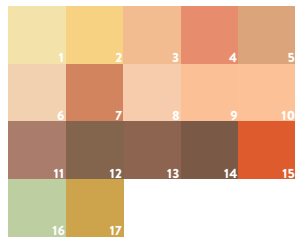
■ 17 Conceals darker purple veins and spots

CONCEAL

•3•4•5•6•7•8•9•10•11

Covers dark spots, pimples, and blemished areas.

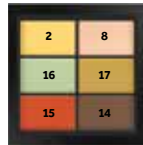
Unifies colors of the face.



PROFILE CCC1



OUTLINE CCC2

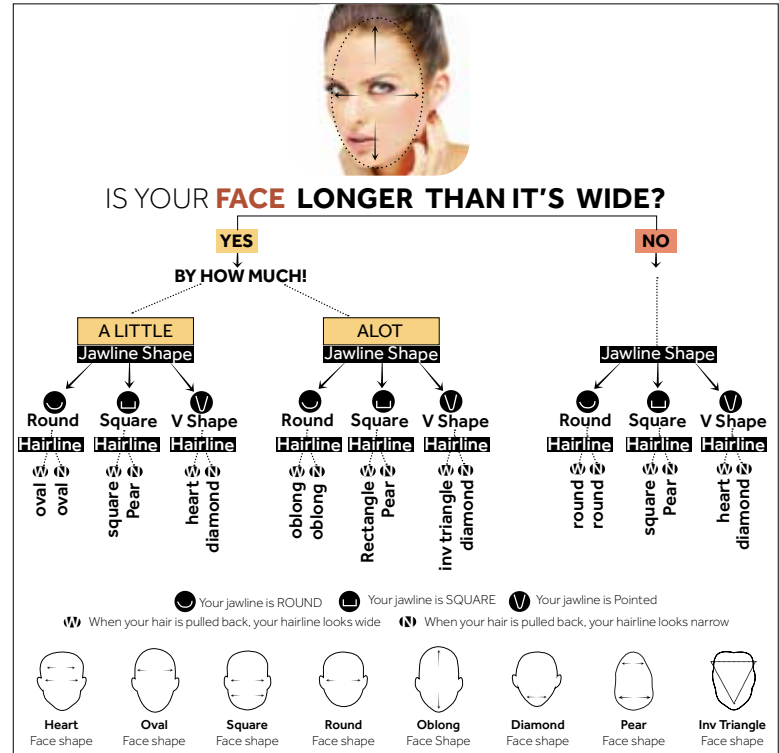


SCREEN CCC3



EXPRESS CCC4

DEFINING AND REFINING THE FACE



NEW

BROWOW BROW FLIXER

SHINE & RESIDUE FREE



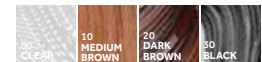
LONG LASTING

NATURAL LOOKING



Inspired by the wow-factor of a clean, polished look. Our name embodies the transformative power that groomed brows bring to a face.

Our practical fixers come with small brow brush applicators and are available in three colors: Clear for a natural, polished look, Black and Dark Brown for bold statement, and Medium Brown for subtle sophistication.



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.



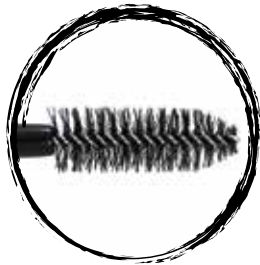
GIVE EXPRESSION TO YOUR EYES & FULLNESS TO YOUR LASHES



SEEMS LIKE YOUR LASHES **DOUBLED!**

VOLOOM MASCARA

IMMEDIATE
LIFT, DEPTH AND INTENSITY
TO YOUR LOOK



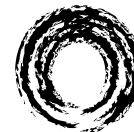
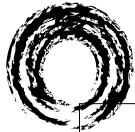
ULTRA VOLUME EFFECT

VOLOOM

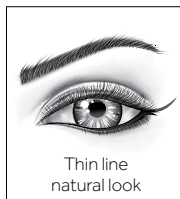


Vooloom mascara is an ultra-volumizing mascara that delivers instant dimension to your lashes. Vooloom features a new wax-composite able to enhance each lash considerably. It is waterproof and transfer-resistant, while maintaining excellent color stability all day.

Hyper Vooloom mascara gives you an immediate lift, depth and intensity to your look.

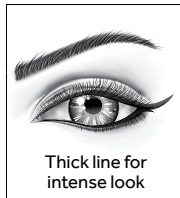


LINER WHEEL LIQUID EYELINER

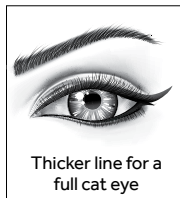


Thin line
natural look

SUPER
PIGMENTED
MATTE
or
SHINY
LIQUID



Thick line for
intense look

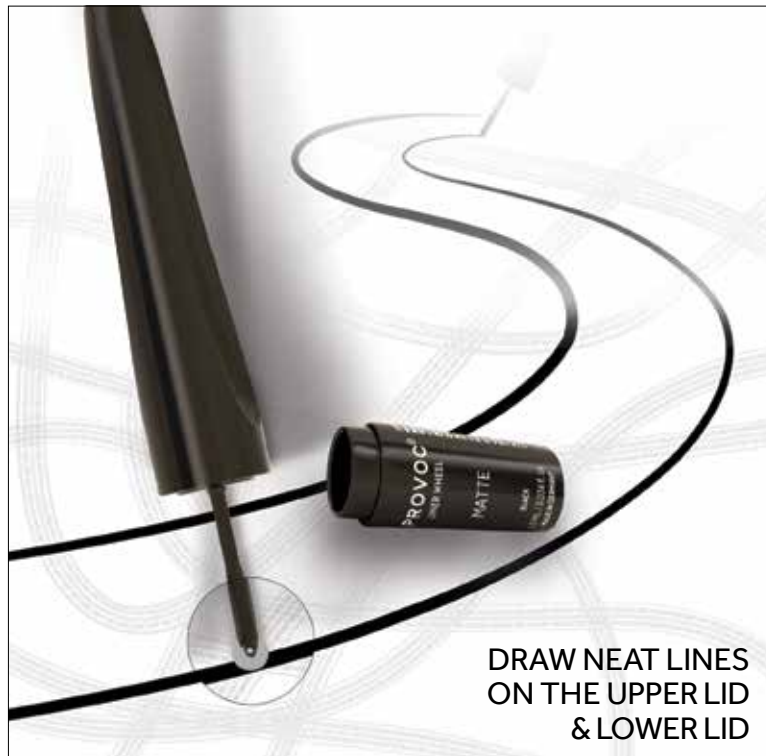


Thicker line for a
full cat eye

LASTS
FOR
24 HOURS



CONTROL IT, ROLL IT, LOCK IT



**DRAW NEAT LINES
ON THE UPPER LID
& LOWER LID**

MICRO TIP DIP LIQUID EYELINER

A SHARP POINTED BRUSH THAT SERVES ALL PURPOSES



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...

LIQUID DIPLINER



**Wing
in
Style**

**LONG LASTING
VIBRANT COLOR**



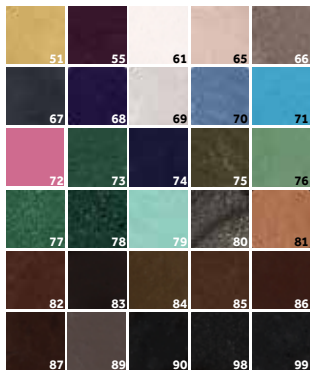
Be Bold & Try Out A Non-Black Look



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 BROW PENCIL



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

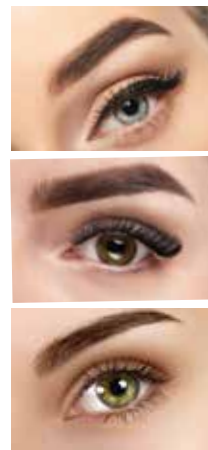
HIGHLY PIGMENTED



SMUDGE FREE

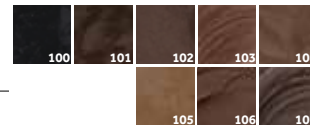


SMOOTH TEXTURE



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.

The advertisement features three close-up photographs of eyes with different hair tones (blue, brown, and grey) having their eyebrows filled in with a brush. In the center, there is a pile of brown and dark brown powders. To the right, the 'Eyebrows' palette is shown open, revealing three shades of powder and a wax stick. Below the palette is a color chart with four columns of color swatches.

A MUST HAVE FOR BROW PERFECTIONISTS

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.

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**



4 STROKES
SHADES

**MATCH YOUR
HAIR COLOR**

SVELTE BROW PEN

ULTRA SLIM BROW PEN



Filling gaps

Re-shaping

Total Brow

1.5mm
PRECISION TIP



PROVOC Svelte

LASTS
8 HOURS

SPOOLIE BRUSH



REAL HAIR EFFECT

4
SHADES



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.

SUPER **NATURAL**



FLUID FOUNDATIONS

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.



LIKE YOUR SKIN



FLUID FOUNDATIONS

Wears Like Skin

PROPOSAL



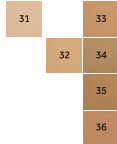
A NON-GREASY FORMULA FOR FAIR SKIN GIVING A **MATTE, POWDERY COVERAGE** AND A **VELVETY FINISH**. IT HAS A MEDIUM PROTECTION AND COVERAGE WITH SPF 15.

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.



NEW

MISTIQ AIRBRUSH SPRAY FOUNDATION

PROVOC MISTIQ is a revolutionary, airbrush-like foundation in a can. Breathable, buildable, mess-free, and long-lasting, PROVOC MISTIQ is your go-to for effortless touch-ups or full-glam looks.

This high-performance spray formula comes in 5 shades. It leaves a soft matte finish with a natural, second-skin effect that won't crease or cake.

Infused with soft-focus pigments and oil-controlling agents, it feels incredibly light on the skin while it evens it out—yet builds beautifully for fuller coverage when desired.



*Air Light,
Skin Tight.*



SOFT MIST. STRONG IMPACT!



FOG OFF LIQUID CONCEALER

Flawless finish

A CONCEALER SO SOFT BUT SO STRONG



Smooth Texture

01	02	03	04
Peachy	Sand	Tan	Apricot

An ultimate hybrid formula that delivers a light-reflecting and flawless finish that lasts up to 24 hours! The smooth texture instantly blends into the skin to blur the appearance of imperfections for a flawless finish all day long.



BEAUTY TOOLS & ACCESSORIES



DABBING MASTER

Double Slant Beauty Blender
The double slanted beauty blender features slant cuts on two sides with one side larger than the other. The larger flat side is excellent for providing coverage on larger areas of the face, while the smaller flat side is perfect for more intricate areas, like the eyes and around the nose.



SKIN PERFECTOR

Wedge Top Beauty Blender
This beauty blender has a straight wedge top which features a single flat side with a straight wedge or flat top. The straight wedge top shape provides versatility for different areas of the face. Excellent for tricky areas, around the eyes and nose.



NEW

TRIANGULAR POWDER PUFF

Powder Perfect
A must-have beauty tool Provoc's Triangular Powder Puff for anyone looking to achieve flawless makeup. Its unique triangular shape allows precision, effortlessly reaching all areas of the face



NEW

BEAUTY BLENDER FACE SPONGE

Dual Action
It's a beauty blender in a face puff form giving the same seamless finish to the skin. This versatile sponge is designed for applying and blending foundation and concealer.



BLENDER PROTECTOR

Soft Silicon Beauty Blender Protector is a game-changer in beauty accessory innovation. This protector is specifically designed to keep your valuable beauty blender in pristine condition and enhance your beauty routine.



BABY PUFFS

A charming accessory for accurate makeup and skincare applications. These mini-sized finger sponges are designed for precision and convenience, allowing you to achieve a flawless look effortlessly.



NEW

MINI BRUSHES SET

Small but mighty, these brushes are ready for any adventure. The Provoc Make-Up Brushes Set is your go-to for on-the-go beauty, keep these in your purse for touchup urges wherever you are.



MICRO FIBER TOWEL

A remarkably gentle tool for cleansing, exfoliating, and caring for your skin and the environment! Its ultra-soft and absorbent fibers feel amazing and help you cleanse more efficiently in any skincare routine.

TWEEZERS



STRAIGHT 11



SLANT 1



MAKEUP BRUSHES



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 KNOTTABLE 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 SHADER BRUSH

LIP BRUSH PENCIL LIP BRUSH

SYNTHETIC BRISTLES
durable & easy to clean



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.

PROVOC

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.

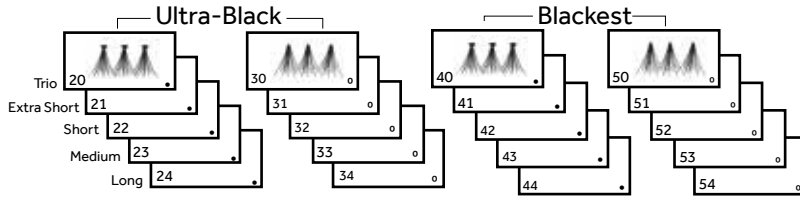
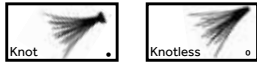
**BEST QUALITY
LASHES SINCE
2014**

ARTIFICIAL LASHES

FLARE LASHES

EYELASH ADHESIVE

KNOT/KNOTLESS 60 FLARES



THIN LASHES



PREMIUM THIN LASHES



SILK LASHES

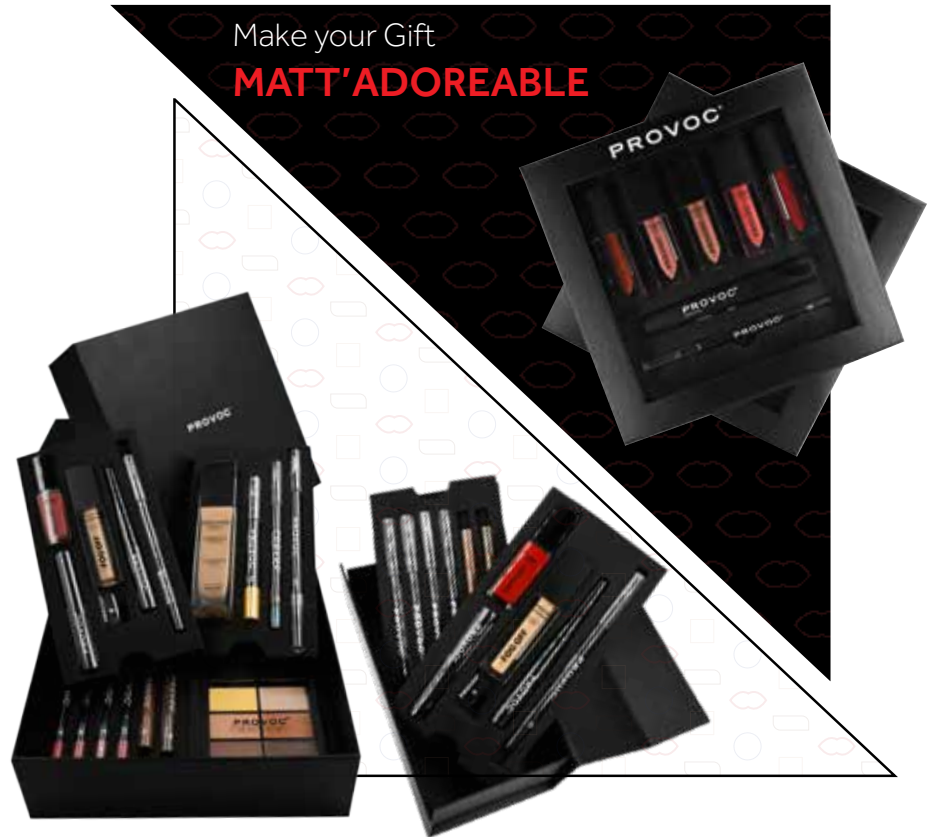


GIFT SETS

Provoc Gift Boxes

Giftng has a share at Provoc makeup, whether customized or pre-selected sets, big or small, both boxes are sophisticated and thoughtful. Crafted from durable hard cardboard, and Lasor-cut sponges, these boxes represent you with value and finesse.

The larger square variant accommodates up to four sponges, while the compact peel-and-stick alternative comfortably holds two. With the ability to customize a unique gift for a recipient every time, Provoc Gift Boxes offer the opportunity to gift with a touch of personalized luxury.



MARKETING

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



Sample Cards



Disco Bag



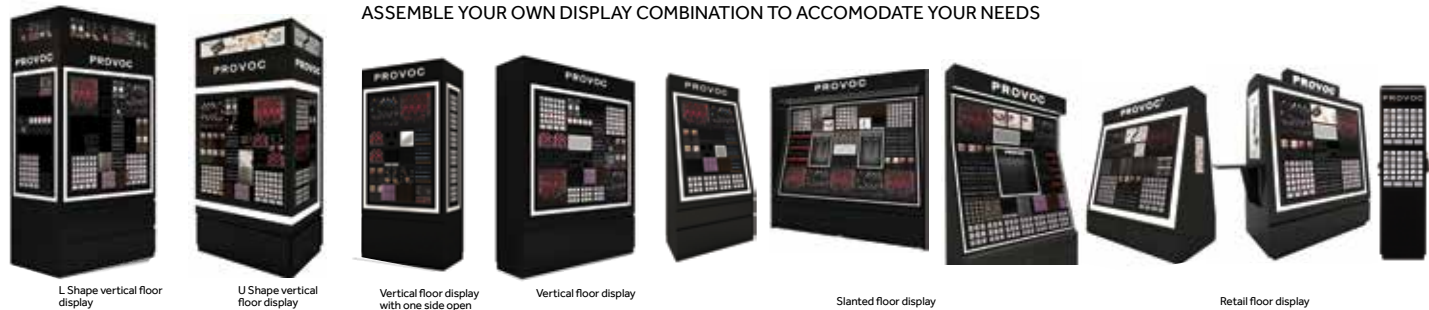
Banana Bag

MERCHANDISING COUNTER & WALL DISPLAYS

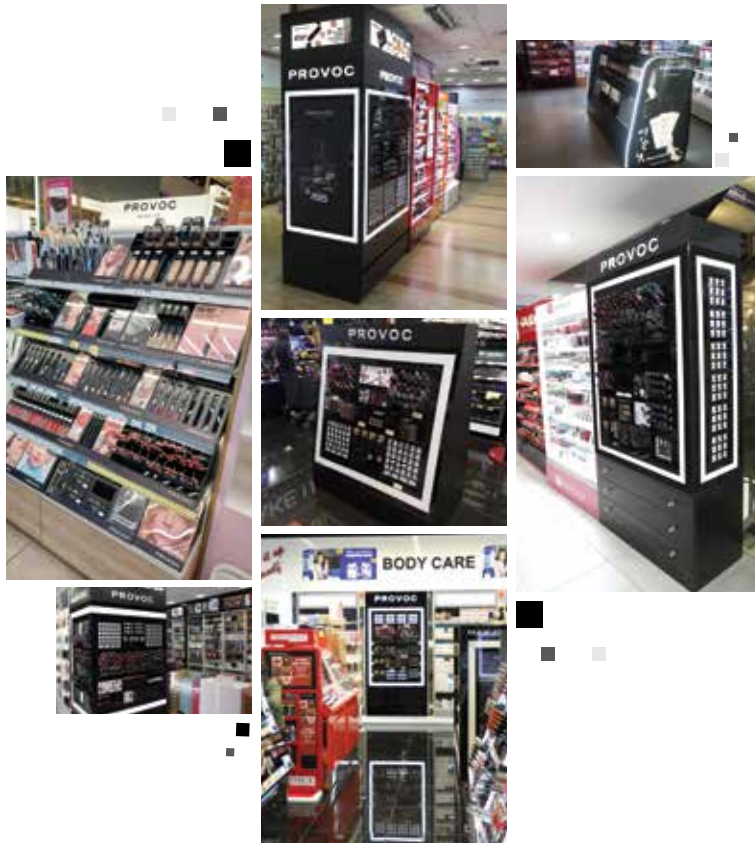
Our display structures are modular and parametric to suit your business volumes and needs.



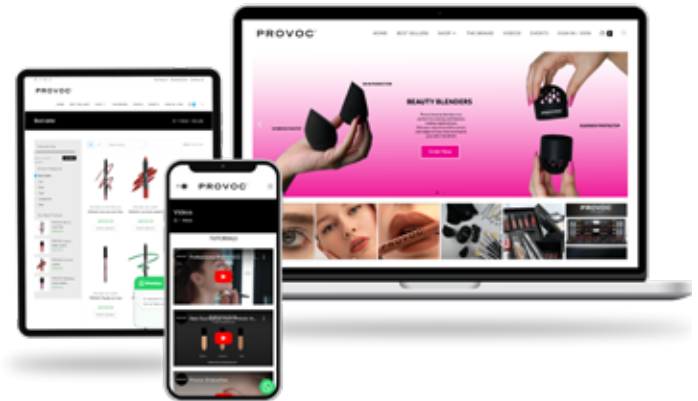
ASSEMBLE YOUR OWN DISPLAY COMBINATION TO ACCOMODATE YOUR NEEDS



RETAIL & ONLINE PRESENCE



Our merchandising approach is strictly curated around retail and the customer experience. Provoc retail displays aim to optimize product visibility, highlight key features, and create an appealing environment for customers and retailers. The displays are modular and can serve all types of retail spaces; concept stores; multiple brand megastores spaces.



Our Provoc E-commerce is accessible on leading platforms that offer local and international shipping. We proudly collaborate with online retailers who share our commitment to both the brand and customers, ensuring a seamless shopping experience wherever you are.

CONCEPT STORES

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.

POP STORE UNITS



Pop store 1
With doors
2Mx2M



Pop store 2
Without doors
2Mx2M



Pop store 3
3Mx3M



PROVOC





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