

SPRING 2024

# GIORGIO ARMANI

LIBRO

≡≡≡ *SPRING TOWARD* ≡≡≡  
YOUR GLOW GOALS







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"I WOULD LIKE CUSTOMERS TO  
LIVE AN UNFORGETTABLE EXPERIENCE  
WHEN THEY WALK IN TO ONE OF MY STORES."

*Giorgio Armani*



# W E L C O M E



**ALLISON BADEA**  
General Manager, Armani Beauty

## Dear Armani Face Designers,,

It's 2024 and I'm excited to kick it off to a strong start! On behalf of the entire Armani team, we thank you for what you do every day, closing out 2023 on this beautiful brand with the highest touch you bring to client experience.

2023 has been a year of stories to tell. We are still #1 foundation at Sephora and our overall makeup business continues to grow beyond the rate of the market. This is thanks to you, securing our business in a high loyalty category for a very sustainable future of business growth! The beginning of 2024 kicks off with a resupport campaign behind our truly iconic, holy grail foundation, Luminous Silk.

I'm thrilled for the beginning of 2024, as it is the year of incredible, exciting innovation in Armani makeup. Prisma Glass is our major new statement in gloss, a beautiful formulation with a disruptive campaign to recruit and modernize. Our support for Prisma Glass will be at the very maximal level, backed by media, events, and influencer activation, driving traffic in-store and creating a new era of desirability around our "natural glow" brand DNA. But that's not all. Directly following Prisma Glass will be the launch of Cheek Tint, the glowy liquid blush you've all been waiting for to complete the Armani look with a pop of color.

In fragrance, we come back strong in the first half of the year with a new campaign on Acqua di Gio, refocusing back in on Acqua di Gio Parfum featuring a new spokesperson and a brand new, elegant campaign. We've prioritized key tools, such as a beautiful duffle bag, to entice and drive the sale.

For women's fragrance, we look forward to our new juices behind My Way and Gioia, introducing My Way Nectar, a new fruity floral, and Gioia Intense, a new escape to the Armani Mediterranean. These new, US-relevant fragrances we are sure will help to recruit new, younger consumers and bring storytelling to our beautiful women's portfolio.

We count on your expertise and passion every day. The beginning of this year is sure to be one of great momentum and new stories to be created.

Thank you from all of us for the brand we build together. I look forward to seeing you, hopefully soon!

Allison Badea  
General Manager, Armani Beauty



**AT GIORGIO ARMANI BEAUTY  
OUR CLIENTS ARE AT THE HEART  
OF EVERYTHING THAT WE DO.**

WE STRIVE TO CREATE A MEMORABLE AND LUXURIOUS EXPERIENCE  
THROUGH EMPATHY, MINDFUL CURIOSITY,  
AND LISTENING TO UNDERSTAND OUR CLIENTS NEEDS.



## PLEASE READ FIRST:

The Armani Libro will prepare you for your upcoming season.

By accessing this information, you are representing that you are at your authorized work site.

(Signature)

I understand that I am not permitted to access this information unless I am at my work site.





 SPRING 2024

PRIORITIES  
PILLARS  
NEWMNESS

GIORGIO ARMANI



GIORGIO ARMANI

# SEASONAL

# PRIORITIES

## GLOW TRIO



### GLOW TRIO

Our star of the show, Luminous Silk Foundation, continues to reign in as #1. This season, we are showcasing the concealer as the tool to highlight, conceal & sculpt. While Fluid Sheer will customize your Glow. We are calling this - the Glow Trio! Continue to ask your client, "What glow can I teach you today?" Show your client the Glow Menu to have them engage in the lesson. Teaching your clients application & techniques such as blending, layering, and highlighting, to enhance their natural glow ensures they leave not only with the right products but also with the knowledge and skills to achieve their glow - at home. This dedication to personalized matching and glowing techniques will solidify your position as the go-to destination for complexion.

**PG. 62-65**

## GLOSS & GLOW



### PRISMA GLASS LIPGLOSS

Glow on your skin with Gloss on your Lips! When showing a client Prisma Glass, emphasize its unique features, such as the seven universally flattering shades and the innovative high-shine and volumizing formula. Highlighting its comfort and hydrating benefits, particularly the 15% squalane for continuous lip hydration with use, can entice clients seeking both beauty and lip care. Offering swatches or demonstrations of multiple shades can elevate the experience, enabling clients to explore and find their perfect match while experiencing the luxurious comfort Armani is known for.

This is our biggest launch of the year. Make sure to introduce it to every client that comes to the counter to ensure that each person leaves with a shade of Prisma Glass that feels uniquely suited to their tastes and needs.

**PG. 80-81**

## GET CHEEKY



### LUMINOUS SILK CHEEK TINT, SUNLIT CREAMY BRONZING POWDER & GLOW BLUSH

Cheek color is like the magical touch that brings your face to life, and at Armani, we're here to turn your blush routine into a fun and playful experience! Let it be a liquid or powder form, our clients are looking to learn techniques that will enhance their features and make them look great. At Armani, we have a cheek product & technique for all different levels of application. Showcasing your artistry can turn the learning experience into a fun and memorable moment for your client.

**PG. 66-71**

## ACQUA DI GIÒ



### ACQUA DI GIÒ

Did you know that one bottle of Acqua di Giò Eau de Toilette is sold every minute in the United States? These timeless fragrances continue to make our clients feel great while wearing them but also by helping the communities and their environment. The impact of Acqua di Giò extends far beyond its captivating fragrance. During the month of April, each purchase contributes to the Acqua for Life initiative, allowing clients not only to experience the essence of this timeless fragrance but also to support the noble cause of providing clean and safe water to communities in need. Sharing this meaningful initiative with clients will not only enhance their fragrance experience but also allow them to be a part of a positive change, making their purchase more meaningful and significant.

**PG. 92-99**

## MY WAY



### MY WAY

My Way Nectar embodies a captivating journey of self-exploration and sustainability, appealing to clients who cherish a fragrance that resonates with their values.

This season, introducing My Way Nectar—brimming with sparkling, fruity, and floral notes—creates an enticing opportunity for clients seeking a new olfactory experience. The fragrance not only offers a delightful interpretation of the signature scent but also aligns with the collection's commitment to sustainability by utilizing consciously sourced ingredients and contributing to reforestation efforts.

**PG. 108-115**

## GIOIA



### GIOIA

Inspired by the sun-drenched Italian Midsummer days, this fragrance captures the intensity and radiance of the Mediterranean. Its composition, with lively citrus notes complemented by the floral elegance of damascena rose and the grounding touch of cedar, creates a fresh and invigorating scent that mirrors the sparkling facets of the Mediterranean sea.

Acqua di Gioia embodies the exhilarating essence of an Italian summer, inviting our clients to immerse themselves in the depths of joy and the vibrant Mediterranean seascape. This season Gioia Intense Eau de Parfum encapsulates the joyous spirit of a summer day in Italy, evoking feelings of freshness, vitality, and the captivating energy of the azure blue waters.

**PG. 100-105**



# New This Season

PRODUCT  
TIMELINE

\*LAUNCH TIMING & ASSORTMENT  
MAY VARY BY RETAILER

FEB

APRIL

MAY

JUNE

MY WAY  
NECTAR  
PG. 109 | 90ml - \$155



PRIVE  
KOGANE'S  
PG. 121 | \$340



GIOIA  
INTENSE  
PG. 100 | 100ml - \$125



Si  
EDP  
PG. 118 | 100 ml - \$160



PRISMA GLASS LIPGLOSS  
PG. 80 - \$38



LUMINOUS  
SILK  
SUNLIT  
CREAMY  
BRONZING  
POWDER  
PG. 70 | \$58



LUMINOUS SILK CHEEK TINT  
PG. 66 | \$39



Si  
PASSIONE  
PG. 118 | 100 ml - \$160



ARMANI  
beauty





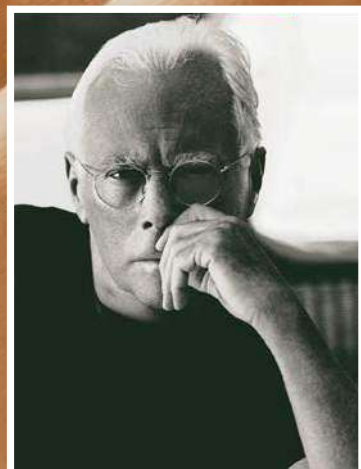
# BEHIND THE BRAND



GIORGIO ARMANI  
beauty



# GIORGIO ARMANI



# BEHIND THE BRAND

*Giorgio Armani rose from a humble background and is now one of the world's most successful living designers. Born in the Italian countryside, he hand sewed simple, yet timeless clothes that inspired him to create the global lifestyle brand we know today.*



ARMANI PRIVE FASHION SHOW 2022/2023

## THE STYLE

The Giorgio Armani style is an unmistakable association of color, material & shape to achieve a bold yet wearable result. His perfectionism and close attention to detail make Giorgio Armani one of the leading luxury designers today.



## THE MAN

Giorgio Armani is a powerful authority, a promise of success, an international symbol, an Italian designer in body & soul. His main mission is to highlight each person's individual character. As with his fashion creations, you cannot go wrong wearing Armani, it's faultless and timeless elegance.

"FREEDOM COMES FROM ELEGANCE,  
THERE IS NO ELEGANCE  
WITHOUT COMFORT AND WELL-BEING."

*Giorgio Armani*





GIORGIO ARMANI



*OUR BRAND GOALS*

*ARMANI DESIGNS MINDFUL LUXURY BEAUTY, CONVINCED THAT LESS IS MORE IS THE ULTIMATE SOPHISTICATION*



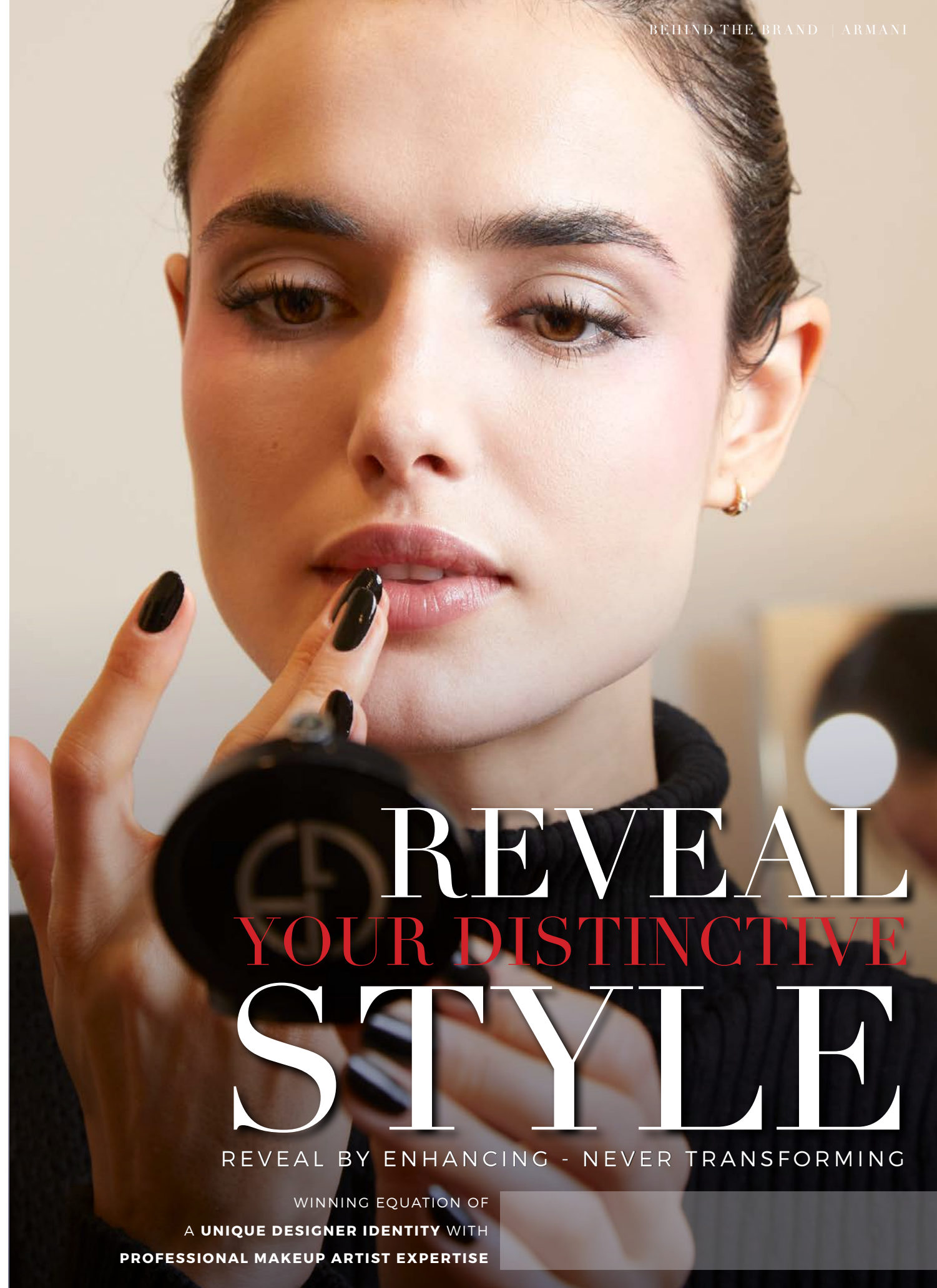
*OUR BRAND MISSION*

*ARMANI BEAUTY REVEALS THE SOPHISTICATED STYLE & CHARISMA OF TOMORROW'S WORLD CITIZEN. ACTING WITH SIMPLICITY, EFFICIENCY & RESPECT FOR THE WORLD*

**ARMANI**  
beauty

*is*

**charismatic. essential. mindful.**



**REVEAL  
YOUR DISTINCTIVE  
STYLE**

REVEAL BY ENHANCING - NEVER TRANSFORMING

WINNING EQUATION OF  
A UNIQUE DESIGNER IDENTITY WITH  
PROFESSIONAL MAKEUP ARTIST EXPERTISE



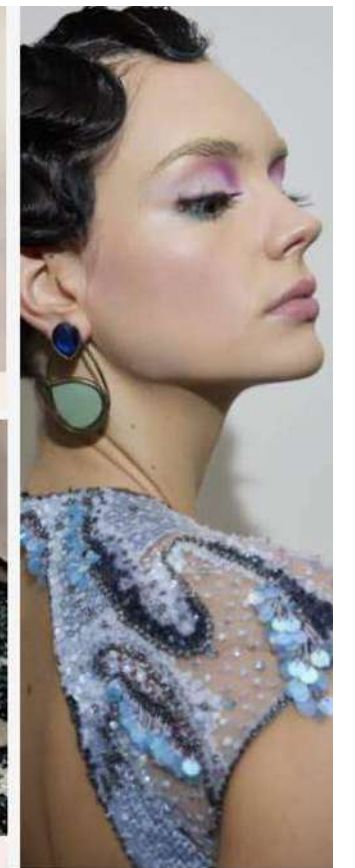
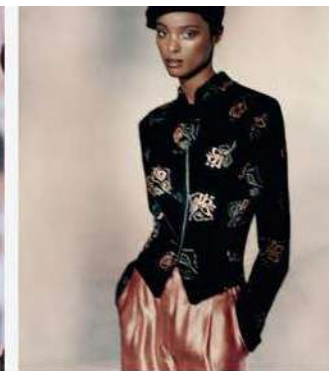


# HIROMI UEDA

**NEW! Global Makeup Artist | @hiromi\_ueda**

Born in Japan and now living in London, Hiromi Ueda is an internationally renowned make-up artist with endless talent and color expertise. Hiromi Ueda had collaborated with Giorgio Armani as a guest make-up artist and had worked on the make-up looks for the latest Armani/Privé, Giorgio Armani, and Emporio Armani fashion shows and for the latest Giorgio Armani campaigns.

In her new role, Hiromi Ueda will champion the Giorgio Armani philosophy of beauty that addresses the needs of real people, by revealing their inner and natural beauty. Thanks to her undeniable expertise of creating make-up looks backstage and distinctive knowledge of the beauty and fashion industry, Hiromi Ueda will bring her unique stake in artistry and ability for innovation to the brand.







# BECK MORGAN

## National Face Designer

Beck's philosophy of "empowering all through beauty" has been honed over nearly two decades of professional artistry experience from backstage to the red carpet.

Beck is inspired by Armani's "less is more" philosophy, empowering clients to reveal their distinctive style and uncover their inner-confidence through the combination of Armani's high-performance products & intuitive application techniques.

His passion for makeup, desire to enhance his clients' inner beauty and his professional makeup skills have earned him recognition in the US and around the world.

Beck is an influencer that shows his passion for beauty on all social media platforms. His eye for detail and the ability to take red carpet looks into simplified, mistake-proof routines is why he has such a large following.

Stay connected with Beck and learn his take on Armani artistry by following him:



@BLENDITLIKEBECK\_M

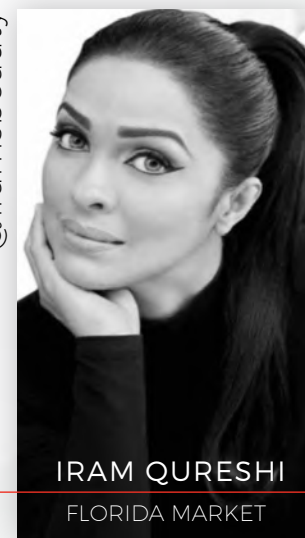


Armani's National Face Designer

# BECK MORGAN'S REGIONAL FACE DESIGNER TEAM



@iram beauty



IRAM QURESHI  
FLORIDA MARKET

**FAVORITE PRODUCTS:**  
SUPREME REVIVING LIGHT CREAM & LUMINOUS SILK FOUNDATION

**FAVORITE PART OF MY JOB:**  
MASTER CLASSES, GROUP CLASSES, AND ONE TO ONE PRIVATE LESSONS

@wendyward\_artistry

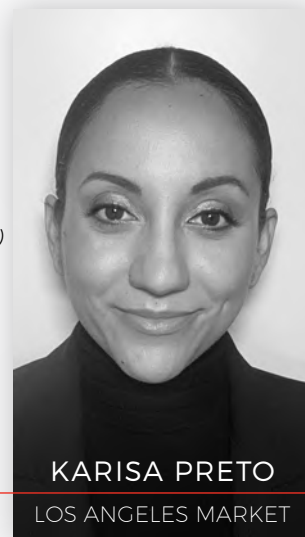


WENDY WARD  
CHICAGO MARKET

**FAVORITE PRODUCTS:**  
VOLUME RESHAPING EYE SERUM & LS HYDRATING PRIMER

**FAVORITE PART OF MY JOB:**  
BUILDING RELATIONSHIPS WITH THE AE'S, FACE DESIGNERS AND OF COURSE, CLIENTS!

@karisa.eufora



KARISA PRETO  
LOS ANGELES MARKET

**FAVORITE PRODUCTS:**  
LUMINOUS SILK FOUNDATION & PRIVÉ PIVOINE SUZHOU

**FAVORITE PART OF MY JOB:**  
GETTING TO MEET THE FACE DESIGNERS AND LEARN ALL ABOUT THE PRODUCTS

@t.briggsbeauty



TABETHA BRIGGS  
TEXAS MARKET

**FAVORITE PRODUCTS:**  
EYE TINT & LS GLOW BLUSH

**FAVORITE PART OF MY JOB:**  
MEETING NEW CLIENTS AND HELPING THEM LEARN AND LOVE ARMANI BEAUTY

@samuelriveraartistry



SAMUEL RIVERA  
NEW YORK MARKET

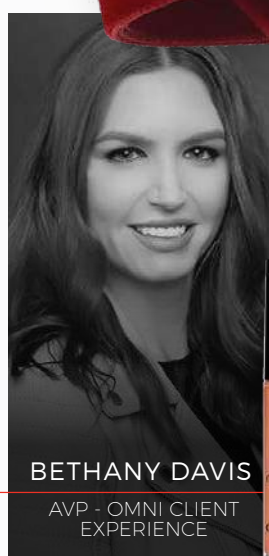
**FAVORITE PRODUCTS:**  
REVISCENTALIS META CONCENTRATE & LUMINOUS SILK FOUNDATION

**FAVORITE PART OF MY JOB:**  
MAKING PEOPLE HAPPY UTILIZING THE MAGIC OF BEAUTY AND THE MESSAGE OF OUR BRAND



# GIORGIO ARMANI beauty

## OMNI CLIENT EXPERIENCE TEAM



**BETHANY DAVIS**  
AVP - OMNI CLIENT EXPERIENCE



**FAVORITE PRODUCTS:**

ACQUA DI GIOIA  
FLUID SHEER 11

**COME TO ME FOR:**

ANYTHING AND EVERYTHING - I'M HERE FOR YOU!



**JACOB KOERKEL**  
DIRECTOR OF RETAIL ACTIVATIONS



**FAVORITE PRODUCTS:**

LUMINOUS SILK PRIMER  
ACQUA DI GIO PARFUM

**COME TO ME FOR:**

HALLMARKS, GIFT SET PRODUCTION, GWP PRODUCTION AND STRATEGY



**NAILAH CHALLENGER**  
EDUCATION COORDINATOR

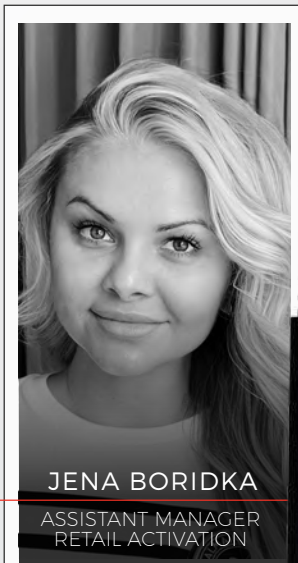


**FAVORITE PRODUCTS:**

EYE TINT  
PRIVÉ THE YULONG

**COME TO ME FOR:**

UNIFORMS & MORE



**JENA BORIDKA**  
ASSISTANT MANAGER  
RETAIL ACTIVATION



**FAVORITE PRODUCTS:**

POWER FABRIC+ FOUNDATION  
LIP POWER

**COME TO ME FOR:**

HELP WITH SETS AND GWP'S



**SHAYNA SHAPIRO**  
SENIOR MANAGER  
OF EDUCATION & ARTISTRY



**FAVORITE PRODUCTS:**

LUMINOUS SILK GLOW POWDER  
LUMINOUS SILK CHEEK TINT 62

**COME TO ME FOR:**

ANY EDUCATION SUPPORT



**BECK MORGAN**  
NATIONAL FACE DESIGNER

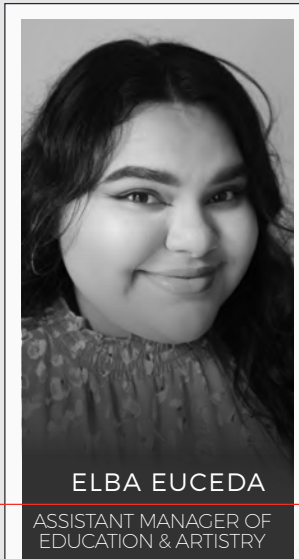


**FAVORITE PRODUCTS:**

EYE TINT  
GLOW BLUSH 50

**COME TO ME FOR:**

ARTISTRY TIPS & TRICKS, THE LATEST TRENDS IN SOCIAL MEDIA AND EVENT PLANNING



**ELBA EUCEDA**  
ASSISTANT MANAGER  
OF EDUCATION & ARTISTRY

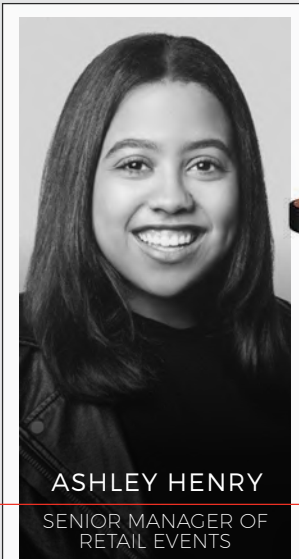


**FAVORITE PRODUCTS:**

LUMINOUS SILK FOUNDATION  
EYE TINT 56

**COME TO ME FOR:**

HELP WITH GRATIS, ONE RETAIL, & EDUCATION



**ASHLEY HENRY**  
SENIOR MANAGER  
OF RETAIL EVENTS



**FAVORITE PRODUCTS:**

LUMINOUS SILK GLOW BRONZER  
PRISMA GLASS 05 BERRY BEAM

**COME TO ME FOR:**

EVENTS, EXPERIENCES AND COLLATERAL!



# A VISION FOR THE FUTURE

Nature is one of Mr. Armani's sources of inspiration. His connection to nature drives the vision that Armani Beauty will be carbon neutral by 2025. Here are some ways that Armani is a brand that gives back to people *and* the planet.

## ECO-CONCEPTION



**WHAT IS ECO- CONCEPTION?**  
A sustainable approach to product design that considers the impact on the environment at each step, from packaging and ingredient sourcing, until the client disposes of it.

**ECO-CONCEPTION AT ARMANI BEAUTY**  
My Way achieves full carbon neutrality thanks to it's Eco-conception which includes sustainable sourcing of ingredients, the forest preservation program and the recyclable and refillable bottle. **SEE MORE ON PG 102**

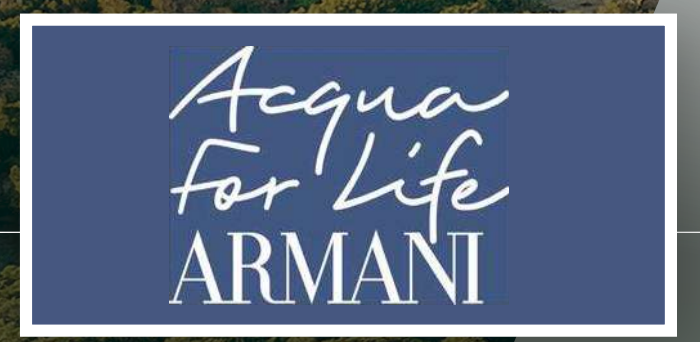
## CARBON NEUTRALITY



**WHAT IS CARBON NEUTRALITY?**  
The balance of carbon emissions with the removal of carbon dioxide from the atmosphere, by either reducing or compensating the carbon emissions.

**COMBATTING CLIMATE CHANGE:**  
Achieved by the reduction of Armani beauty's carbon emissions by 25% and through the preservation of biodiversity.

## CLEAN WATER



**WHAT IS ACQUA FOR LIFE?**  
Water is one of the most important elements on earth, as it creates life. It is a fundamental truth that everything begins with water, as no one can live without. Alongside being a vital element, water empowers lives. Since 2010, Armani's Acqua for Life has been a source of clean water for over 450,000 people, empowering them to write their own life stories.

## RESPONSIBLE PACKAGING

POST CONSUMER RECYCLED (PCR)

**PCR PLASTIC**

**PLASTIC FREE COLLECTION**

**PCR GLASS**

## REFILLABLE PRODUCTS

MAJOR CARBON FOOTPRINT REDUCTION:

**64% LESS PLASTIC**

**68% LESS CARBON FOOTPRINT**

## SUSTAINABLE SOURCING

CONSCIOUS INGREDIENT SOURCING

**PATCHOULI**

**VANILLA**

**REVISCENTALIS**



# ONE Retail

NOW AVAILABLE IN SPANISH  
AHORA DISPONIBLE EN ESPAÑOL



SCAN ME TO REGISTER FOR ONE RETAIL

ONE RETAIL IS YOUR DIGITAL LEARNING RESOURCE. IT IS THE DESTINATION FOR EVERYTHING ARMANI BEAUTY.

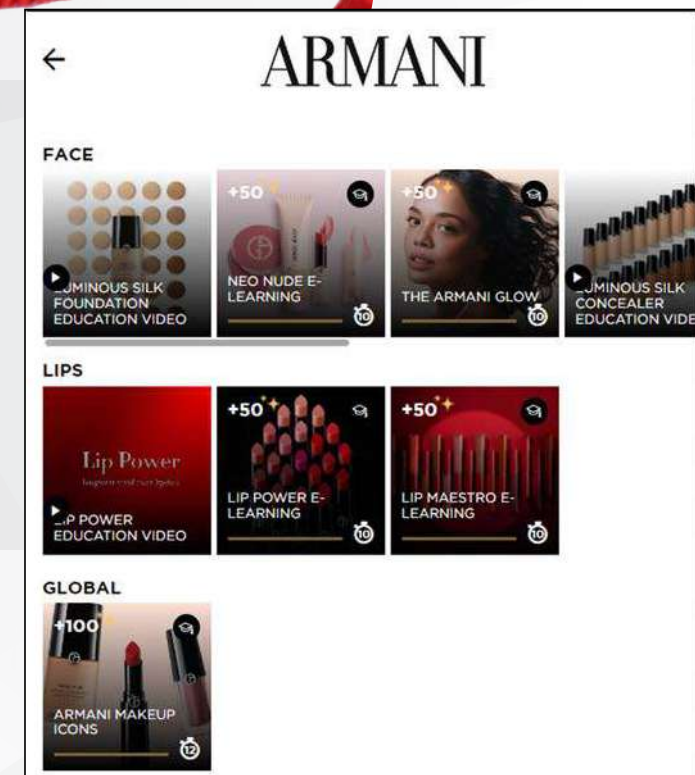
### KEEP UP-TO-DATE

with the latest Armani fashion & faces. Learn more about our Vision for the Future & test your knowledge about the man behind the brand.

THE BRAND

### COMPLETE LEARNING

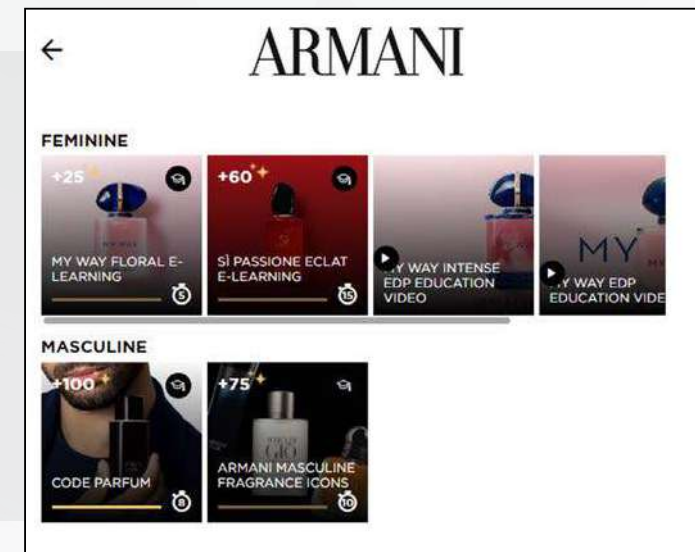
modules, quizzes & selling scenarios to earn points & gratis (when available).



MAKEUP

### EDUCATION

videos, one-pagers, and fun quizzes to keep you up-to-date on our iconic scents.



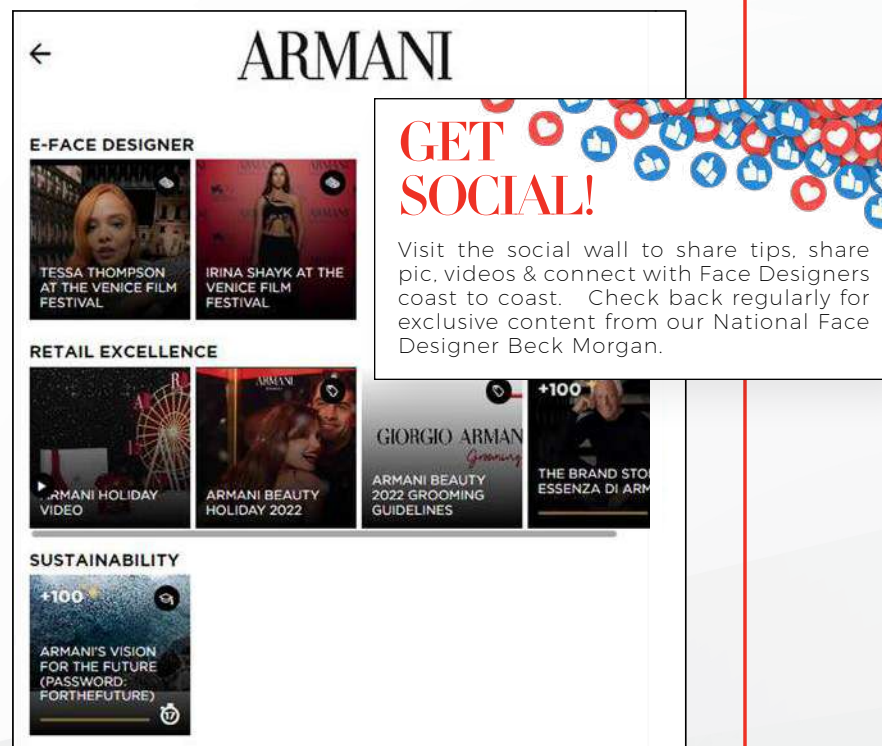
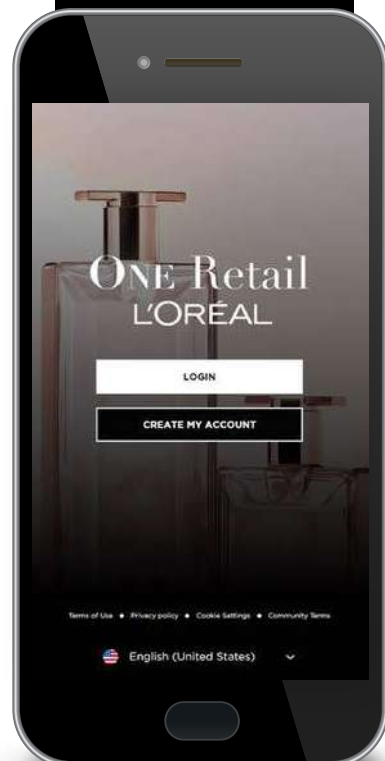
FRAGRANCE

### NEED A REFRESHER ON THE METASCUPT SERVICES?

More in-depth knowledge about Crema Nera? One Retail has product information, videos and step-by-step techniques to help you be successful.



SKIN CARE



### GET SOCIAL!

Visit the social wall to share tips, share pic, videos & connect with Face Designers coast to coast. Check back regularly for exclusive content from our National Face Designer Beck Morgan.



# T.A.I.L.O.R

## THE 6 ARMANI BEAUTY T.A.I.L.O.R STEPS

T.A.I.L.O.R IS 6 UNIQUE GIORGIO ARMANI SELLING AND SERVICE STEPS TO MAKE YOU UNFORGETTABLE TO EVERY CLIENT. IT'S HOW TO USE YOUR EXPERTISE TO MAKE HER LOYAL TO ARMANI. IT'S HELPING A WOMAN RECONNECT WITH HERSELF TO REVEAL HER OWN BEAUTY AND MAKE HER UNFORGETTABLE TOO.



BY SAMUEL RIVERA  
REGIONAL FACE DESIGNER  
@SAMUELRIVERAARTISTRY  
SAMUEL ON CLIENT RELATION

THINK ABOUT A CLIENT AS IF IT WAS SOMEONE YOU WANT TO HELP FEEL GOOD. TEXT/EMAIL/CALL/DM YOUR CLIENT TO ASK HOW THEY ARE DOING AND THAT YOU ARE LOOKING FORWARD TO SEEING THEM AGAIN. WHEN WE ONLY CONTACT OUR CLIENTS FOR EVENTS, WE ARE GIVING THEM 'SALES PEOPLE' ENERGY. REMEMBER - YOU ARE AN ARTIST, YOU ARE THE EXPERT AND YOU WANT YOUR CLIENT TO EXPERIENCE THE BEST BRAND, THE BEST PRODUCTS AND THE BEST CUSTOMER SERVICE!

### T - TOUCH

Be present. Welcome. Offer a seat. Touch is the way you welcome clients - an important step to make the client want to stay and speak with you. It's an impeccable first impression capturing their attention and offering a seat.

**GIVE A NAME, GET A NAME**

**THANK THE CUSTOMER UP FRONT**

### A - ADDRESS

Discover their needs and create a personal relationship. Ask questions to get to know your client, understand their specific needs and begin to establish a relationship.

**IDENTIFY ONE DETAIL ABOUT THE CLIENT'S LIFE**

### I - INITIATE

Be a storyteller and present the product the Giorgio Armani way, holding every product with 2 hands, as a precious object. Make sure to display the product name and relate it to their needs.

**SHARE ONE TIP THAT IS RELEVANT**

### L - LINK

Discuss and link other products and services that are right for them. Extend an invitation for a complementary service that will provide them with a sensorial experience and leave a lasting impression.

### O - OPPORTUNITY

Take the opportunity to close the sale. Remind the client what they liked and ask what they will be treating themselves to today.

**CLOSE WITH CARE**

### R - RETAIN

Be generous and continue the relationship with your client. Ask them the best way for the two of you to stay connected. Always thank your client and make sure they leave with their consultation card, samples of two different foundations and your business card.

**INITIATE CUSTOMIZED FOLLOW-UP**

# THE ARMANI CLIENT IS...

AMBITIOUS - GOAL-ORIENTED - PASSIONATE  
CONNECTED - ADVENTUROUS - FREE-SPIRITED - DISCERNING  
TASTEFUL - HEDONISTIC - SOCIAL RECOGNITION



## THEY ARE:

### ARTICULATE

-GREET THEM WITH "WELCOME TO ARMANI"

### CURIOUS

- ASK THEM ABOUT THEIR LIFESTYLE
- CREATE A WARDROBE OF PRODUCTS BASED ON THEIR ANSWERS
- MIRROR THEIR BEHAVIOR, FOR EXAMPLE, IF THEY ARE IN A HURRY - YOU BE IN A HURRY
- ALWAYS OFFER THEM 2 CUSTOMIZED SAMPLES. 1 SAMPLE BEING A FOUNDATION

### HARD WORKING

- OFFER THEM A SEAT, AND PAMPER THEM
- ALWAYS PROTECT THEIR CLOTHING AND HANDBAG
- OFFER A BEVERAGE WHEN POSSIBLE

### ORGANIZED

- OFFER A SYSTEM SUCH AS THE ARMANI GLOW, A SKINCARE ROUTINE AND/OR A DAY & NIGHT TIME MAKEUP LOOK
- FILL OUT A CLIENT CARD AND FACE CHART TO REMIND THEM OF THE ORDER OF PRODUCTS AND PLACEMENT

### BORN LEADERS

- INCLUDE THEM IN THE SELECTION PROCESS WHILE GIVING THEM YOUR EXPERT RECOMMENDATION
- REMIND THEM THAT YOU WILL BE FOLLOWING UP TO SEE HOW THEY ARE ENJOYING THEIR PRODUCTS



# CREMA NERA

TARGETS ALL SIGNS OF AGING | BUILD YOUR ROUTINE

## #1 CLEANSE



## #2 REFRESH



PRODUCT

BENEFITS

SRP

SUPREME BALANCING  
OIL-IN-GEL

SUPREME CLARIFYING  
FOAM-IN-CREAM

ACQUA  
PANTELLERIA

ACQUA  
REVISCENTALIS

DISSOLVES MAKEUP  
CLEANSING  
COMFORT & HYDRATION

REMOVES MAKEUP  
CLARIFIES  
PURIFIES

PROTECTS  
HYDRATES  
PLUMPS

CLARIFIES  
BRIGHTENS  
REFINES SKIN

SRP \$90.00

SRP \$95.00

SRP \$160.00

SRP \$160.00

## #3 TREAT



## #4 NOURISH

REVISCENTALIS  
META  
CONCENTRATE

FIRMING  
PLUMPING  
ESSENCE

CONTOUR  
DEFINING  
EYE SERUM

SUPREME  
REVIVING  
CREAM

SUPREME  
REVIVING LIGHT  
CREAM

ACCELERATES  
CELL RENEWAL  
LIFTS AND FIRMS

FIRMING  
LIFTING  
HYDRATING

FIRMING  
LIFTING  
ANTI-DARK  
CIRCLES

MOISTURE  
HYDRATION

24-HOUR  
HYDRATION

SRP \$425.00

SRP \$440.00

SRP \$180.00

SRP \$410.00

SRP \$410.00

## #4 NOURISH



## REPAIR AS NEEDED

LIFTING META  
EYE TREATMENT

LIGHT  
REVIVING  
EYE CREAM

NEOCREAM

REVIVING  
VOLCANIC MASK

SMOOTHING  
FIRMING  
LIFTING  
RENEWING

BRIGHTENS  
ANTI-DARK  
CIRCLES  
DE-PUFFS

SERUM-LIKE  
HYDRATING  
ANTI-AGING  
MOISTURIZER

CLEANSES  
DETOXIFIES  
EXFOLIATES

SRP \$230.00

SRP \$220.00

SRP \$260.00

SRP \$305.00

# SKINCARE



GIORGIO ARMANI  
beauty



# CREMA NERA

## WHAT IS CREMA NERA?

### SHARE WITH YOUR CLIENTS

THE CREMA NERA COLLECTION CONTAINS A POWERFUL PLANT EXTRACT CALLED REVISCENTALIS, IT:

- 1 **PROTECTS**  
YOUR SKIN FROM FREE-RADICALS WITH ANTIOXIDANTS THAT ARE THIRTY TIMES MORE POWERFUL THAN VITAMIN C
- 2 **PURIFIES**  
YOUR SKIN BY ELIMINATING TOXINS AND TURNING THEM INTO ENERGY FOR HEALTHY SKIN
- 3 **REGENERATES**  
YOUR SKIN BY INCREASING CELL TURNOVER THAT GIVES THE SKIN MORE RADIANCE, EVENNESS, FIRMNESS, SMOOTHNESS AND REFINES THE TEXTURE FOR SKIN REVIVAL IN JUST 12 HOURS

## TECHNOLOGY & EXTRACTION

FROM A RESURRECTION PLANT TO A CONCENTRATE FOR THE SKIN



# 1

### DRY HARVEST WHEN THE PLANT IS AT IT'S MOST POWERFUL

#### RESURRECTION PLANTS

PLANTS THAT CAN SURVIVE EXTREME DEHYDRATION OVER MONTHS OR YEARS. ARMANI LABS SCREENED 350 PLANTS TO FIND THE MOST POWERFUL ONE

#### PHOENIX PLANT

THE MOST POWERFUL SPECIES OF THE RESURRECTION PLANT, SELECTED BY ARMANI LABS IN PARTNERSHIP WITH PLANT BIOLOGIST - JILL FARRANT



# 2

### RESURRECTION

THE PHOENIX PLANT IS IMMERSED IN WATER TO STIMULATE THE REVIVING PROPERTIES



# 3

### CELL PROFILING

#### CELL PROFILING

IS THE ANALYZING OF THE KEY METABOLITES OF THE PLANT. THIS PROCESS PRECISELY SELECTS ONLY KEY METABOLITES THAT PROTECT AGAINST EXTREME ENVIRONMENTAL CONDITIONS AND REGENERATES YOUR SKIN

#### METABOLITES

ARE BUILDING BLOCKS IN ALL LIVING CELLS. THEY POWER THE PHOENIX PLANT AND CONTAIN THE INGREDIENTS THAT ALLOW THE PLANT TO REVIVE ITSELF

# 4

### HIGH -PRECISION EXTRACTION

#### REVISCENTALIS

A HIGH-POTENCY EXTRACT FROM THE RESURRECTION PLANT, CONCENTRATED IN METABOLITES





CREMA NERA

SKINCARE | CREMA NERA METASCULPT

# METASCULPT™

SERVICES



## WHAT IS METASCULPT™?

ARMANI'S NEW SIGNATURE HIGH-PRECISION MASSAGING TECHNIQUES.

**SLOWS AGING | INSTANT LIFT & FIRMNESS | BOOST EFFICACY OF YOUR SKINCARE**



## WHY METASCULPT™?

- 1 STRENGTHEN**  
TO STRENGTHEN OUR PROFESSIONAL EXPERTISE
- 2 TEACH**  
OFFER OUR CLIENTS A LUXURY EXPERIENCE AT STORE & TEACH MASSAGE TECHNIQUES THAT THEY CAN TAKE HOME
- 3 SHOWCASE**  
TO SHOWCASE THE HIGH-PRECISION, POWERFUL EFFICACY OF THE CREMA NERA SKINCARE LINE

## BENEFITS OF METASCULPT™

*SHARE WITH YOUR CLIENTS*

- 1** VISIBLY SCULPTS THE SKIN, STIMULATES SKIN CELL METABOLISM & SLOWS DOWN THE SIGNS OF AGING
- 2** TECHNIQUES TO RELAX FACE FASCIAS & STIMULATE FACIAL MUSCLE
- 3** GOES BEYOND TRADITIONAL MASSAGE TO TRANSFORM THE SKIN & INCREASE EFFICACY OF SKINCARE ABSORPTION

ARMANI BEAUTY **X** DELPHINE LANGLOIS



@DELPHINELANGLOIS.FACIALISTE

*MEET  
DELPHINE  
LANGLOIS FRANCES*

**WORLD RENOWNED FACIALIST  
CEO OF ACADEMY OF FACIALISTS**  
14 YEARS EXPERIENCE AT GEORGE V SPA IN PARIS

Armani beauty collaborated with Delphine Langlois to create massage techniques that with lift, smooth & firm the skin in combination with the Crema Nera skincare line.



# WHY WE NEED METASCULPT™

## FACE & SKIN STRUCTURE - HOW WE AGE

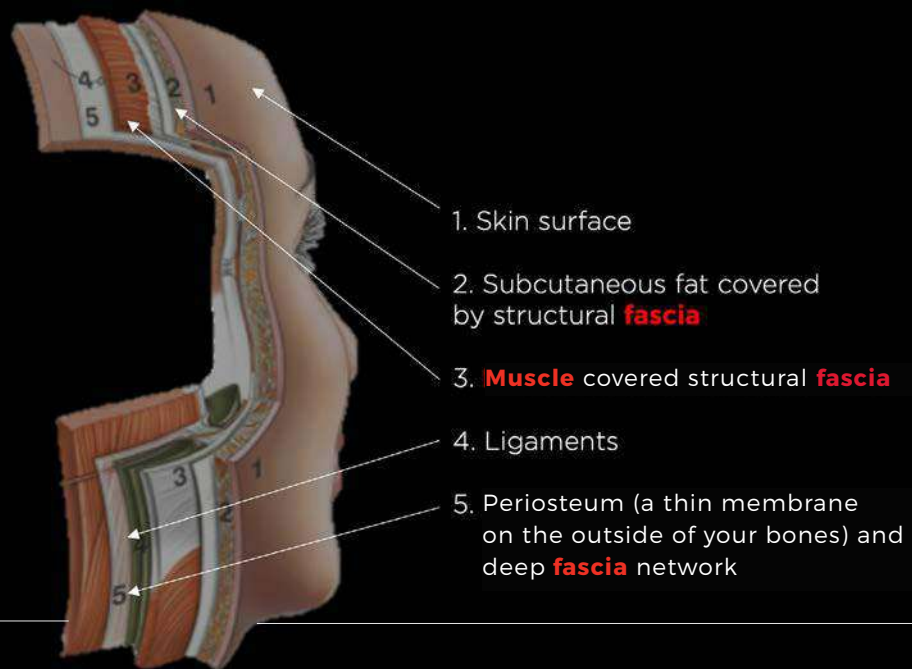
### structure OF THE FACE

**Fascia** is several layers of connective tissue that is just below the skin's surface and encases our entire body like a spiderweb.

As you age, your body produces less collagen. With less collagen, the fascia starts to dry out and tighten. If the fascia is restricted, it will hold deeper facial wrinkles in place, until released with massage.

Stretching and manipulating the fascia through different massages encourages the body to produce more collagen & elasticity.

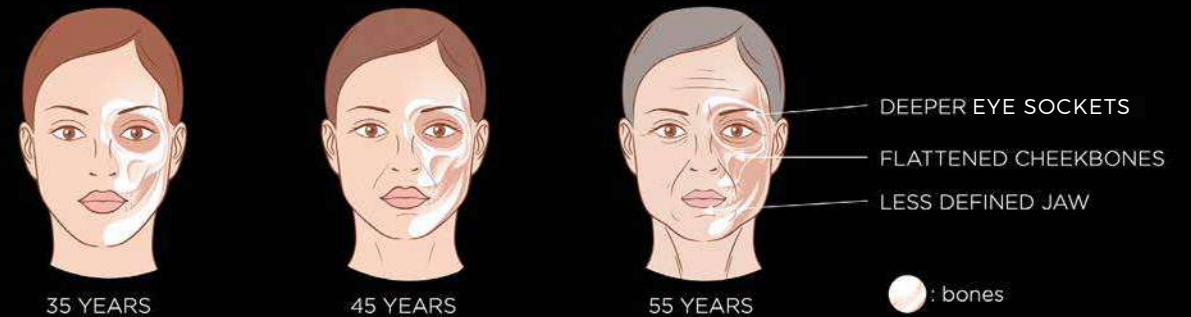
*This diagram shows that the fascia is in all the layers under the skin. Therefore, we need to work deep into the skin's surface to release the tight facial muscles.*



### structure OF THE SKIN

#### facial bones

BONE STRUCTURE CHANGES THROUGH BONE EXPANSION AND RESORPTION. BONE RESORPTION IS THE DESTRUCTION OF BONE TISSUES THAT PROMOTES BONE LOSS. AS THE BONE MASS REDUCES, THE SOFT TISSUES (MUSCLES, FAT) HAVE FEWER ATTACHEMENTS. The diagram shows flattening of the cheek bones and recession of the chin.



#### muscle aging

##### LOSS OF MUSCLE VOLUME

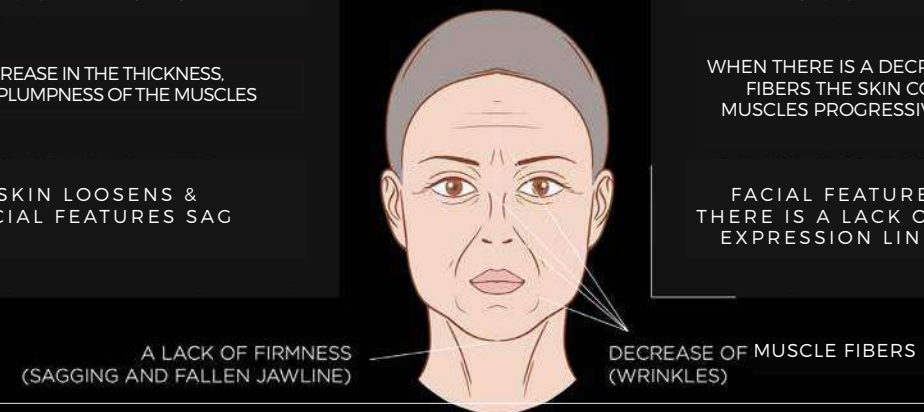
DECREASE IN THE THICKNESS, SHAPE, PLUMPNESS OF THE MUSCLES

SKIN LOOSENS & FACIAL FEATURES SAG

##### DECREASE MUSCLE FIBERS

WHEN THERE IS A DECREASE IN MUSCLE FIBERS THE SKIN COVERING THE MUSCLES PROGRESSIVELY WRINKLES.

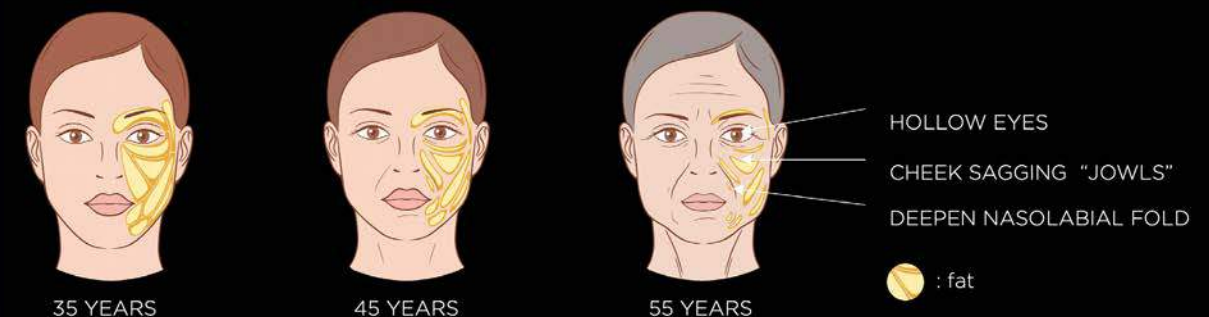
FACIAL FEATURES SAG AND THERE IS A LACK OF FIRMNESS & EXPRESSION LINES APPEAR



#### facial fat

FAT PROVIDES THE FULLNESS FOR THE SKIN. AS AGING PROGRESSES, FAT NOT ONLY BEGINS TO REDUCE, IT SHIFTS AND REDISTRIBUTES TO OTHER PARTS OF THE FACE.

It's easy to see that without the supporting fat, the eyes become hollow, the nasolabial folds deepen and the cheeks sag forming jowls.





# ESSENTIAL SERVICE METASCULPT™

*15 MINUTE MASSAGE SERVICE*

## OBJECTIVE

- *Recruit new skincare clients & makeup clients*

## HOW?

- *Deliver a 15 MINUTE SERVICE WITH METASCULPT TECHNIQUES*
- *Recommend product / give samples*
- *Teach at-home massage techniques*

## WHO?

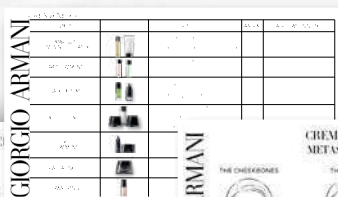
- *New skincare &/or makeup clients*

## PERFORMED

- *By Face Designers at the makeup counter*

## RESOURCES

*Consultation Card*



*Essential service training on One Retail*



*15-Minute Training Manual*

# ESSENTIAL SERVICE METASCULPT

## BEST PRACTICES

- 1 *Practice the massage techniques on yourself & a friend before you start with your clients*
- 2 *Figure out if you like to stand in front or behind your client*
- 3 *Have a very clean area with just the skincare displayed*
- 4 *Clean your hands in front of your client*
- 5 *Offer your client a mirror so that they can watch the massage techniques*
- 6 *Confirm with your client if they like your pressure*
- 7 *At the end, give them a consultation card and point out the QR code that will direct them to videos of the at-home massages*
- 8 *Follow – up with your client to see how they are enjoying their products & invite them in for another metascalpt service*



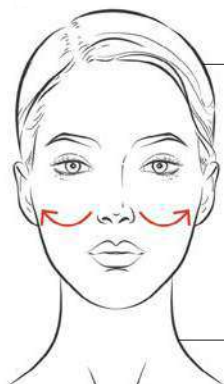
# AT HOME TECHNIQUES METASculPT™

*WHAT IF WE CAN SHOW OUR CLIENTS  
HOW TO BOOST THE EFFICACY OF CREMA NERA  
& VISIBLY SCULPT THEIR FACE WITH METASculPT TECHNIQUES?*

Introduce the Metasculpt techniques to all your skincare clients so they can practice at home to enhance the efficacy of their Crema Nera products in between Metasculpt treatments at your counter.

## THE CHEEKBONE MASSAGE

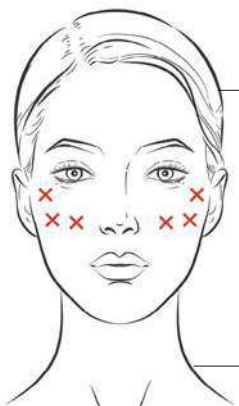
STEP#1



### sculpt

- Bend your index fingers (form a hook)
- Sculpt the cheekbones with deep smoothing motions
- Start from the sides of the nose then follow the structure of the cheekbone and finish the gestures on the temples

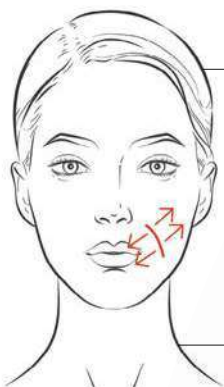
STEP#2



### stimulate

- Grab the cheekbones between your thumbs and your index fingers
- Stimulate the skin with tonic pinching

STEP#3



### smooth

- Place your fingers on the fold
- Form a hook with your fingers and embed them gently on the muscles
- Smooth the nasolabial fold with piano fingers and stretching motions



## THE JAWLINE MASSAGE

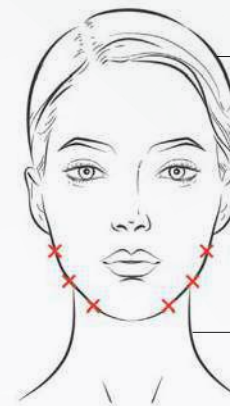
STEP#1



### sculpt

- Form a heart with your index finger and your thumb and place them on the chin
- Sculpt the jawline in upwards smoothing and lifting motions with your hooked index finger placed above the jaw and your thumb placed under it
- Smooth it slowly and with depth, up until the earlobe

STEP#2



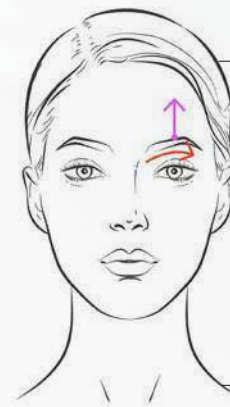
### stimulate

- Stimulate the skin with tonic pinching with your thumb and your index finger



## THE EYE MASSAGE

STEP#1



### lift

- Place one hand above the eyebrow to avoid creating lines on the forehead
- Use the index finger and lift the eyebrow zone with big slow and deep smoothing motions
- Start on the inside of the eye and go up until you have reached the end of the eyebrow
- Be careful to grab the orbicular muscle of the upper eye before lifting it

STEP#2



### smooth

- Place your fingers on the crow's feet
- Form a hook with your fingers and embed them gently on the orbicular muscle and stretch the wrinkle
- Smooth the crow's feet with piano fingers and stretching motions





# CREMA NERA



## SUPREME CLARIFYING FOAM-IN-CREAM CLEANSER

SKINCARE | SRP \$95

A FOAMING, ANTI-AGING CLEANSER THAT REMOVES IMPURITIES WITHOUT DRYING SKIN.

### BENEFITS

CLARIFIES  
PURIFIES  
HYDRATES

### TECHNOLOGY

· REVISCENTALIS & PANTELLERIA MINERALS ·  
TARGETS ALL SIGNS OF AGING



PAIR WITH:  
SUPREME BALANCING OIL-IN-GEL CLEANSER  
ACQUA REVISCENTALIS



## SUPREME BALANCING OIL-IN-GEL CLEANSER

SKINCARE | SRP \$90

RESTORES STRESSED AND FATIGUED SKIN TO A HEALTHY AND RADIANT TEXTURE

### BENEFITS

DISOLVES MAKEUP  
PURIFIES  
COMFORTS

### TECHNOLOGY

· REVISCENTALIS AND MINERALS ·  
ADDRESSES ALL SIGNS OF AGING  
· BLACK CUMIN OIL ·  
PLUMPS AND REPAIRS SKIN

PAIR WITH:  
FOAM-IN-CREAM CLEANSER  
ACQUA PANTELLERIA



## ACQUA PANTELLERIA ANTIOXIDANT TREATMENT LOTION



SKINCARE | SRP \$160

CREATED BY THE MINERAL RICH WATERS OF PANTELLERIA, THIS LUXURIOUS LOTION SOFTENS THE SKIN AND ENHANCES THE BENEFITS OF THE ENTIRE CREMA NERA REGIMEN

### BENEFITS

HYDRATES  
PROTECTS  
REGENERATES

### TECHNOLOGY

· REVISCENTALIS & MINERALS ·  
ADDRESSES ALL SIGNS OF AGING  
· HYALURONIC ACID ·  
HYDRATES AND PLUMPS  
· VITAMIN E & GRAPEFRUIT EXTRACT ·  
HIGH IN ANTIOXIDANT PROPERTIES

### ARTISTRY TIP

AN EXCELLENT INTRODUCTORY PRODUCT TO SHOW NEW AND EXISTING CLIENTS, AS IT HELPS ANY SKINCARE APPLIED AFTERWARDS ABSORB BETTER

PAIR WITH:  
FIRMING PLUMPING ESSENCE  
CREMA NERA CREAM



## ACQUA REVISCENTALIS REVIVING TREATMENT LOTION

SKINCARE | SRP \$160

SOAKED IN HYDRATION, SKIN IS CLARIFIED, BRIGHTENED AND REFINED FOR IMPROVED SKINCARE PENETRATION

### BENEFITS

HYDRATING  
CLARIFYING  
EXFOLIATING

### TECHNOLOGY

· HIGHEST CONCENTRATION OF REVISCENTALIS ·  
FOR CELLULAR ANTI-OXIDATION AND DETOXIFICATION  
· PANTELLERIA MINERALS ·  
REINFORCES SKIN'S BARRIER FOR STRONGER STRUCTURE AND LOCKED IN HYDRATION  
· BEECH BUD & HIGH CONCENTRATION OF GLYCOLIC ACID ·  
PROVIDES CELLULAR RENEWAL AND EXFOLIATION FOR SMOOTHER, MORE EVEN COMPLEXION

PAIR WITH:  
META CONCENTRATE  
CREMA NERA LIGHT TEXTURE





# CREMA NERA FACE

## REVISCENTALIS META CONCENTRATE ★

SKINCARE | SRP \$425

IN A FIRST TO THE BEAUTY INDUSTRY, THIS ADVANCED CONCENTRATE TRIPLES THE POWER OF REVISCENTALIS, TRANSFORMING THE SKIN AND TARGETS ALL SIGNS OF AGING

### BENEFITS

ACCELERATES CELL RENEWAL  
LIFTS AND FIRMS  
EVENS SKIN TONE  
SMOOTHS TEXTURE

### TECHNOLOGY

- TRIPLE ENCAPSULATION OF REVISCENTALIS ·
- ACTIVATES SKIN REVIVING ABILITY AND ACCELERATES CELL RENEWAL
- CERAMIDES, FERULIC AND AMINO ACIDS ·
- SMOOTH SKIN TEXTURE
- HYALURONIC ACID ·
- MOISTURIZES AND PLUMPS THE SKIN

PAIR WITH:

ACQUA REVISCENTALIS  
CREMA NERA CREAM LIGHT TEXTURE

## FIRMING PLUMPING ESSENCE

SKINCARE | SRP \$440

GEL-ESSENCE SERUM CONCENTRATED IN REVISCENTALIS™ TO REFIRM THE SKIN WITH INSTANT FIRMLING, LASTING RADIANCE AND RESTORES SKIN'S DENSITY

### BENEFITS

FIRMING  
PLUMPING  
RE-DENSIFIES

### TECHNOLOGY

- REVISCENTALIS & PANTELLERIA MINERALS ·
- TARGETS ALL SIGNS OF AGING
- MEDITERRANEAN PLANTAIN ·
- FOR FIRMLING AND RE-DENSIFYING THE SKIN
- MICRO EMULSION ·
- PROVIDES DEEP SKIN PENETRATION OF ACTIVE INGREDIENTS, INSTANTLY

PAIR WITH:

ACQUA PANTELLERIA  
CREMA NERA CREAM

# GIORGIO ARMANI

beauty





# CREMA NERA EYES

ARMANI beauty

## CONTOUR DEFINING EYE SERUM ★

\*FORMALLY KNOWN AS VOLUME RESHAPING EYE SERUM. THE FORMULA REMAINS THE SAME



SKINCARE | SRP \$180

THIS SERUM TARGETS WRINKLES, PUFFINESS, FIRMNESS AND DARK CIRCLES

### BENEFITS

BRIGHTENING  
SMOOTHING  
FIRMING  
LIFTING

### TECHNOLOGY

- REVISCENTALIS & MINERALS · ADDRESSES ALL SIGNS OF AGING
- TREHALOSE · DERIVED FROM SUGAR, DEEPLY NOURISHES SKIN
- HYALURONIC ACID · HYDRATES AND RE-PLUMPS
- HALOXYL · POWERFUL INGREDIENT FOR THE REDUCTION OF DARK CIRCLES

**PAIR WITH:**

LIGHT REVIVING EYE CREAM  
POWER FABRIC CONCEALER

## LIGHT REVIVING EYE CREAM

SKINCARE | SRP \$230

TARGETS WRINKLES AND PUFFINESS WHILE ILLUMINATING AND HYDRATING THE EYE AREA



### BENEFITS

BRIGHTENING  
SMOOTHING  
DE-PUFFS  
NOURISHING

### TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- BUCKWHEAT EXTRACT & CAFFEINE · DE-PUFFS EYES
- HALOXYL COMPLEX · THE MOST POWERFUL INGREDIENT TO DIMINSH DARK CIRCLES
- MINERALS - SILICIUM, POTASIMUM, MAGNESIUM, SODIUM · OPTIMIZE LIGHT REFLECTION TO BRIGHTEN THE EYE

**PAIR WITH:**

CONTOUR DEFINING EYE CREAM  
LUMINOUS SILK CONCEALER

### ARTISTRY TIP

ALWAYS SHOWCASE THE MIRROR ON THE BOTTOM OF THE JAR, AS THIS FORMULA IS EXCELLENT FOR REVIVING THE UNDER EYE CONCEALER AFTER A LONG DAY

CREMA NERA  
firming meta  
eye treatment  
GIORGIO ARMANI



## CREMA NERA FIRMING META EYE TREATMENT

SKINCARE | SRP \$230

A CONCENTRATED ANTI-AGING EYE TREATMENT WITH PEPTIDES, SPECIFICALLY DESIGNED TO LIFT, FIRM, AND SMOOTH THE EYE AREA. FORMULATED WITH REVISCENTALIS EXTRACT AND TARGETED PEPTIDES FOR HIGH PRECISION WRINKLE CORRECTION OVER TIME

### BENEFITS

ACCELERATES CELL RENEWAL  
LIFTS  
FIRMS  
SMOOTHS

### TECHNOLOGY

- REVISCENTALIS AND MINERALS - PROTECT, PURIFY AND REGENERATE THE EYE AREA
- 7 POTENT PEPTIDES PEPTIDES ARE AMINO ACIDS THAT NATURALLY OCCUR IN THE SKIN. COLLAGEN IS MADE OF 3 PEPTIDES. ADDING PEPTIDES STIMULATE THE SKIN TO MAKE COLLAGEN. MORE COLLAGEN CAN LEAD TO FIRMER-LOOKING SKIN.

## CREMA NERA EYE ROUTINE

ADVANCED SIGNS OF AGING TO CORRECT  
CONTOUR DEFINING EYE SERUM  
&  
LIGHT-REVIVING EYE CREAM

FIRST SIGNS OF AGING TO PREVENT  
CONTOUR DEFINING EYE SERUM  
&  
LIGHT-REVIVING EYE CREAM



REDUCES PUFFINESS & DARK CIRCLES  
PROVIDES RADIANCE



FIGHTS WRINKLES  
FIRMS & LIFTS EYE AREA



# CREMA NERA MOISTURIZERS



## SUPREME REVIVING CREAM\*



SKINCARE | SRP \$440

THIS DOUBLE-SILK TEXTURED CREAM TARGETS ALL SIGNS OF AGING TO NOURISH EVEN THE DRIEST SKIN

### BENEFITS

REVIVE  
NOURISH  
SOOTHES

### TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- MEDITERRANEAN CAPERS · PROVIDE SOFTNESS AND SUPPLENESS TO THE SKIN
- PEACH KERNEL OIL · NATURAL OIL FOR NOURISHMENT
- SHEA BUTTER · FOR AN INTENSE NOURISHING FEELING



PAIR WITH:  
ACQUA PANTELLERIA  
FIRMING PLUMPING ESSENCE

## SUPREME REVIVING LIGHT CREAM\*

SKINCARE | SRP \$420

THIS LIGHT VERSION OF THE ORIGINAL CREMA NERA CREAM HYDRATES AND CORRECTS ALL SKIN TYPES, EVEN IN HOT AND HUMID WEATHER



### BENEFITS

SOFTENS  
SMOOTHS  
FIRMS

### TECHNOLOGY

- REVISCENTALIS AND MINERALS · ADDRESSES ALL SIGNS OF AGING
- MANNOSE · PROVIDES 24-HOUR HYDRATION AND AN ULTRA-LIGHT TEXTURE

## SUPREME REVIVING CREAM 30ML & SUPREME REVIVING LIGHT CREAM 30ML

SKINCARE | SRP \$280

AVAILABLE IN ALL STORES



ARMANI  
beauty

## CREMA NERA REFILL

ONLY AVAILABLE IN THE 50ML SIZE

SKINCARE | SRP \$370

NOW AVAILABLE IN AN EASY TO INSERT REFILL. THE REFILLABLE JAR IS IN-LINE WITH ARMANI BEAUTY'S COMMITMENT TO ACTING IN AN ENVIRONMENTALLY-RESPONSIBLE WAY



GIORGIO ARMANI



CREMA NERA  
Supreme reviving cream





## NEOCREAM *limited distribution*

SKINCARE | SRP \$260

THE TEXTURE OF AN ESSENCE, THE CONCENTRATION OF A SERUM AND THE NOURISHMENT OF A CREAM

### BENEFITS

- REPAIRS
- REVIVES
- HYDRATES

### TECHNOLOGY

- REVISCENTALIS ·
- REVIVES CELL ENERGY
- NANO-EMULSION ·
- PENETRATES AT AN INTER-CELLULAR LEVEL
- NEO-CERAMIDES ·
- REPAIR THE CELL BARRIER
- NIACINAMIDE ·
- REDUCES THE APPEARANCE OF PORES, FINE LINES AND WRINKLES

### ARTISTRY TIP

#### TO TRANSFORM FROM LIQUID TO CREAM

POUR A QUARTER SIZE AMOUNT IN THE PALM OF YOUR HAND AND EMULSIFY THE PRODUCT BETWEEN YOUR HANDS AT LEAST 15 TIMES UNTIL THE TEXTURE TURNS INTO A WHITE CREAM



## REVIVING VOLCANIC MASK

SKINCARE | SRP \$305

THIS TRIPLE USE TRANSFORMING TEXTURE REMOVES MAKEUP, EXFOLIATES AND IS A DETOXING REVIVING MASK

### BENEFITS

- REMOVES
- EXFOLIATES
- DETOXIFIES

### TECHNOLOGY

- REVISCENTALIS AND MINERALS ·
- PROTECTS THE SKIN ON A CELLULAR LEVEL AND TARGETS ALL SIGNS OF AGING.
- METAMORPH'OIL ·
- EFFORTLESSLY DISSOLVES MAKEUP AND IMPURITIES ON FACE, EYES AND LIPS
- VOLCANIC POWDER ·
- PURIFIES, EXFOLIATES AND ILLUMINATES SKIN WHILST BALANCING SEBUM PRODUCTION
- 99% NATURAL ·

### ARTISTRY TIP

SHOW THE CLIENT THE EFFICACY OF THE PRODUCT BY APPLYING A THIN LAYER ON THE BACK OF THE HAND, LEAVE FOR A FEW MINUTES AND REMOVE. COMPARE ONE HAND TO THE OTHER!

# CREMA NERA

## SKIN PRECISION ANALYZER

AN ONLINE SKIN DIAGNOSTIC TOOL POWERED BY ARTIFICIAL INTELLIGENCE & A HIGH-PRECISION ALGORITHM TO ANALYZE YOUR SKIN IN JUST 1 SELFIE  
**UNLOCK YOUR CREMA NERA ROUTINE FOR PRECISION SKIN REVIVAL**

### WHY SHOULD YOU USE IT WITH YOUR CLIENTS?

- To boost brand awareness, recruit clients & increase skincare business

#### A PERSONALIZED TAILOR-MADE SKIN CARE PRESCRIPTION

- Routines varies according to skin type
- Dedicated skincare/ content recommendation
- Ingredients focused information

#### 5 SKIN CONCERNS DETECTED

- Wrinkles
- Eye contour
- Lack of firmness
- Lack of radiance
- Acne

TRY IT NOW!



### HOW TO PERSONALIZE THE EXPERIENCE?



## 1. SKIN TYPE

Distinctive routine by skin type:  
 OILY, COMBINATION, NORMAL, DRY

## 2. CONCERNS ANALYSIS

5 skin concerns analyzed : FIRMNESS, RADIANCE, ACNE, EYE CONTOUR, WRINKLES

## 3. 5 STEP ROUTINE

Fully personalized skincare routine focused on the main concern : CLEAN, PREP, ACTIVATE, EYE CONTOUR, TREAT, PAMPER







# MAKEUP

COMPLEXION | LIPS | EYES

## DID YOU KNOW?

### THE SECRET TO ARMANI'S SECOND-SKIN FINISH AND FEEL

ARMANI BEAUTY PRODUCTS ARE ALWAYS FORMULATED IN A TRANSLUCENT BASE, NEVER WHITE OR OPAQUE. THIS OFFERS UNPARALLELED DEPTH OF COLOR AND RADIANCE, ENSUING THE PRODUCT LOOKS AND FEELS LIKE A SECOND-SKIN.

GIORGIO ARMANI  
beauty



*What gives Luminous Silk Foundation the iconic natural glow?*

# MICRO-FIL TECHNOLOGY

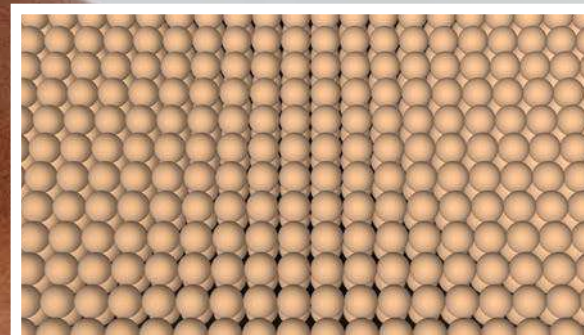


*“EACH TEXTURE IS LIKE AN EVANESCENT WEAVE THAT REVEALS THE NATURAL BEAUTY OF THE SKIN. APPLYING MAKEUP IS ALL ABOUT ENHANCING, NOT CONCEALING”*

*Giorgio Armani*

## THE SECRET BEHIND LUMINOUS SILK

MICRO-FIL IS ARMANI'S PATENTED, PROPRIETARY TECHNOLOGY. WE TAKE THE HIGHEST QUALITY INGREDIENTS AND REFINE THEM TO THEIR SMALLEST POSSIBLE PARTICLES, RESULTING IN UNIQUELY FLAT MOLECULES THAT CREATE A WEIGHTLESS FORMULA THAT LAYERS SEAMLESSLY & SMOOTHS THE APPEARANCE OF THE SKIN. THESE PIGMENTS SIT IN A TRANSPARENT BASE ENSURING THE FORMULA IS NEVER GRAY OR ASHY AND ALWAYS ALLOWS YOUR NATURAL RADIANCE TO SHINE THROUGH. THIS IS WHY, ARMANI MAKEUP IS MISTAKE-PROOF FOR ALL CLIENTS, DELIVERING SEAMLESS BLENDING & LAYERING.



GOES FROM TRADITIONAL SPHERICAL INGREDIENTS TO FLAT

### DID YOU KNOW?

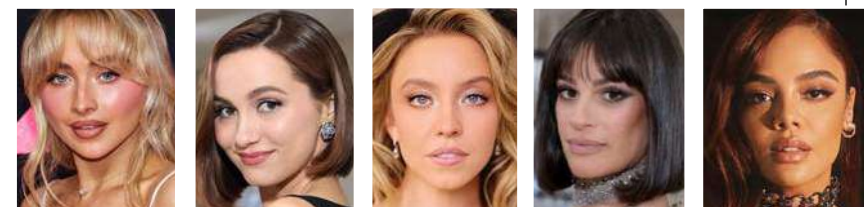
**MICRO-FIL TECHNOLOGY IS EXCLUSIVE TO GIORGIO ARMANI**  
EVERY LUMINOUS SILK PRODUCT; LIQUID OR POWDER, IS MADE WITH MICRO-FIL TECHNOLOGY

# COMPLEXION



# LUMINOUS SILK COLLECTION

## ICONIC NATURAL GLOW FOUNDATION CHERISHED BY CELEBRITIES

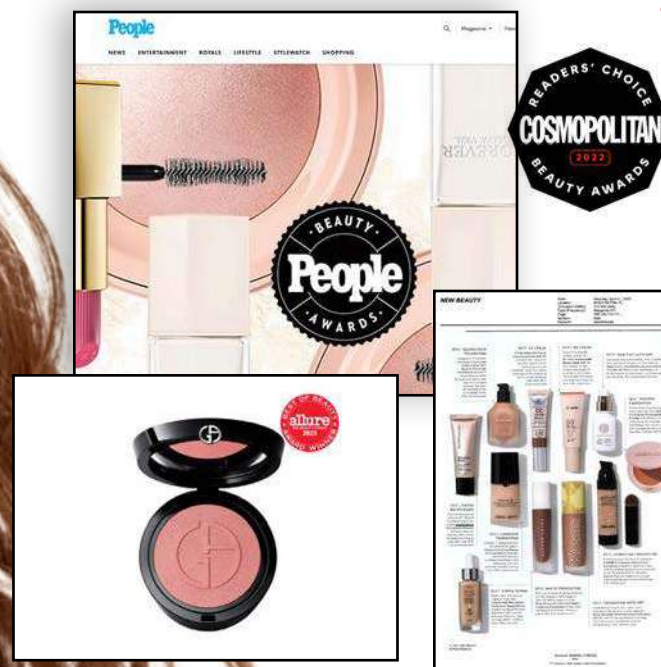


### CELEBRITIES

Sabrina Carpenter, Maude Apatow, Sydney Sweeney, Lea Michele, Tessa Thompson, Behati Prinsloo, Meghan Fahy, Camila Mendes, Sandra Oh

## CROWNED BY THE PRESS

### MEDIA HIGHLIGHTS



*Luminous Silk*

**NEW BEAUTY**  
Print - April 2023  
2023 NEW BEAUTY AWARDS  
*Luminous Silk Foundation*

**COSMOPOLITAN**  
Aug 2022  
READERS CHOICE  
BEAUTY AWARDS  
*Luminous Silk Foundation*

**COSMOPOLITAN**  
Sept 2022

READER'S CHOICE  
BEAUTY AWARDS  
*Luminous Silk Foundation*

EDITORIALIST  
Oct 2022  
BEAUTY AWARDS 2022  
*Luminous Silk Foundation*

**ALLURE**  
Online - September 2023  
"BEST IN BEAUTY 2023:  
BASE MAKEUP"  
*Luminous Silk Glow Blush*

**PEOPLE**  
Online - September 2023  
"PEOPLE'S BEAUTY AWARDS:  
SEE OUR FAVORITE MAKEUP  
PRODUCTS OF 2023!"  
*Luminous Silk Glow Liquid Bronzer*

**NEW BEAUTY**  
Online - September 26, 2023  
"READER'S CHOICE AWARDS:  
MAKEUP"  
*Luminous Silk Foundation*

## PRIZED BY THE MEDIA

# GIORGIO ARMANI



# FOUNDATION

GEOGRAPHY



GIORGIO ARMANI

	GLOW			MATTE	
	Luminous Silk	Neo Nude Tinted Moisturizer	Luminous Silk Glow Setting Powder	Power Fabric Balm	Power Fabric+
	MORE COVERAGE		LESS COVERAGE	LESS COVERAGE	MORE COVERAGE
RESULT	NATURAL FINISH	NATURAL HEALTHY GLOW	SKIN PERFECTING POWDER	NATURAL MATTE FINISH. HUMIDITY RESISTANT.	NATURAL MATTE LIGHTWEIGHT 24-HOUR WEAR TRANSFER RESISTANT SPF25
APPLICATION	BLENDER BRUSH	FINGER TIPS	POWDER BRUSH APPLICATOR	SPONGE APPLICATOR	BLENDER BRUSH
COVERAGE	MEDIUM BUILDABLE	LIGHT BUILDABLE	SHEER INVISIBLE BLURRING COVERAGE	MEDIUM TO FULL	MEDIUM TO FULL
	SRP \$69.00	SRP \$52.00	SRP \$69.00	SRP \$70.00	SRP \$70.00

SEE PAGE 138 TO NAVIGATE SHADE RANGE



# PRIMERS



## LUMINOUS SILK HYDRATING PRIMER

COMPLEXION | **SRP \$46**

A HYDRATING PRIMER THAT GIVES GLOW AND LONGEVITY TO ANY COMPLEXION PRODUCT

### BENEFITS

- HYDRATING
- SMOOTHING
- BOOST RADIANCE

### FEATURES

- GLYCERIN FOR HYDRATION
- 2D CRYSTAL PIGMENTS EVEN SKIN TONE AND BLUR IMPERFECTIONS
- OIL-IN-WATER EMULSION FOR A NO MAKEUP FEEL

PAIR WITH:  
UNDER ANY MAKEUP REQUIRING A  
RADIANT FINISH AND HYDRATING FEEL



## FLUID MASTER PRIMER

COMPLEXION | **SRP \$46**

A PRIMER THAT LEAVES THE SKIN WITH A SOFT MATTE, TRANSPARENT FINISH

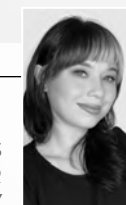
### BENEFITS

- MATTIFYING
- SMOOTHING
- WEIGHTLESS

### FEATURES

- TRANSPARENT REFINERS SMOOTH AND REFINE THE SURFACE OF OILY SKIN

PAIR WITH:  
UNDER ANY MAKEUP TO SMOOTH  
OR MATTIFY MAKEUP RESULT



BY TABETHA BRIGGS  
REGIONAL FACE DESIGNER  
**@T.BRIGGSBEAUTY**

**TABETHA ON LUMINOUS SILK PRIMER**

"MY FAVORITE WAY TO USE LUMINOUS SILK PRIMER IS TO MIX EQUAL PARTS WITH A PUMP OF LUMINOUS SILK FOUNDATION! IT CREATES A BEAUTIFUL SHEER HYDRATED BASE AND ALLOWS YOU TO BUILD YOUR CUSTOM COVERAGE WHILE HAVING A HEALTHY SKIN GLOW! EVERY TIME I DO THIS TRICK, THE SKIN IS RADIANT AND SO VERY SMOOTH - PORES HAVE DISAPPEARED!" TABETHA BRIGGS, REGIONAL FACE DESIGNER

FIND  
THE RIGHT  
FOUNDATION  
*for* YOUR CLIENT

ASK

WHAT KIND OF **COVERAGE** WOULD YOU LIKE? **1** *light, medium or full*

WHAT KIND OF **FINISH** WOULD YOU LIKE? **2** *luminous or matte*





# LUMINOUS SILK FOUNDATION

COMPLEXION | SRP \$69

AN AWARD-WINNING OIL-FREE FOUNDATION THAT DELIVERS MEDIUM BUILDABLE COVERAGE AND A NATURAL FINISH THAT LEAVES SKIN LOOKING FLAWLESS

## BENEFITS

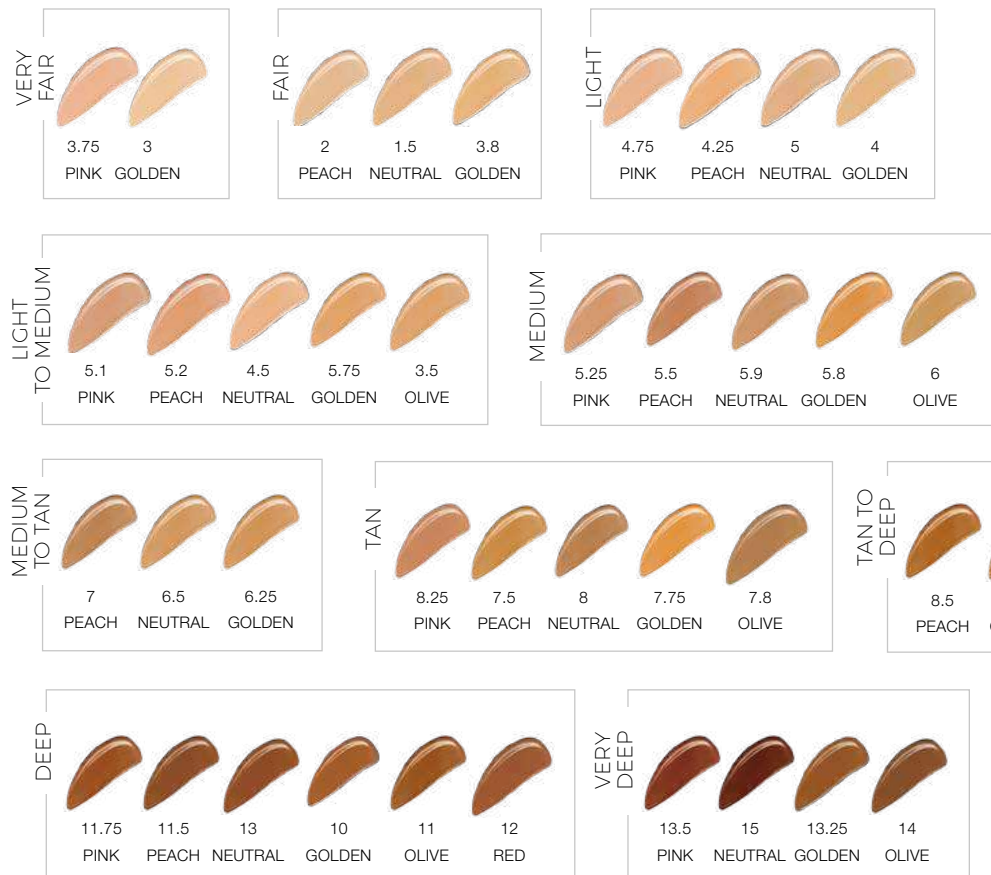
- INSTANTLY, BLURS, SMOOTHS & COVERS
- UP TO 24HR GLOW, WEAR AND HYDRATION
- 40 TRUE-TO-SKIN SHADES
- NATURAL FINISH
- MEDIUM BUILDABLE COVERAGE
- LIGHTWEIGHT
- OIL-FREE

## FEATURES

- FORMULATED WITH PATENTED MICRO-FIL™ TECHNOLOGY FOR SEAMLESS BLENDING AND LAYERING, DELIVERING A FLAWLESS, SECOND-SKIN EFFECT AND A LIT-FROM-WITHIN GLOW



## 40 SHADES



### ARTISTRY TIP

WITH SO MANY COLORS TO CHOOSE FROM, IT'S IMPORTANT TO GET THE SHADE RIGHT! ALWAYS MATCH THE CLIENT TO AT LEAST 3 SHADES AND LET THEM SHARE THEIR OPINION BEFORE YOU SHARE YOUR PICK.

# LUMINOUS SILK WEARABLES



LUMINOUS SILK SHADE 3.0

LUMINOUS SILK SHADE 5.5

LUMINOUS SILK SHADE 9.0

LUMINOUS SILK SHADE 13.0

## WHEN TO SELL

- THEY WEAR FOUNDATION 3 OR MORE DAYS A WEEK
- THEY WANT THE MOST VALUE FOR THEIR PURCHASE
- THEY CARE ABOUT SUSTAINABILITY
- THEY HAVE TRIED LUMINOUS SILK BEFORE AND ARE REPLENISHING THE PRODUCT
- THEY WILL NOT HAVE TO REPLENISH THEIR BOTTLE OF FOUNDATION FOR AT LEAST 5-6 MONTHS\*

full 30ml



VS



mini size 18ml

- THEY HAVE NOT USED THE FOUNDATION AND ARE HESITANT TO PURCHASE
- THEY ALREADY HAVE A 30ML AND WANT A TRIAL SIZE TO CARRY AND REFILL
- THEY WANT A DEEPER/LIGHTER COLOR FOR A SHADE ADJUSTER\*

\*SUNLESS TANNING, VACATION, TIME OF YEAR

AVERAGE FOUNDATION USER)

# LUMINOUS SILK FOUNDATION MINI

COMPLEXION | SRP \$48

OUR AWARD-WINNING FORMULA COMES IN A 18ML SIZE. AVAILABLE IN ALL SHADES.



WINNER OF OVER 40 INTERNATIONAL AWARDS







# LUMINOUS SILK

## HYDRATING AND BRIGHTENING CONCEALER

COMPLEXION | SRP \$42

A MULTI-PURPOSE WEIGHTLESS CONCEALER THAT VISIBLY BRIGHTENS, SMOOTHS AND BLURS IMPERFECTIONS WHILE DELIVERING 24HRS OF HYDRATION AND COMFORT

### BENEFITS

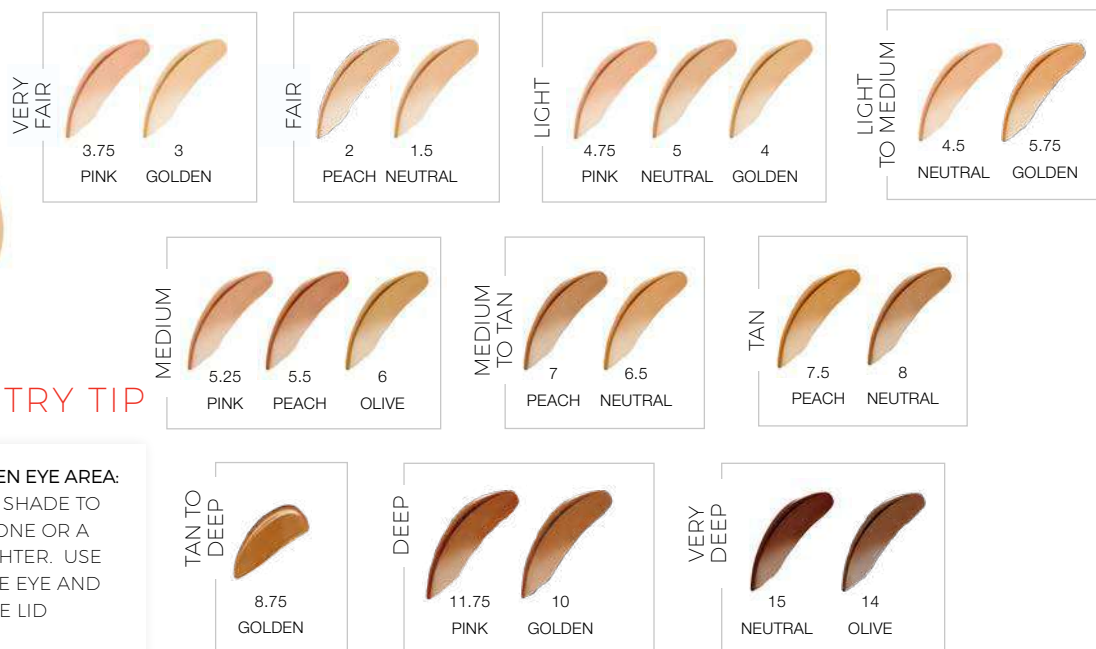
- MEDIUM BUILDABLE COVERAGE
- NATURAL RADIANT FINISH
- 24 HOURS OF HYDRATION
- LIGHTWEIGHT
- BRIGHTENS
- DE-FUFFS

### FEATURES

- GLYCERIN: DELIVERS ALL-DAY HYDRATION
- HIGH-IMPACT PIGMENTS & CAFFEINE: REDUCES THE APPEARANCE OF DARK CIRCLES
- VITAMIN E: BRIGHTENS COMPLEXION
- SOFT FOCUS PEARLS: PROVIDES A SMOOTH NON-CREASING RESULT



## 21 SHADES



### ARTISTRY TIP

TO BRIGTHEN EYE AREA: CHOOSE A SHADE TO THE SKINTONE OR A SHADE LIGHTER. USE UNDER THE EYE AND ON THE EYE LID

TO HIGHLIGHT: USE 2 SHADES LIGHTER THAN SKIN TONE AND APPLY TO HIGH POINTS OF THE FACE

PAIR WITH:  
CREMA NERA LIGHT REVIVING EYE CREAM  
LUMINOUS SILK FOUNDATION



# FLUID SHEER

## MULTI-PURPOSE GLOW ENHANCER TO HIGHLIGHT

COMPLEXION | SRP \$42

A MULTI-PURPOSE LIQUID GLOW ENHANCER THAT DELIVERS A DELICATE, DEWY GLOW IN AN ULTRA-SHEER AND LIGHTWEIGHT FORMULA THAT CAN BE USED UNDER OR OVER THE TOP OF MAKEUP

### BENEFITS

- ILLUMINATES
- LAYERABLE UNDER OR OVER MAKEUP
- SHEER BUILDABLE COVERAGE

### FEATURES

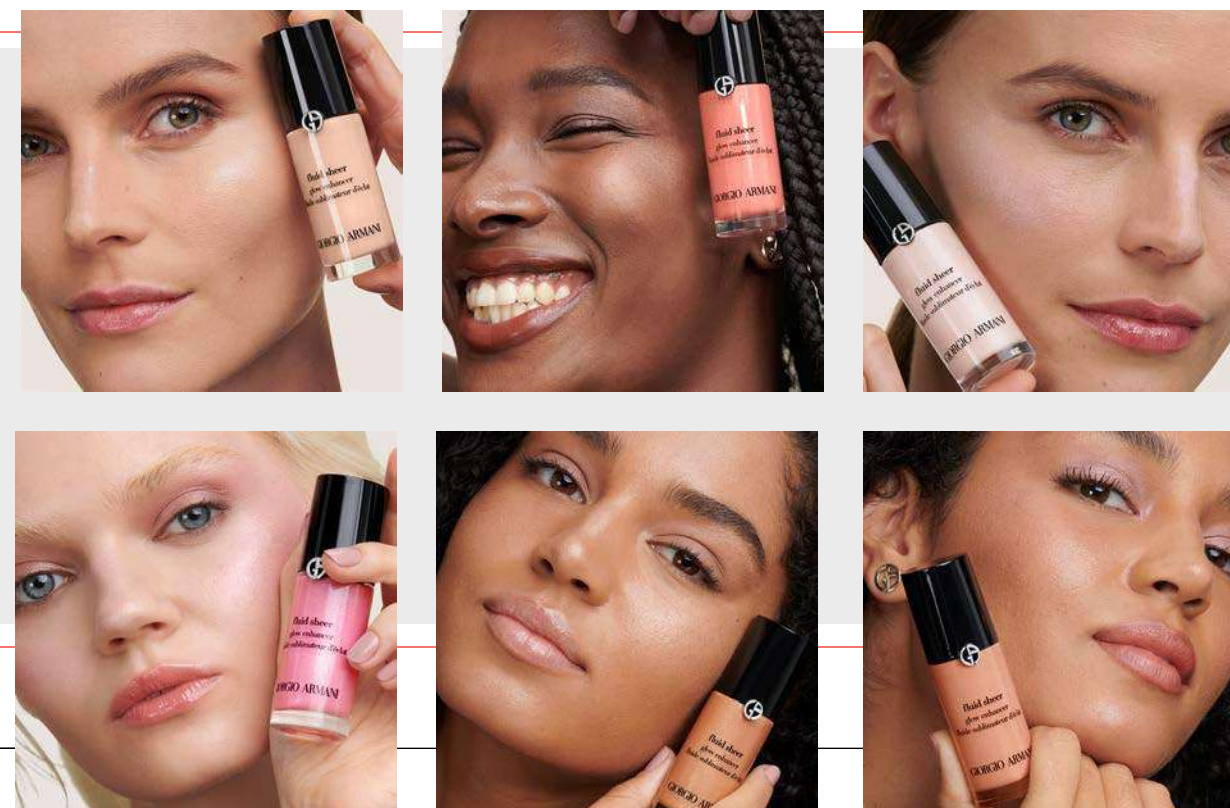
- MICRO-FIL TECHNOLOGY ALLOWS PIGMENTS TO INSTANTLY ADHERE & LAY FLAT ON THE SKIN, FILLING IN THE FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND SKIN APPEARANCE.



## 6 SHADES



PAIR WITH:  
LUMINOUS SILK GLOW BLUSH  
LUMINOUS SILK FOUNDATION



## FLUID SHEER WEARABLES



# NEW! LUMINOUS SILK CHEEK TINT



COMPLEXION | SRP \$38

A CHEEK-FUSING LIQUID BLUSH FOR A NATURALLY FLUSHED LOOK FOR UP TO 12H WEAR

## BENEFITS

- INSTANTLY ADHERES TO SKIN FOR EASY APPLICATION
- BLURRING
- EASY TO LAYER

## FEATURES

- MICRO-FIL TECHNOLOGY: ALLOWS PIGMENTS TO INSTANTLY ADHERE AND LAY FLAT ON THE SKIN, FILLING IN FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND-SKIN APPEARANCE
- SOFT-FOCUS BLUR PIGMENTS FOR A SMOOTH, AIRBRUSHED SKIN EFFECT
- WATERCOLOR TECHNOLOGY ALLOWS PIGMENTS TO INSTANTLY ADHERE TO SKIN FOR EASY APPLICATION
- LAYERS SEAMLESSLY UNDER OR OVER MAKEUP, INCLUDING POWDER

PAIR WITH:  
LUMINOUS SILK GLOW BLUSH  
FLUID SHEER



## 6 SHADES



# LUMINOUS SILK GLOW BLUSH

COMPLEXION | SRP \$39

THE PERFECT DOSE OF HEALTHY COLOR FOR YOUR CHEEKS TO COMPLETE THE ICONIC ARMANI GLOW

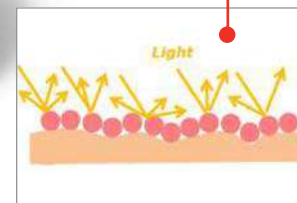
## BENEFITS

- LUMINOUS SILK GLOW FINISH
- 6 SKIN FLATTERING SHADES
- HEALTHY GLOW

## FEATURES

- SILK-FILLER TECHNOLOGY ALLOWS FOR SEAMLESS BLENDING, AND BUILDABLE COLOR THAT GIVES SKIN A SILKY-SMOOTH, SOFT-FOCUS BLURRING EFFECT

- MICA 2.0 PIGMENT: SPHERICAL FILLERS THAT ALLOW THE LIGHT TO BE SCATTERED, PROVIDING A NATURAL LUMINOUS FINISH



## 8 SHADES



\*SELECT RETAILERS

\*SELECT RETAILERS







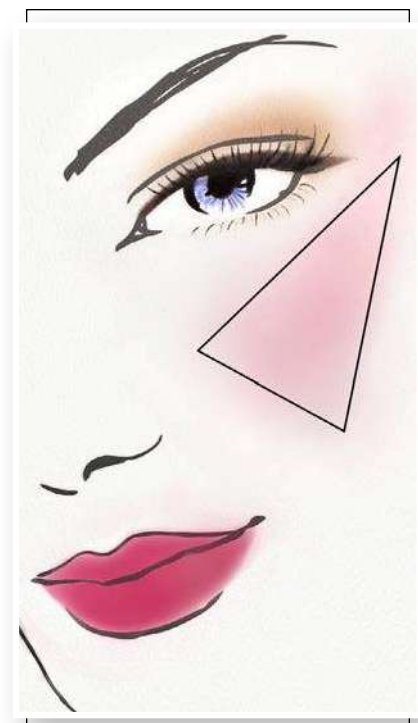
# THE BLUSHED GLOW

## CHEEK TECHNIQUES FOR ALL LEVELS OF ARTISTRY

Ask your client two questions to figure out their makeup life style:

1. How much time do you spend on your makeup?
2. How often do you wear makeup?

Based on their answer, show them a cheek technique that fits into their lifestyle. Will they like to use 1,2 or 3 products to create their Blushed Glow?



NATURALLY FLUSHED

CHEEK TINT 53



The most natural-looking, this technique is for an everyday look that looks like your most natural, glowy flush. For this technique, you are making a triangle starting at the end of the pupil, pulling the color to the highest point of the ear. Apply 3 dots of Cheek tint, in a triangle shape with the applicator. Use your fingers to blend up towards the hair line.



DELICATELY DIFFUSED

CHEEK TINT 50.5  
LS BLUSH 50



This technique drapes the blush towards the temple and blends smoothly into the eye & brow. You are making a C shape with a blended stroke of the brush. The Delicately Diffused Cheek is soft and flattering to all face shapes. It also brings attention to the eyes. Start with Cheek Tint and make three dots lined in a row from the end of your eye, towards the hair line. Blend with your fingers. Next, apply a complementary blush over the cheek tint to create depth and blend it into the crease of the eye.



COUTURE CONTOUR

LS BLUSH 11  
CHEEK TINT 62  
FLUID SHEER 7



This technique gives more structure to the cheek by contouring the cheekbone with blush. First start by highlighting the high cheekbone with Fluid Sheer. Next, apply Cheek Tint to the high apple of the cheek with 3 dots moving up toward the hairline. Blend with your fingers. To bring this all together, apply the blush at the hollow of the cheek, blending diagonally up toward the hairline. Once there, you change the direction and go straight into the crease of the eye making a 7 shape. Use a blush color in the same undertone to connect the cheek to the eye.





GIORGIO ARMANI  
beauty

**NEW!**  
**LUMINOUS SILK**  
**SUNLIT CREAMY**  
**BRONZING POWDER**



COMPLEXION | **SRP \$58**

AN INSTANT ITALIAN SUMMER GLOW BRONZER

**BENEFITS**

- ULTRA SMOOTH AND EVEN APPLICATION
- CREAMY TEXTURE AND SEAMLESS BLENDABILITY
- UP TO 24H PATCH-RESISTANT & SWEATPROOF WEAR
- 4 NATURAL TAN SHADES

**FEATURES**

- FORMULATED TO WEAR BETTER THROUGHOUT THE DAY AND NOT BREAK DOWN WHEN COMBINED WITH SKIN'S NATURAL OILS
- POWERED BY PATENTED LUMINOUS SILK MICRO-FIL TECHNOLOGY: ALLOWS PIGMENTS TO INSTANTLY ADHERE AND LAY FLAT ON THE SKIN, FILLING IN FINE LINES & SMOOTHING TEXTURE, GIVING A SEAMLESS, SECOND SKIN APPEARANCE
- INFUSED WITH CARING OILS FOR CREAMY TEXTURE AND SEAMLESS BLENDABILITY

PAIR WITH:  
LUMINOUS SILK GLOW BLUSH  
LUMINOUS SILK FOUNDATION



4 SHADES



90



100



110



120



**LUMINOUS SILK**  
**GLOW SETTING POWDER**



COMPLEXION | **SRP \$69**

A MULTI-PURPOSE POWDER THAT LOOKS, FEELS AND WEARS LIKE A VEIL OF SILK ON THE SKIN

**BENEFITS**

- SHEER INVISIBLE COVERAGE
- HEALTHY GLOW FINISH
- BLURS IMPERFECTIONS
- 24 HOUR WEAR

**FEATURES**

- BLURRING COVERAGE
- PURE PIGMENT POWDER THAT ELIMINATES "FLASH EFFECT"



10 SHADES





# THE ARMANI GLOW GLOW MENU

## 1. PREP

Use skincare and primers to smooth the skin and target different skin concerns to allow for easy makeup application and longevity

## 2. PERFECT

Ask questions to find the correct foundations, concealers and powders to perfect your clients complexion

## 3. ENHANCE

Add dimension and shape by using blush, contour and highlight to enhance your features

## HEALTHY GLOW

- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK POWDER
- FLUID SHEER #2



## BLUSHED GLOW



- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK POWDER
- LUMINOUS SILK GLOW BLUSH #60



## BRONZED GLOW



- LUMINOUS SILK PRIMER
- LUMINOUS SILK FOUNDATION
- LUMINOUS SILK CONCEALER
- LUMINOUS SILK SUNLIT CREAMY BRONZING POWDER
- FLUID SHEER #10



All makeup looks by Beck Morgan



# POWER FABRIC + FOUNDATION

COMPLEXION | SRP \$70

ULTRA LONGWEAR, WEIGHTLESS MATTE FOUNDATION SPF 25

## BENEFITS

- MEDIUM TO FULL COVERAGE
- NATURAL MATTE FINISH
- 24 HR WEAR
- WEIGHTLESS
- TRANSFER RESISTANT
- WATER RESISTANT
- SWEAT RESISTANT
- HEAT RESISTANT
- SPF 25

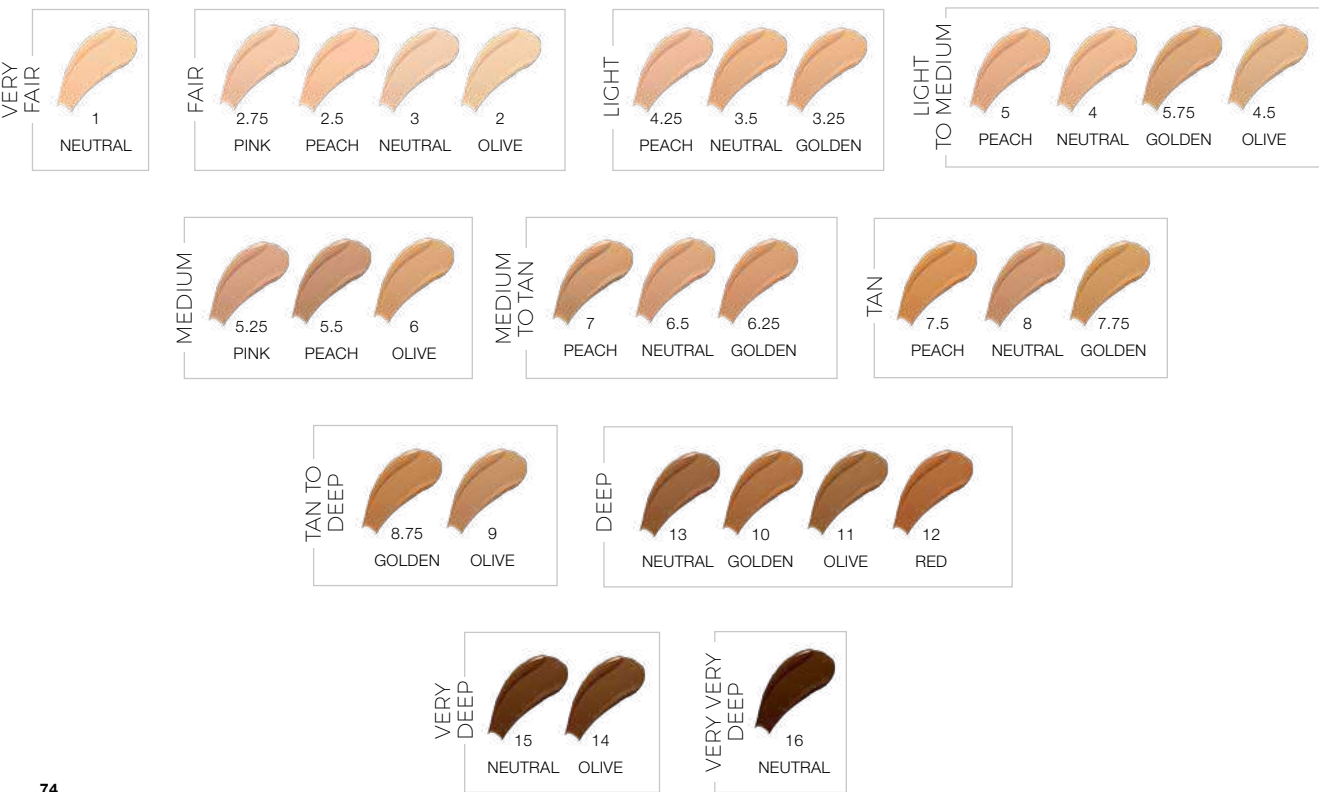
## FEATURES

- MICRO-FIL™ TECHNOLOGY  
A PROCESS OF REFINING HIGH QUALITY INGREDIENTS THAT SIT IN A TRANSPARENT BASE TO ENSURE THE FORMULA IS NEVER GREY OR ASHY. RESULTING IN A WEIGHTLESS FORMULA THAT LAYERS SEAMLESSLY AND SMOOTHS THE APPEARANCE OF THE SKIN.
- OIL-TO-POWDER TECHNOLOGY  
AN OIL-TO-POWDER TRANSFORMATION FOR A LONG WEAR AND TRANSFER RESISTANT FOUNDATION. THIS TECHNOLOGY ABSORBS EXCESS OIL WHILE NOT COMPROMISING THE MAKEUP RESULTS
- HIGH CONCENTRATION OF PURE PIGMENTS  
PROVIDES HIGH COVERAGE WHILE PROVIDING A FLAWLESS COMPLEXION

## DID YOU KNOW?

THE POWER SUIT IS THE INSPIRATION BEHIND POWER FABRIC FOUNDATION

## 30 SHADES



# POWER FABRIC + MULTI RETOUCH CONCEALER

COMPLEXION | SRP \$44

A HIGH COVERAGE CONCEALER THAT LEAVES A SECOND SKIN NATURAL MATTE FINISH

## BENEFITS

- HIGH COVERAGE
- 24 HR WEAR
- WATERPROOF
- 24HR COMFORT & HYDRATION

## FEATURES

- CONCENTRATED PIGMENTS: ALLOW FOR MORE COVERAGE WHILE PROVIDING A FLAWLESS COMPLEXION
- OIL-TO-POWDER TECHNOLOGY: ABSORBS EXTRA SEBUM WHILE NOT DILUTING THE MAKEUP
- GLYCERIN: CONCENTRATED HYDRATING AGENT WITH A MIX OF CONDITIONING OILS TO CONTROL TEXTURE & COVERAGE

## 18 SHADES



# POWER FABRIC FOUNDATION BALM

limited distribution

COMPLEXION | SRP \$70

A REVOLUTIONARY FOUNDATION THAT TRANSFORMS FROM A BLENDABLE BALM TO A MATTE POWDER, FOR A SOFT FOCUS, SHINE-FREE FINISH THAT LASTS

## BENEFITS

- MEDIUM TO FULL COVERAGE
- NATURAL MATTE FINISH
- BALM TO CREAM TO POWDER TEXTURE

## FEATURES

- PORTABILITY
- ULTRA LONG WEAR PIGMENTS







# NEO NUDE TINTED MOISTURIZER *limited distribution*

COMPLEXION | **SRP \$52**

A SKINCARE-INFUSED LIGHTWEIGHT TINTED MOISTURIZER, THAT DELIVERS ALL-DAY HYDRATION AND A HEALTHY-LOOKING GLOW

## BENEFITS

- LIGHT BUILDABLE COVERAGE
- SKINCARE INFUSED
- ALL DAY HYDRATION
- NATURAL HEALTHY GLOW

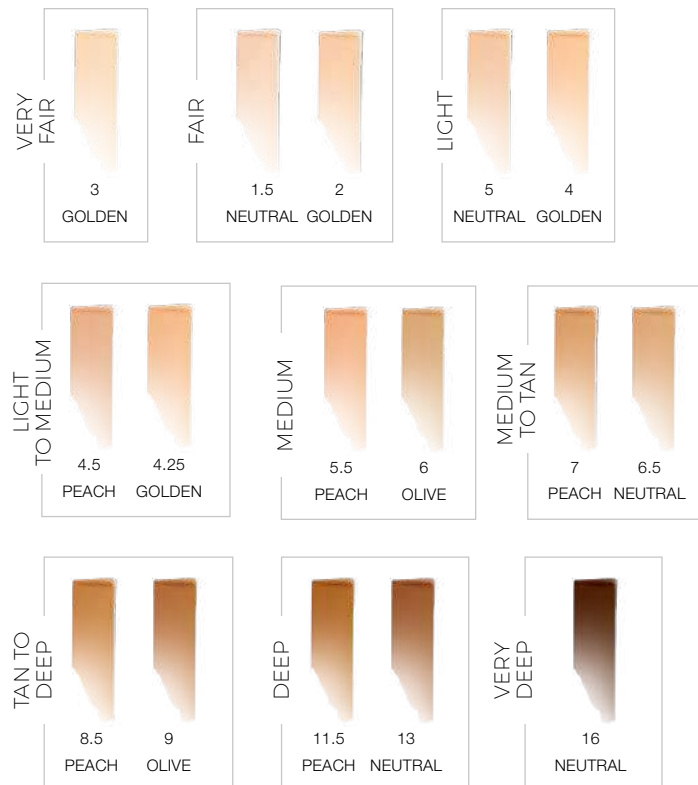
## FEATURES

- HYALURONIC ACID PLUMPS AND SMOOTHS THE SKIN
- GLYCERIN LOCKS IN MOISTURE FOR LONG-LASTING HYDRATION
- LIGHT OILS AND PURE PIGMENTS GIVE THE SKIN A NATURAL LOOKING, HEALTHY GLOW

PAIR WITH:  
EYES TO KILL CLASSICO MASCARA  
LUMINOUS SILK GLOW BLUSH



## 16 SHADES



# A-LINES

*limited distribution*

COMPLEXION | **SRP \$38**

LIQUID SKIN ENHANCING COLOR TO SCULPT AND ENHANCE THE COMPLEXION

## BENEFITS

- SHEER BUILDABLE COVERAGE
- EASILY BLENDBLE
- NATURAL GLOW FINISH

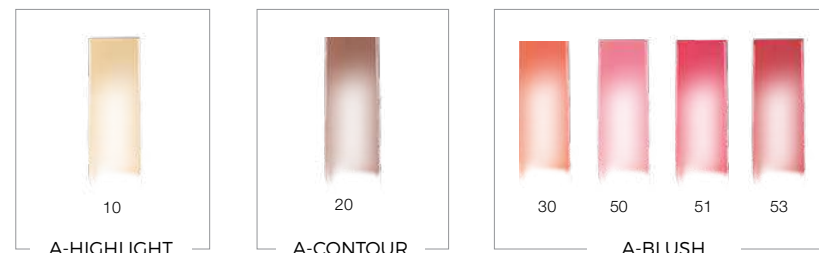
## FEATURES

- WATER BASED LIQUID
- MISTAKE PROOF APPLICATOR

PAIR WITH:  
NEO NUDE FOUNDATION  
FLUID SHEER



## 8 SHADES



## ARTISTRY TIP

A-LINE 30 MAKES AN EXCELLENT COLOR CORRECTOR FOR DARK UNDER EYE CIRCLES



# NEO NUDE MELTING COLOR BALM FOR CHEEKS & EYES *limited distribution*

COMPLEXION | **SRP \$39**

MULTI-PURPOSE COLOR BALM THAT MELTS INTO THE SKIN TO FLATTER YOUR CHEEKS AND EYES WITH A WASH OF COLOR

## BENEFITS

- EASY TO USE WITH FINGERS
- ADJUSTABLE INTENSITY
- SHADES THAT FLATTER ALL SKIN TONES
- NATURAL SATIN FINISH
- ULTRA BLENDBLE

## FEATURES

- OIL-IN-POWDER TECHNOLOGY - ULTRA THIN OIL-IN-POWDER FOR INSTANT COVERAGE THAT LASTS
- CLEAN FORMULA - NO PARABENS, NO MINERAL OILS, NO PETROCHEMICAL POLYMERS

## 8 SHADES



PAIR WITH:  
LUMINOUS SILK FOUNDATION  
A LINE HIGHLIGHT 11





# LIP PRODUCT GEOGRAPHY



## DID YOU KNOW?

**95 SHADES WERE REJECTED BY MR. ARMANI BEFORE THE PERFECT RED 400 WAS BORN**

TO CREATE A UNIVERSAL RED THAT FLATTERS ALL COMPLEXIONS MR. ARMANI USED THE INSPIRATION OF THE HEART OF A RED ROSE FROM LINDA CANTELLO'S GARDEN

**DID YOU KNOW THE FIRST NUMBER IN EACH COLOR FAMILY (100, 200,400) IS THE PERFECT SHADE FOR ANYBODY**

THEY ARE THE MOST NEUTRAL AND UNIVERSAL SHADES THAT LOOK GREAT ON ALL SKIN TONES

# G LIPS

	★★	★	★	★
				
	<b>NEW!</b>			
<b>FINISH</b>	<i>Prisma Glass</i>	<i>Ecstasy Mirror</i>	<i>Lip Power Satin</i>	<i>Lip Power Matte</i>
	GLASS-LIKE SHINE	GLOSS	SATIN	MATTE
<b>BENEFITS</b>	HIGH SHINE LOCKS IN MOISTURE GIVES FULLER LOOKING LIP NOT STICKY	INTENSE COLOR MIRROR-LIKE SHINE LONG LASTING 10 HOURS OF HYDRATION NOT STICKY	LONG LASTING HIGHLY PIGMENTED COMFORTABLE SOFT-TOUCH TEXTURE	LONG LASTING HIGHLY PIGMENTED COMFORTABLE SOFT GLIDE MATTE TEXTURE
<b>IDEAL FOR THOSE WHO</b>	ARE LOOKING FOR HIGH-SHINE GLOSS THAT MEETS THE CARE OF AN OIL. PROVIDES 24HR HYDRATION & GIVES A FULLER LOOKING EFFECT	ARE LOOKING FOR A FULL-PIGMENT LIP LACQUER WITH MIRROR-LIKE SHINE	ARE LOOKING FOR A HIGHLY PIGMENTED SATIN LIPSTICK THAT WEARS ALL DAY LONG	ARE LOOKING FOR A CREAMY, ULTRA-INTENSE COLOR WITH A MATTE FINISH
	<b>SRP \$38.00</b>	<b>SRP \$39.00</b>	<b>SRP \$45.00</b>	<b>SRP \$45.00</b>



NEW!

# PRISMA GLASS

glass-like shine. prismatic finish.



**GLASS-LIKE SHINE  
OIL-IN-GLOSS**

THE NEXT GENERATION  
OF HIGH-SHINE  
& VOLUME  
7 MULTIDIMENSIONAL  
& UNIVERSALLY  
FLATTERING SHADES

**INSTANT COMFORT,  
OVERTIME CARE**

PRESERVING YOUR  
PERFECT POUT WITH  
15% SQUALANE  
FOR HYDRATED PILLOWY  
SMOOTH LIPS  
NO STICKINESS

**MINIMALIST  
FORMULA**

A BOOSTED  
FORMULATION  
WITH 8  
INGREDIENTS

## WHAT IT IS

A lightweight oil-in-gloss enriched with Squalene to lock in 24H of hydration for pillowy smooth lips. High-shine prismatic finish that reflects light for fuller-looking lips.

## FORMULA

**WHEN THE SHINE OF A GLOSS MEETS THE CARE OF AN OIL** This advanced oil-in-gloss formula combines ultra-caring properties to protect the lip's barrier and a glass-like shine that flatter all skin tones. Supercharged with 15% of squalene, one swipe of Prisma Glass leaves a non-sticky lip-wrapping comfort for smoother lips. With each shade's crystal transparency, the glossy wash of color enhances the lips natural color.

## BENEFITS

- SHINE OF A GLOSS. CARE OF AN OIL
- 24H HYDRATION
- PRISMATIC FINISH THAT REFLECTS LIGHT FOR FULLER-LOOKING LIPS
- NO STICKINESS
- ULTRA-CARING FORMULA THAT DELIVERS LONG-TERM LIP REJUVENATION BENEFITS

## FEATURES

- LOCK IN MOISTURE WITH 15% SQUALENE FOR SMOOTH AND SOFTER LIPS
- ADVANCED 24H HYDRATING OIL-IN-GLOSS TECHNOLOGY
- FORMULATED WITH A TRANSPARENCY GEL FOR GLOSSY SHEER WASH OF COLOR
- ONLY 8 INGREDIENTS

## HOW TO USE

- Wear alone or as a topcoat for a glass-like shine over lipstick as the finishing touch
- For more pigment and shine, dab instead of swiping applicator onto lips
- Lightweight formula allows you to reapply as much as you'd like without heavy sticky feel

## ARTISTRY TIP

APPLY PRISMA GLASS OVER YOUR FAVORITE LIP COLOR FOR MULTI-DIMENSIONAL LOOK

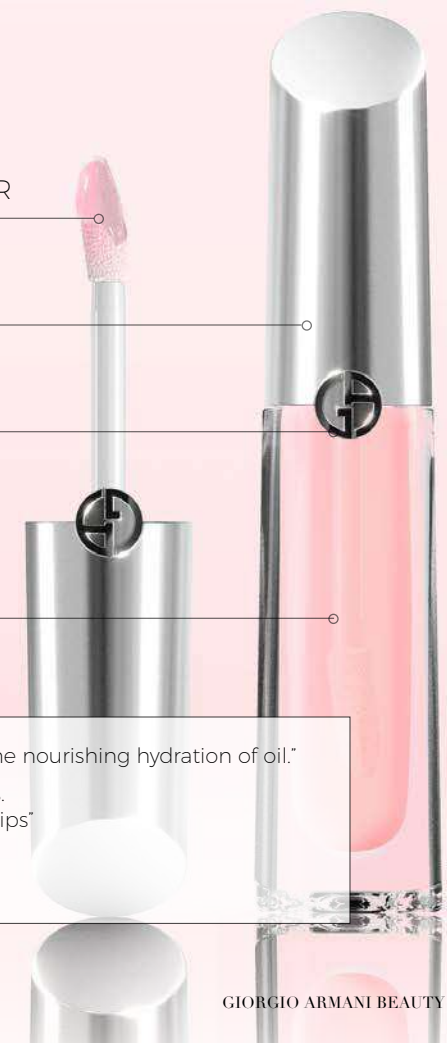


CUSHIONY YET  
PRECISE APPLICATOR

MODERN & PREMIUM  
METALLIC CAP

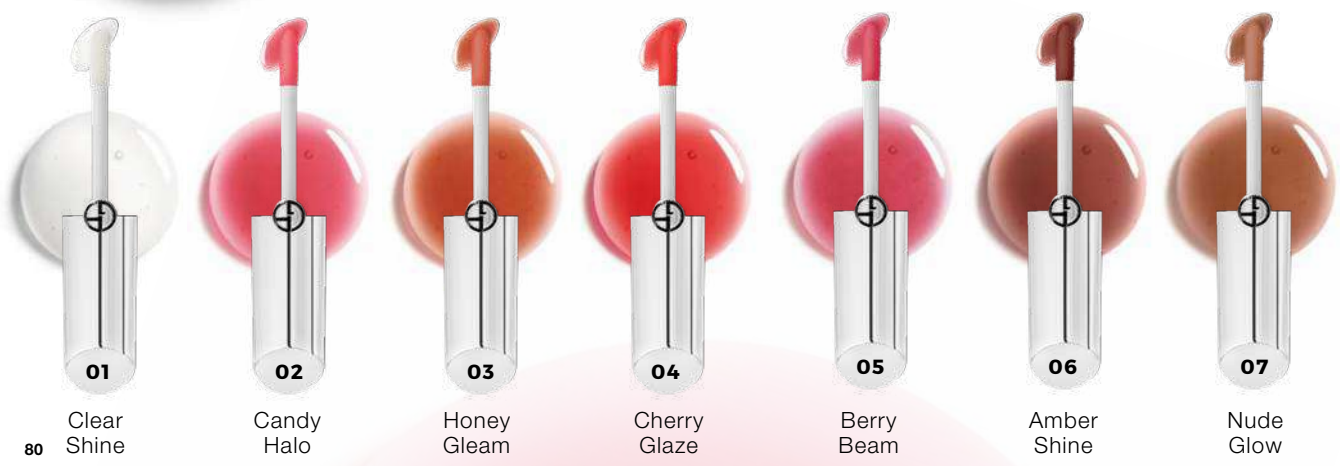
BLACK  
SHINY LOGO

CLEAR TRANSPARENT  
BOTTLE TO SEE THE SHADE



## INTRODUCE PRISMA GLASS TO EVERY CLIENT

- "Prisma Glass offers the best of both worlds: the high shine of gloss and the nourishing hydration of oil."
- "Because you told me your lips tend to be dry, I recommend Prisma Glass. It's packed with 15% squalene, locking in moisture for smoother & softer lips"
- "The ultra-shiny ingredients make your lips look plump!."



01 Clear Shine    02 Candy Halo    03 Honey Gleam    04 Cherry Glaze    05 Berry Beam    06 Amber Shine    07 Nude Glow





# LIP POWER SATIN

LIPS | **SRP \$45**

LONG LASTING, ULTRA-VIVID SATIN COLOR, IN ONE SWIPE

### BENEFITS

- SATIN FINISH
- LONG LASTING
- HIGHLY PIGMENTED
- COMFORTABLE
- PRECISE APPLICATION

### FEATURES

- VIBRANT COLOR FILM  
FUSES PIGMENTS ONTO LIP SURFACE FOR HIGH IMPACT, LASTING COLOR
- SATIN FINISH OIL  
PROVIDES A PROTECTIVE COATING AND LEAVES A LASTING SATIN FINISH FOR ENDURING COLOR AND COMFORT
- GRADUALLY EVAPORATING OIL  
ENSURES LIP COMFORT, UNIQUE TO LONG-WEARING LIP FORMULAS
- A UNIQUE DROP SHAPE BULLET FOR PRECISE APPLICATION

PAIR WITH:  
LUMINOUS SILK BLUSH  
LUMINOUS SILK CONCEALER

**SHADE 109**  
**BEST SELLER!**






# LIP POWER MATTE

LIPS | **SRP \$45**

LONG LASTING, ULTRA-VIVID SATIN COLOR, IN ONE SWIPE

### BENEFITS

- SATIN FINISH
- LONG LASTING
- HIGHLY PIGMENTED
- COMFORTABLE
- PRECISE APPLICATION

### FEATURES

- VIBRANT COLOR FILM  
FUSES PIGMENTS ONTO LIP SURFACE FOR HIGH IMPACT, LASTING COLOR
- SATIN FINISH OIL  
PROVIDES A PROTECTIVE COATING AND LEAVES A LASTING SATIN FINISH FOR ENDURING COLOR AND COMFORT
- GRADUALLY EVAPORATING OIL  
ENSURES LIP COMFORT, UNIQUE TO LONG-WEARING LIP FORMULAS
- A UNIQUE DROP SHAPE BULLET FOR PRECISE APPLICATION

PAIR WITH:  
LUMINOUS SILK BLUSH  
LUMINOUS SILK CONCEALER




18 SHADES (SATIN)

**BEIGE**

<b>102</b> Soft Beige Mauve	<b>104</b> ★ Medium Beige Mauve	<b>107</b> Medium Beige Rose	<b>108</b> Medium Beige Peach	<b>109</b> ★ Beige Rose	<b>110</b> Beige Peach

**BROWN**

<b>201</b> Warm Brown	<b>202</b> Brown Rose	<b>203</b> Brown Berry	<b>206</b> Cherry Brown

**CORAL**


<b>301</b> Golden Coral

**RED**

<b>400</b> ★ Neutral Red	<b>403</b> Warm Red	<b>405</b> Brick Red

**PINK**

<b>502</b> Medium Cool Pink	<b>503</b> Medium Warm Pink	<b>504</b> ★ Deep Mauve Pink	<b>**507</b> Blue Red



10 SHADES (MATTE)

**BEIGE**

<b>111</b> NA	<b>112</b> ★ NA	<b>114</b> NA	<b>116</b> NA	<b>117</b> ★ NA

<b>207</b> NA	<b>400</b> NA	<b>405</b> NA	<b>407</b> NA	<b>603</b> NA



PAIR WITH:  
LUMINOUS SILK BLUSH  
LUMINOUS SILK CONCEALER





# LIP MAESTRO

LIPS | **SRP \$45**

VELVET MATTE LIQUID LIP COLOR WITH LASTING HYDRATION

## BENEFITS

- HIGH PIGMENT
- VELVET MATTE FINISH
- CREAMY TEXTURE

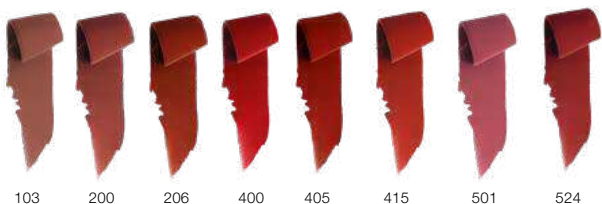
## FEATURES

- 8-HOUR LONG WEAR
- ANTI-SHINE POWDERS
- VELVET GEL FOR LASTING COMFORT

## ARTISTRY TIP

FOR A FOOL-PROOF APPLICATION, APPLY TO THE BOTTOM LIP AND PRESS LIPS TOGETHER TO TRANSFER COLOR TO THE TOP LIP. PERFECT THE LIP LINE USING THE APPLICATOR TIP.

## 12 SHADES



MEDITERRANEA COLLECTION



# ECSTASY MIRROR *limited distribution*

LIPS | **SRP \$39**

HIGH IMPACT SHINE AND COLOR IN ONE STROKE

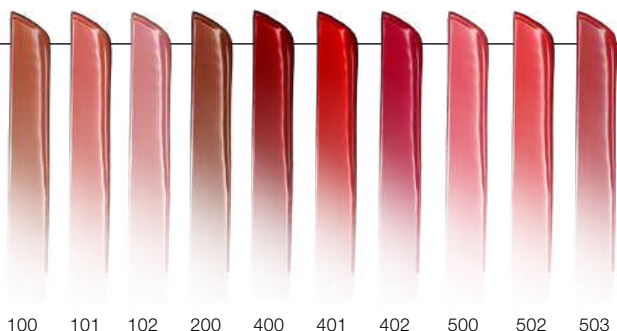
## BENEFITS

- HIGH SHINE
- INTENSE LIP COLOR
- 10 HOUR HYDRATION

## FEATURES

- ETHYLCELLULOSE CREATES A LIGHT-REFLECTING FILM FOR AN UNPRECEDENTED MIRROR-LIKE FINISH
- HYDROPHILIC DYES GIVE 3X THE LEVELS OF PIGMENTS AND DYES FOR INTENSE COLOR PAY-OFF
- LIGHT FEEL SYSTEM TECHNOLOGY + CERAMIDES PROVIDE INTENSE COVERAGE

PAIR WITH:  
LUMINOUS SILK FOUNDATION  
SMOOTH SILK LIP PENCIL



# LIP TECHNIQUES

## BOLDLY BALANCED



LOOK 1.

**603 LIP POWER MATTE & 5 PRISMA GLASS**

**BOLDLY BALANCED**  
Create a crisp and clean lip line by using the pointed tip of Lip Power, beginning with the cupid's bow. Then define the outer corners then draw color to meet the cupid's bow. Define lower lip with Pointed tip, then fill the center of lips in with 5 Prisma Glass.

## DIMENSIONAL NUDE



LOOK 2.

**207 LIP POWER MATTE & 1 PRISMA GLASS**

**DIMENSIONAL NUDE**  
Using two Lip Power lipsticks, create dimension and a fuller lip effect. Begin by pressing a lighter, warmer color all over lips for a sheer wash of color. Then, using a deeper cooler shade outline lips. Concentrate the color more intensely on the outer corners to create a fuller look. Then apply shade 1 of Prisma Glass over the entire lip. Try Lip Power 203 and 108 for a fresh take on this 90's trend.

## MONOCHROMATIC MATTE



LOOK 3.

**111 & 116 LIP POWER MATTE**

**MONOCHROMATIC MATTE**  
Apply a medium toned Lip Power Matte Lip color all over lips, applying another shade in the same color family, slightly deeper as a liner after. Shades 111/116 for fair skin and 116/207 for Tan to Deep are great options for this look.

All makeup looks by Beck Morgan





# EYE TINT



EYES | **SRP \$38**

MULTI-USE, LONG-WEAR, LIQUID EYESHADOW FOR 16HR WEAR. THAT DELIVERS CREASE-PROOF, VIBRANT EYE COLORS FOR EFFORTLESS ARTISTRY

## BENEFITS

- MISTAKE-PROOF
- LIGHTWEIGHT & LAYERABLE
- LONGWEARING - 16HR

## FEATURES

- MISTAKE-PROOF APPLICATION THANKS TO THE MULTI-PURPOSE APPLICATOR THAT ALLOWS FOR PRECISE APPLICATION OF EYESHADOW & EYELINER
- INSTANT COLOR PAYOFF THANKS TO ITS GEL-BASED FORMULA. A COLOR FILM AND EMOLLIENT WAXES LEAVE A LIGHTWEIGHT COLOR DEPOSIT AFTER THE OIL EVAPORATES. IT LEAVES A HIGH SATURATION OF PIGMENT ON THE EYELIDS FOR ALL-DAY WEAR & LIGHTWEIGHT COMFORT
- VIBRANT COLORS - THANKS TO HIGH SATURATION PIGMENTS

## 18 SHADES



## SHIMMER



## CHROME VIVID SHIMMER



## MATTE

\*SELECT RETAILERS

**GEYES**



# GIORGIO ARMANI EYE TINT LOOKS

## NATURALLY DEFINED

APPLY A MATTE COLOR IN THE CREASE. CHOOSE A COLOR 1-2 SHADES DEEPER THAN YOUR SKIN TONE. THEN, BLEND WITH YOUR FINGER. PICK A SHIMMER SHADE & APPLY USING THE WIDE BASE OF THE APPLICATOR. LASTLY, CHOOSE ONE OF THE DEEPEST SHADES TO CREATE DEFINITION AT THE LASH LINE. THE PRECISION OF THE APPLICATOR WILL HELP YOU CREATE A DEFINED LINE WITH EASE.



20M CAMEL 12S SHELL 99M EBONY



All makeup looks by Beck Morgan

## SOFT & SMOKY

APPLY A MEDIUM TONE TO THE LID & CREASE TO CREATE A BASE. BLEND THE COLOR UPWARDS & OUTWARDS WITH YOUR FINGER. NEXT, CHOOSE ONE OF THE DEEPEST SHADES & APPLY IT CLOSELY AROUND THE UPPER & LOWER LASH LINE. SOFTLY BLEND IT INTO THE BASE COLOR AND AROUND THE LASHES. THE DARK COLOR SHOULD EFFORTLESSLY BLEND INTO THE BASE COLOR & WRAP AROUND THE EYE.



36M WOOD 30M CEDAR



## BOLDLY BLENDED

A BOLDLY BLENDED EYE LOOK IS ALL ABOUT THE PLAYFUL USE OF COLOR. APPLY THE BOLD COLOR ON YOUR LID AND BLEND IT OUT WITH YOUR FINGER. TO BALANCE THE COLOR, WRAP IT UNDER THE LOWER LASHES WITH THE POINT OF THE APPLICATOR AND SOFTLY BLEND IT WITH THE TIP OF YOUR FINGER. NEXT, APPLY A MEDIUM MATTE TONE IN YOUR CREASE, & BLEND WITH YOUR FINGER.



56S WOOD 22M CASHEW





# MASCARA

## GEOGRAPHY

LENGTH  
&  
DEFINITION

LENGTH,  
DEFINITION &  
WATERPROOF

SEPARATION,  
VOLUME  
& HOLD



*Eyes To Kill  
Classico*

SRP \$35.00

*Eyes To Kill  
Wet*

SRP \$35.00

*Eccentrico*

SRP \$35.00



EYES TO KILL CLASSICO MIDI | **SRP \$15**  
SAME CLASSIC FORMULA  
IN A SMALLER COMPACT SIZE

# LINER

## GEOGRAPHY

BENEFITS

FEATURES

APPLICATION

*Eyes to Kill  
Designer Liner*



SRP \$36.00

- MATTE FINISH
- LONG-LASTING
- ULTRA PRECISE

- 12 HOURS OF SMUDGEPROOF WEAR
- TAPERED PEN FOR PRECISION

- USE HIGH PRECISION APPLICATOR FOR INTENSE BLACK GRAPHIC EYES

*Smooth Silk  
Eye Pencil*



SRP \$36.00

- EASY GLIDING PENCIL GIVES A DEFINED LINE OR A SOFT SMUDGE.

- LONG LASTING SILKY FINISH.
- LONG WEARING. JOJOBA AND VITAMIN E PROVIDE EASY GLIDE AND NOURISHMENT.

- LIGHTLY SKETCH BETWEEN LASHES FOR A SOFT YET DEFINED LOOK. USE THE REVERSE END TO SMUDGE ONTO THE EYE LID.

ARTISTRY TIP

TO CREATE DEFINITION AT THE UPPER AND LOWER LASH LINE, DRAW THE PENCIL ON YOUR HAND TO WARM UP THE PENCIL. THEN USE THE SMALL BLENDER BRUSH TO PICK UP THE PRODUCT FROM YOUR HAND AND SMUDGE IT ABOVE THE UPPER AND LOWER LASHES. THIS WILL CREATE SHAPE WITHOUT MAKING A SEVERE LINE.



EYE MAKEUP REMOVER | **SRP \$34**  
EASILY REMOVES ALL TYPES OF EYE MAKEUP, EVEN WATERPROOF, WITHOUT LEAVING AN OILY RESIDUE.



40 ML \$108  
75 ML \$160  
125 ML \$198  
150 ML REFILL \$188  
ALL SIZES REFILLABLE

# FRAGRANCE



## ACQUA DI GIÒ GIORGIO ARMANI

PARFUM

### A NEW FRESH INTENSITY

#### TOP NOTES

BERGAMOT & MARINE NOTES

#### HEART NOTES

ROSEMARY & SAGE

#### BASE NOTES

PATCHOULI & INCENSE

DEEPLY  
INTENSE

WOODY AQUATIC  
AROMATIC

## THE ACQUA DI GIÒ PARFUM

A long-lasting, deep & intense freshness  
distinguished by bergamot, rosemary essence, and incense notes.  
An intensity that is charismatic and vibrant, capturing the powerful sensations of nature

AARON TAYLOR-JOHNSON  
@AARONTAYLORJOHNSON



50ML \$89  
100ML \$115  
200ML \$160

# ACQUA DI GIÒ

EAU DE TOILETTE

## WHEN THE SEA MEETS THE SHORE

### TOP NOTES

MARINE NOTES & BERGAMOT

### HEART NOTES

JASMINE & CEDARWOOD

### BASE NOTES

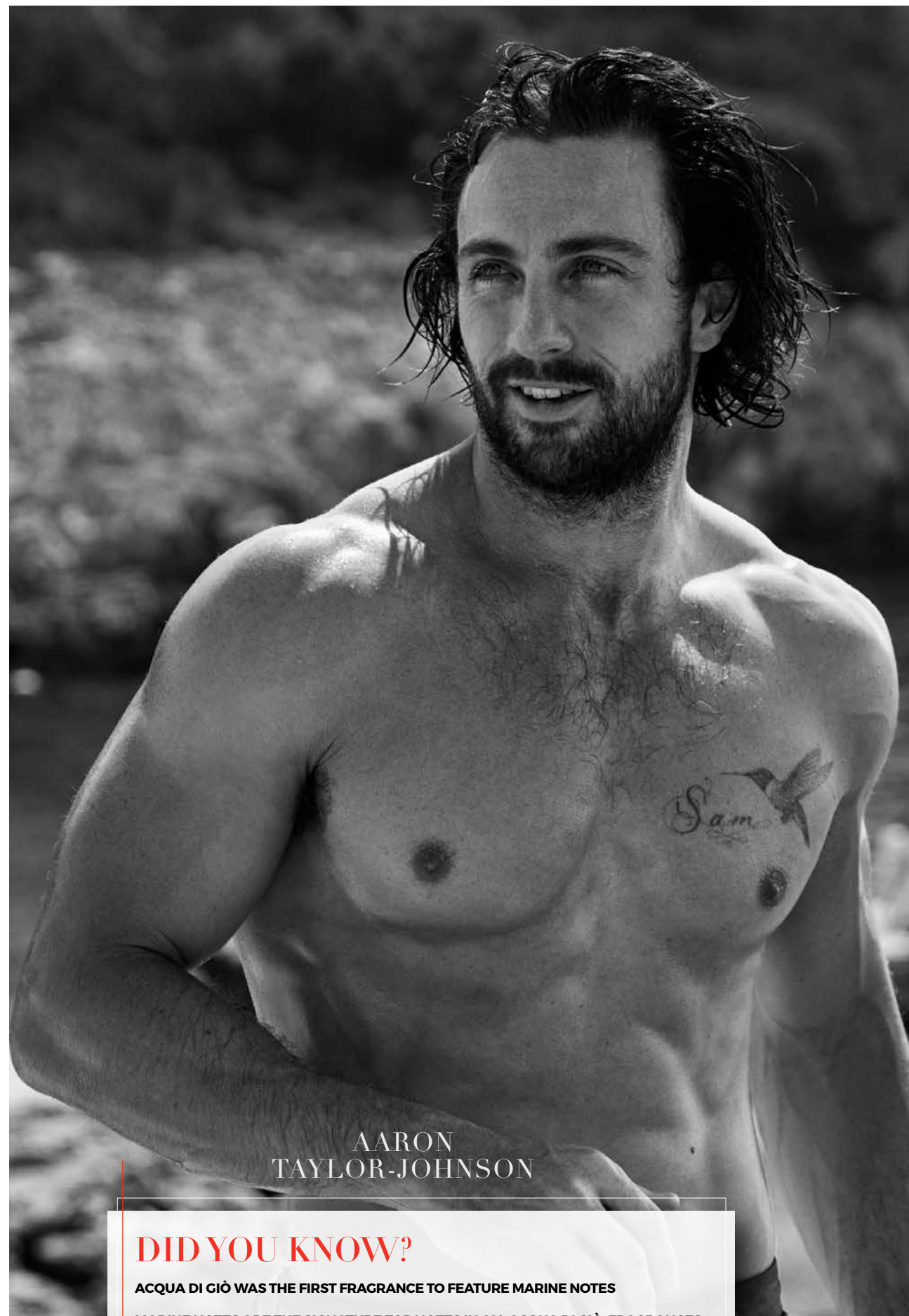
WHITE MUSK & PATCHOULI



● FRESH

● RELAXED

CITRUS  
AQUATIC



AARON  
TAYLOR-JOHNSON

### DID YOU KNOW?

ACQUA DI GIÒ WAS THE FIRST FRAGRANCE TO FEATURE MARINE NOTES

MARINE NOTES ARE THE SIGNATURE TOP NOTES IN ALL ACQUA DI GIÒ FRAGRANCES



# ACQUA DI GIÒ

GIORGIO ARMANI

*A fragrance designed to last*

## COMMITMENT TO SUSTAINABILITY

1. **CONSCIOUSLY**  
sourced ingredients

2. **RESPONSIBLY**  
refillable

4. **FOREST**  
preservation programs

Sustainably  
Sourced

-41%  
GLASS  
-67%  
METAL  
-23%  
PAPER

Forest preservation  
programs in Guatemala

Decent working conditions  
Fair price to the farmers  
Ecosystem preservation

100% Refillable  
Innovation & Easy-to-use

Approximately 168 football  
fields worth of rainforest have  
been preserved





CONNECTION TO NATURE

# ACQUA DI GIÒ



ACQUA DI GIÒ  
EAU DE TOILETTE

ACQUA DI GIÒ  
EAU DE PARFUM

PROFONDO  
EAU DE PARFUM

ACQUA DI GIÒ  
PARFUM

INTENSITY

●●○○

●●●○

●●●○

●●●●

WHAT IS THE INSPIRATION

WHEN THE SEA  
MEETS THE SHORE

THE INFINITE  
HORIZON

THE DEEP  
SEA

THE POWERFUL SENSATION  
OF NATURE

WHAT IS THE SPIRIT OF THE SCENT?

FRESH & RELAXED

ENERGIZING & INFINITELY FRESH

INVIGORATING & DEEP

DEEP & INTENSE

SCENT FAMILY

CITRUS  
AQUATIC

WOODY  
AROMATIC AQUATIC

FOUGERE  
AROMATIC AQUATIC

WOODY  
AQUATIC AROMATIC

THE NOTES

MARINE NOTES & BERGAMOT  
JASMINE & CEDARWOOD  
WHITE MUSK & PATCHOULI

MARINE NOTES  
GREEN MANDARIN  
SAGE, VETIVER & PATCHOULI

MARINE NOTES & GREEN MANDARIN  
LAVENDER & ROSEMARY  
PATCHOULI & CEDARWOOD

MARINE NOTES & BERGAMOT  
SAGE & ROSEMARY  
PATCHOULI & INCENCE



ACQUA DI  
GIÒ  
GIORGIO ARMANI



GIORGIO ARMANI



10ML - \$35  
50ML - \$99  
100ML - \$125



**NEW!**  
ACQUA  
*di Gioia*  
INTENSE



**FEEL THE INTENSITY**

OF A BLAZING SUN-DRENCHED MEDITERRANEAN DAY

TOP NOTES  
CITRUS TRIO & RED BERRIES

HEART NOTES  
DAMASCENA ROSE

BASE NOTES  
CEDAR HEART

- INTENSE
- FRESH
- SPARKLING
- CITRUS FLORAL



GIORGIO ARMANI



ACQUA  
*di Gioia*  
INTENSE

FEEL  
THE INTENSITY  
OF ITALIAN SUMMER JOY



A fresh & solar citrus trio from Italy, featuring the essence of primofiore lemon, bergamot heart & green mandarin, sets a invigorating burst of freshness and sparkle at the top. Blended with an intense red berry accord

**TOP NOTES**

Damascena rose and superinfusion jasmine create a deep, rich heart that enhances the citrus trio

**HEART NOTES**

Cedar heart, moss accord and musk create a complex base that give the fragrance depth, sensuality and leaves an intense, warm trail

**BASE NOTES**



# ACQUA DI GIOIA



ACQUA DI GIOIA  
EAU DE PARFUM

**NEW!**



GIOIA INTENSE  
EAU DE PARFUM



*limited distribution*  
OCEAN DI GIOIA  
EAU DE PARFUM

## INTENSITY

●●○○

●●●○

●●○○

## WHAT IS THE INSPIRATION

THE JOYFUL  
ESSENCE OF THE  
MEDITERRANEAN SEA

BLAZING ITALIAN  
MID SUMMER  
DAY

AN HOMAGE TO THE  
MULTIFACETED BLUE DEPTHS  
OF THE SEA

## WHAT IS THE SPIRIT OF THE SCENT?

ZESTY  
& VIBRANT

FRESH  
& LUMINOUS

DAZZLING  
& JOYOUS

## SCENT FAMILY

CITRUS  
WOODY

CITRUS  
FLORAL

FLORAL FRUITY  
GREEN

## THE NOTES

LEMON, JASMINE  
& CEDAR

CITRUS TRIO & RED BERRIES,  
DAMASCENA ROSE & CEDAR

PEAR, JASMINE  
& WOODY ACCORD



# ACQUA *di Gioia*



## DID YOU KNOW?

ACQUA DI GIOIA COLLECTION IS INSPIRED BY THE ESSENCE OF JOY AND DIFFERENT ASPECTS AND FACETS OF THE MEDITERRANEAN SEA

GIORGIO ARMANI



GIORGIO ARMANI  
beauty

# IN THE MONTH OF APRIL



BY PURCHASING ACQUA DI GIO & ACQUA DI GIOIA FRAGRANCES YOU WILL HELP ONE PERSON GET ACCESS TO SAFE WATER.

\*DOES NOT INCLUDE SETS



SCAN ME  
TO SEE  
ARMANI  
BEAUTY'S  
VISION FOR  
THE FUTURE

Acqua  
for Life

*“Water is perhaps the element that I feel closest to. For me water represents life and regeneration, but also calmness and serenity. Access to clean water is undoubtedly one of the greatest challenges in the 21st century.”*

*Giorgio Armani*



Since 2010, Armani's Acqua for Life has been a source of clean water for over 450,000 people, empowering them to write their own life stories.

Acqua for Life is committed to continuing to expand its engagement with communities around the world, to deliver universal access to safe drinking water. This year Acqua for Life is supporting water.org projects focusing on schools and health care facilities in Bangladesh, India, Madagascar, Malawi, Nicaragua, South Africa & Uganda.



30ML - \$90

50ML - \$125

90ML - \$155

**NEW!****MY WAY**

EAU DE PARFUM NECTAR

**I AM  
WHAT I LIVE**THE NEW SWEET, FRUITY, JUICY FLORAL  
INTERPRETATION OF THE SIGNATURE SCENT

TOP NOTES

PEAR ACCORD &amp; ORANGE BLOSSOM

HEART NOTES

TUBEROSE &amp; VIOLET LEAVES

BASE NOTES

VANILLA &amp; WHITE MUSK ACCORD

- SPARKLING
- FRUITY
- JUICY
- FRUITY FLORAL

**MY WAY****THE STORY**

The first carbon neutral fragrance, my way is committed to sustainably sourced ingredients, authenticity & refillability. For the open-minded & curious woman, looking to broaden her horizons through meaningful encounters.

*“Traveling and discovering cultures is a great opportunity;  
it opens the mind and broadens the horizons”*

*Giorgio Armani*



# MY WAY

EAU DE PARFUM NECTAR

# THE BOTTLE

A NEW ALL PINK LOOK

## TOP NOTES



The fragrance opens with fresh, juicy notes of the Pear accord

These fruit notes combine the signature of My Way; citrus Bergamot heart and intense Orange blossom

## HEART NOTES



At the heart is the dewy Violet leaf accord which enhances the white floral bouquet composed of creamy Tuberosone Absolute



## BASE NOTES



At the base, a White Woods accord blends with warm Cedarwood, sensual Vanilla, and a White Musk accord, to create the clean second-skin effect

# OLFACTIVE STORY

A FRUITY FLORAL FRESHNESS

## STONE SHAPED CAP

A new aspect of the cap is it is designed as a PINK TALISMAN. Shaped like an organic stone, this TRANSLUCENT top nods to the fragrance's sensorial, uplifting mood

## BLUE COLLAR

The blue fabric collar still, as a reference to our timeless, elegant, couture detail

## TRANSPARENT

The transparent bottle reveals the fragrance's light pink juice, a visual reflection of its fruity, sparkling scent

## ALL PINK

Evoking the fragrances sweet & juicy effect, the bottle is crafted in all-pink tone, bringing a youthful optimism to the collection







# 1. CONSCIOUSLY SOURCED INGREDIENTS



ORANGE BLOSSOM FROM EGYPT  
TUBEROSE FROM INDIA  
VANILLA FROM MADAGASCAR

SOCIO-ECONOMIC IMPROVEMENT FOR LOCAL COMMUNITIES AND FARMERS

# 2. REFILLABLE BOTTLE

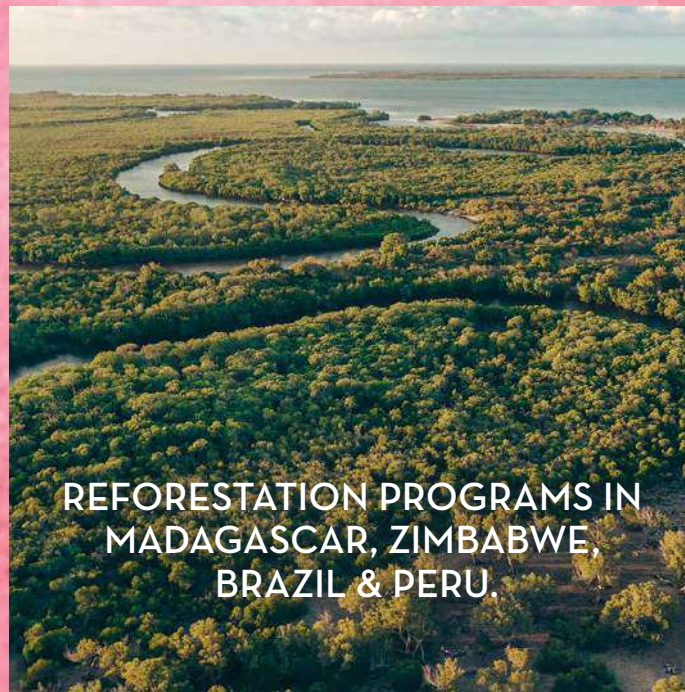


MY WAY REDUCES ITS CARBON FOOTPRINT AND ITS IMPACT ON THE ENVIRONMENT

ALL FORMATS ARE REFILLABLE  
REFILLING YOUR FRAGRANCE SAVES:

- 64% PLASTIC
- 55% GLASS
- 32% PAPER

# 3. REFORESTATION PROGRAMS



REFORESTATION PROGRAMS IN MADAGASCAR, ZIMBABWE, BRAZIL & PERU.

50,000 TREES HAVE BEEN PLANTED TO PRESERVE CRITICAL FOREST

# MY WAY



## COMMITMENTS TO BE SUSTAINABLE

ARMANI'S CARBON NEUTRAL FRAGRANCE



# MY WAY

NEW!



MY WAY  
NECTAR



*refillable*  
MY WAY  
EAU DE PARFUM



*refillable*  
MY WAY  
INTENSE



*refillable*  
MY WAY  
PARFUM

## INTENSITY

●●○○

●●○○

●●●○

●●●●

## WHAT IS THE SPIRIT OF THE SCENT?

SPARKLING  
AND FRUITY

FRESH,  
VIBRANT, CAPTIVATING

SENSUAL, ENVELOPING,  
WARM

FLORAL, SWEET,  
INTENSE

## SCENT FAMILY

FRUITY FLORAL

FLORAL

WARM FLORAL

FLORAL  
SWEET

## THE NOTES

PEAR  
TUBEROSE  
VANILLA

BERGAMOT & ORANGE BLOSSOM  
TUBEROSE & JASMINE  
CEDARWOOD & VANILLA

BERGAMOT & ORANGE BLOSSOM  
TUBEROSE & JASMINE  
SANDALWOOD, VANILLA & MUSK

BERGAMOT & ORANGE BLOSSOM  
TUBEROSE & IRIS  
CEDARWOOD, VANILLA & MUSK



## CROSS-SELLING TIP

ALWAYS APPLY A SPRITZ OF YOUR FAVORITE MY WAY SCENT TO YOUR WRISTS BEFORE APPLYING MAKEUP TO A CLIENT TO ENHANCE THE EXPERIENCE AND TIE IN FRAGRANCE

GIORGIO ARMANI



# ARMANI CODE



*refillable*

ARMANI  
code

EAU DE TOILETTE



ARMANI  
code

EAU DE PARFUM



*refillable*

ARMANI  
code

PARFUM

## INTENSITY

●●○○

●●●○

●●●●

## SCENT FAMILY

AMBER WOODY

AMBER WOODY

WOODY AROMATIC

## WHAT IS THE SPIRIT OF THE SCENT?

SMOOTH. WOODY.  
SENSUAL

RICH. WARM.  
MAGNETIC

POWERFUL. FRESH.  
SEDUCTIVE

## THE NOTES

GREEN MANDARIN  
LAVANDIN  
CEDARWOOD & TONKA BEAN

LEMON ESSENCE  
LAVENDER & VANILLA  
CEDARWOOD & TONKA BEAN

BERGAMOT  
SAGE & IRIS  
CEDARWOOD & TONKA BEAN



## DID YOU KNOW?

TONKA BEAN IS SO COVETED THERE IS A BLACK MARKET AMONGST PASTRY CHEFS IN THE US

GIORGIO ARMANI



# ARMANI SÌ



SAY SÌ TO MYSELF  
SÌ  
EAU DE PARFUM



SAY SÌ TO PASSION  
SÌ PASSIONE  
EAU DE PARFUM

## WHAT IS THE SPIRIT OF THE SCENT?

FEMININE  
SENSUAL  
SOPHISTICATED

PASSIONATE  
FEMININE  
BOLD

## SCENT FAMILY

CHYPRE FRUITY

FLORAL FRUITY

## THE NOTES

BLACKCURRANT  
NECTAR. AIRY FLORALS &  
MUSKY BLONDE WOOD



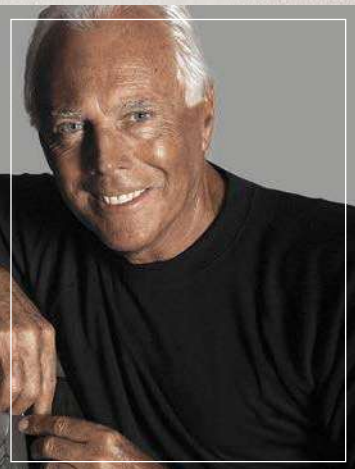
BLACKCURRANT NECTAR,  
PEAR, ROSE &  
WOODY VANILLA



**DID YOU KNOW?**  
BLACKCURRANT IS THE SIGNATURE NOTE  
IN THE ENTIRE SÌ FRAGRANCE WARDROBE

GIORGIO ARMANI





# ARMANI / PRIVE

## Haute Couture Fragrances

Inspired by his explorations of the world, Giorgio Armani translates the essence of his Haute Couture Fashion line into unexpected fragrances.

His friends and family convinced him to share this first version on a small scale with those who most appreciate his attention to detail.

As early as 2004, Giorgio Armani was one of the first to launch a line of exceptional fragrances: ARMANI/PRIVÉ Haute Couture Fragrances reflects the spirit of his haute couture clothing.

### FOUR COLLECTIONS OF UNISEX FRAGRANCES



**LES EAUX**  
FRESH & VIBRANT

**LA COLLECTION**  
DARING & ENVELOPING

**LES MILLE ET UNE NUITS**  
SENSUAL & OPULENT

**LES TERRES PRÉCIEUSES**  
RICH & UNEXPECTED

Inspired by his explorations of the globe, Giorgio Armani translates the essence of his Haute Couture into unexpected fragrances: a journey that retraces not only the freshness of legendary gardens but also fascinating exotic destinations

HAUTE COUTURE

NATURE

ART PIECES

CULTURE

CRAFTSMANSHIP

# PRIVE



# STORY

Simple, pure and elegant structure less is more.

Rare ingredients, crafted as precious fabrics

Beautiful ingredients, carefully sourced for their unique quality.

A clear focus on one ingredient

A sculptural object inspired by simple, geometric and mineral forms.

Contrasted masterpieces between sleek lines & curves

Armani/Prive fragrances are inspired by cultures of the world and are a tribute to their richness

The fragrances reflect the Armani haute-couture style and savoir-faire, with power and precision

# KOGANE

(CO-GAWN-EE)

LES TERRES PRÉCIEUSES  
Eau de parfum intense

## AN ODE TO JAPAN

A HOMAGE TO AN ANCESTRAL JAPANESE ART & PHILOSOPHY

*The art of Kintsugi (金継ぎ) or the art of resilience, born in the 15th century in Japan, consists in repairing an object by recovering its fault lines with real gold powder transforming an everyday object into a piece of art.*



## BLANC KOGANE

KEY INGREDIENTS: WHITE MUSKS

AN INTIMATE & SENSUAL  
WHITE MUSK IS ENHANCED  
BY A DUO OF WHITE JASMINE

ENVELOPING & LUMINOUS



## NOIR KOGANE

KEY INGREDIENTS: VETIVER

AN EARTHY & LEATHERY  
VETIVER ENHANCED  
BY A SPICY SAFFRON

SMOKY & BOLD



# ARMANI PRIVÉ



**LES EAUX** A TRIBUTE TO LEGENDARY GARDENS.  
EAU DE TOILETTE SRP | \$195. EACH INSPIRED BY NATURE



**PIVOINE SUZHOU**    **ROSE MILANO**    **SANTAL DAN SHÁ**    **GARDÉNIA ANTIGUA**    **ORANGERIE VENISE**

FLORAL <b>ROSY PEONY</b> SPARKLING & DELICATE	CHYPRE FLORAL <b>DAMASCENA ROSE</b> JOYFUL & SENSUAL	WOODY SPICY <b>SANDALWOOD</b> WARM & CREAMY	WHITE FLORAL <b>MUSKY GARDENIA</b> LUMINOUS & VOLUPTUOUS	CITRUS <b>BIGARADE ORANGE TREE</b> FRESH & ELEGANT	SCENT FAMILY <b>KEY NOTE</b> KEY WORDS
CHINESE GARDENS OF SUZHOU	THE CITY OF MILAN	CHINESE IMPERIAL GARDENS	THE ISLAND OF ANTIGUA	VENETIAN ORANGERY	INSPIRATION



**JASMIN KUSAMONO**    **THÉ YULONG**    **CYPRES PANTELLERIA**    **VÉTIVER D'HIVER**    **FIGUIER EDEN**

FLORAL GREEN <b>JASMINE SAMBAC</b> BRIGHT & TRANSPARENT	CITRUS WOODY <b>BLACK &amp; GREEN TEA</b> FRESH & SMOKEY	CITRUS <b>CYPRESS TREE</b> ENERGETIC & VIVACIOUS	EARTHY & WOODY <b>VÉTIVER</b> ELEGANT & FRESH	CITRUS & WOODS <b>GREEN FIG</b> LUMINOUS & VELVETY	SCENT FAMILY <b>KEY NOTE</b> KEY WORDS
THE ANCIENT ART OF JAPANESE BONSAI.	YULONG MOUNTAINS OF CHINA	ISLAND OF PANTELLERIA	WINTER GARDENS OF SAINT PETERSBURG	ITALIAN SUMMER IN ISCHIA	INSPIRATION

## DID YOU KNOW?

**BOIS D'ENCENS IS A PERSONAL FAVORITE OF MR. ARMANI**

THE ORIGINAL COLLECTION WAS CRAFTED FOR MR. ARMANI AND HIS CLOSE PERSONAL FRIENDS. THE SCENTS BECAME SO COVETED, THEY WERE TRANSFORMED INTO AN EXCLUSIVE COLLECTION AS THE SIGNATURE OF HIS HAUTE COUTURE LINE

**LA COLLECTION** A TRIBUTE TO THE MYTHICAL ACCORDS OF PERFUMERY, INSPIRED BY TRADITION.  
EAU DE PARFUM | SRP \$315



**BOIS D'ENCENS**

SCENT FAMILY	WOODY
<b>KEY NOTE</b>	<b>WHITE FRANKINCENSE</b>
KEY WORDS	SHARP & SPIRITUAL
INSPIRATION	CHURCH IN MILAN

**LES MILLE ET UNE NUITS** A TRIBUTE TO THE LEGENDARY TALE OF ONE THOUSAND AND ONE NIGHTS. INSPIRED BY THE SPENDORS OF THE ORIENT.  
EAU DE PARFUM INTENSE | SRP \$315.



**ROSE D'ARABIE**    **CUIR NOIR**    **OUD ROYAL**    **MUSC SHAMAL**    **CUIR ZERZURA**

SCENT FAMILY	FLORAL WOODY AMBER	LEATHER	WOODY	FLORAL MUSKY	AMBER WOODY LEATHER
<b>KEY NOTE</b>	<b>DAMASCENA ROSE</b>	<b>SAFFRON ACCORD</b>	<b>OUD WOOD</b>	<b>WHITE MUSK</b>	<b>LEATHER</b>
KEY WORDS	ENCHANTING & VOLUPTUOUS	WARM & ADDICTIVE	MAJESTIC & DEEP	ENVELOPING & SENSUAL	SENSUAL & WARM
INSPIRATION	SENSUALITY	SENSUALITY OF LEATHER ON SKIN	AN EXOTIC DREAM	WIND ACROSS THE SAND DUNES OF THE DESERT	MYTHICAL OASIS OF ZERZURA

**LES TERRES PRÉCIEUSES** A TRIBUTE TO THE COUNTRIES AND CULTURES THAT HAVE INSPIRED MR. ARMANI.  
EAU DE PARFUM INTENSE | SRP \$340.



**VERT MALACHITE**    **ROUGE MALACHITE**    **BLEU LAZULI**    **BLEU TURQUOISE**    **MAGENTA TANZANITE**    **INDIGO TANZANITE**    **NOIR KOGANE**    **BLANC OKKOGANÉ**

SCENT FAMILY	FLORAL	FLORAL	AMBER WOODY	WOODY FLORAL	SPICY AMBER	WOODY AMBER	EARTHY LEATHER	JASMINE MUSK
<b>KEY NOTE</b>	<b>WHITE LILY</b>	<b>TUBEROSE</b>	<b>HONEYED TOBACCO</b>	<b>SALTED VANILLA</b>	<b>SPICED COFFEE</b>	<b>WHITE PATCHOULI</b>	<b>VITIVER</b>	<b>WHITE MUSK</b>
KEY WORDS	MAJESTIC & DEEP	WARM & OPULENT	SENSUAL & CAPTIVATING	EXOTIC & SPICY	WARM & SPICY	CREAMY & WOODY	SMOKY & BOLD	ENVELOPING & LUMINOUS
INSPIRATION	RUSSIA	RUSSIA	INDIA	INDIAN OCEAN	AFRICA	AFRICA	JAPAN	JAPAN



# spring HALLMARKS

*Celebrate the ones you love with Armani*

## MOTHER'S DAY



MY WAY EDP  
90 + 15 + L50  
SRP \$ 165  
VALUE \$ 213



MY WAY EDP  
30 + 15  
SRP \$ 95  
VALUE \$ 135



MY WAY & GIOIA EDP  
2 X 15ML  
SRP \$ 50  
VALUE \$ 75



GIOIA EDP  
100 + 15 + L50  
SRP \$ 130  
VALUE \$ 167



GIOIA EDP  
30 + 15  
SRP \$ 80  
VALUE \$ 102



SI PASSIONE  
100 + 15 + L50  
SRP \$ 168  
VALUE \$ 217



## FATHER'S DAY



ADGH EDT  
100 + 15 + DEO  
SRP \$ 115  
VALUE \$151



ADGH PARFUM  
100 + 15  
SRP \$ 185  
VALUE \$220



ADGH PROFONDO  
125 + 15  
SRP \$ 170  
VALUE \$185



CODE PARFUM  
125 + 15  
SRP \$ 187  
VALUE \$ 219



CODE EDT  
75 + 15 + DEO  
SRP \$ 115  
VALUE \$ 142



PARFUM DISCOVERY SET  
CODE + ADGH 2X 15ML  
SRP \$ 50  
VALUE \$68



*Did you know?*

THE ARMANI WHITE SET BOXES ARE NOT ONLY TREASURABLE BUT ALSO RE-USABLE?

## Paint your love. VALENTINE'S DAY



ADGH EDT  
100 + 15  
SRP \$124  
VALUE \$170



MY WAY EDP  
90 + 15 + L50  
SRP \$165  
VALUE \$213



CODE EDT  
125 + 15  
SRP \$131  
VALUE \$152



GIOIA EDP  
100 + 15 + L50  
SRP \$130  
VALUE \$167



# SENIOR & EXPERT

## EXPERTS



**LUMA  
KHLID-FRANCIS**  
Neiman Marcus  
- Troy



**ESMIRA  
MAMEDOVA**  
Bloomingdales  
- Aventura



**ALEXIS  
SIMONSON**  
Saks Fifth Avenue  
- San Francisco



**MAUREEN  
SHIELDS**  
Neiman Marcus  
- King of Prussia

## SENIORS

- NELLIE ALAMILLA** | NORDSTROM | OLD ORCHARD
- CHRISTY ATKINS** | NORDSTROM | ST LOUIS GALLERIA
- KAOUTAR FILALI** | SAKS | NEW YORK
- VANESSA HURTADO** | SAKS | NEW YORK
- MARIA NINO** | NORDSTROM | CHICAGO
- JANE PAVLIS** | SAKS | CHICAGO
- ALEJANDRA PAZ** | NEIMAN MARCUS | TYSONS
- AMANDA POLO** | NEIMAN MARCUS | CHICAGO
- MAURO SOLORIO** | BLOOMINGDALE'S | SAN FRANCISCO
- KIMBERLY TAYLOR** | SAKS | SAN FRANCISCO
- NATASHA WHITE** | BERGDORFF GOODMAN | NEW YORK
- NATALIE YAPORT** | SAKS | NEW YORK

**BRAND  
ENGAGEMENT  
& CLIENT  
EXPERIENCE**





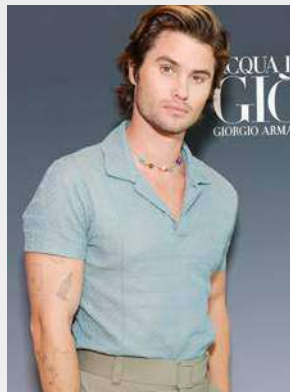
# GEN A (ROMANTIC)



## Generation A (noun)

a community of young talent that celebrates authenticity and optimism as the new generation

## GEN A



**CHASE STOKES**

@HICHASESTOKES



**MICHAEL EVANS BEHLING**

@MICHAELB05



**CHRISTOPHER BRINEY**

@CHRISBRINEY\_



THE MEN OF GEN A in new ADG PARFUM campaign

## GEN A



**ISABELA MERCED**

@ISABELAMERCED



**LILI REINHART**

@LILIREINHART



**CAMILA MENDES**

@CAMIMENDES



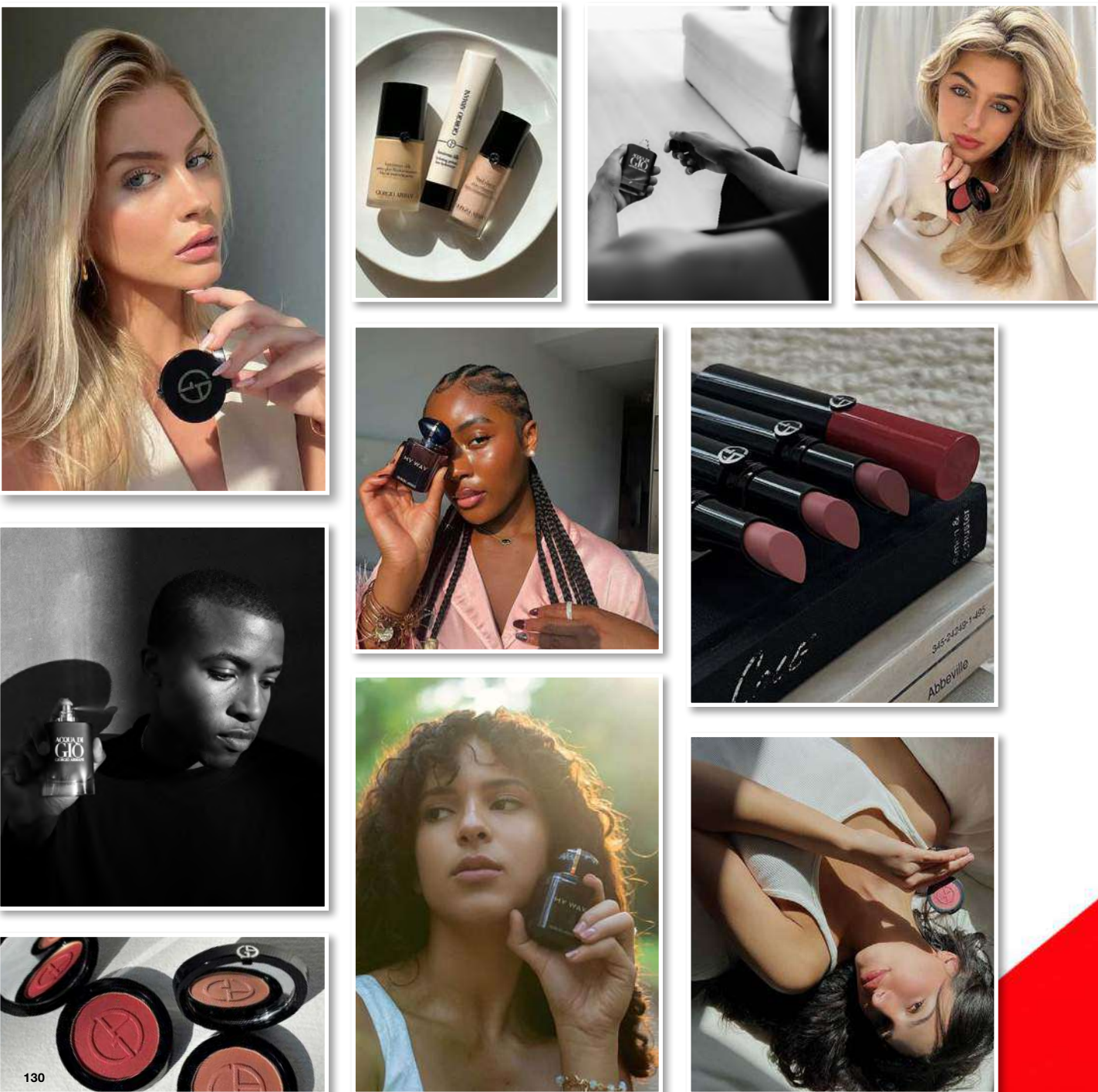


# BRAND ENGAGEMENT

## #ARMANIBEAUTIES COMMUNITY

 **Giorgio Armani #ArmaniBeauties Community**  
*Fostering and Building a Community of Armani Beauty Advocates*

#ARMANIBEAUTIES is a community whose only rule is beauty, who believe in enhancing what makes you, you. We encourage our community to share their Armani Beauty products and looks on social and tag #ArmaniBeauties @ArmaniBeauty for a chance to have their content featured on our owned social channels. On Instagram, be sure and follow the #ArmaniBeauties tag to follow along to see what the community is posting!



# BRAND ENGAGEMENT

Beauty & Trend Squad

## SHARING THE SECRETS OF INFLUENTIAL BEAUTY CREATORS

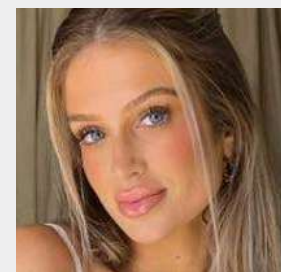
The 2024 lineup of Armani Beauty Social Creators play a significant role in increasing brand awareness, and driving cultural relevancy to ensure Armani Beauty is the most desired makeup artistry brand on the market.

### BEAUTY SQUAD

**BEAUTY SQUAD** are top-tier beauty influencers with highly engaged followers leading mass awareness and their product stamp of approval. They create authentic reviews and GRWM tutorial-style content for our pillar and product launches for their communities who trust their recommendations and see them as their best friend.



MONET MCMICHAEL  
@MONETMCMICHAEL



SARAH WOLAK  
@SARAH\_WOLAK



STEPH HUI  
@STXPH.H



AZRA & AISHA MIAN  
@MIANTWINS



MEREDITH DUXBURY  
@MEREDITHDUXBURY

**TREND SQUAD** consists of mid-tier makeup authorities at the forefront of beauty trend conversations across social platforms. Whether it's #PumpkinSpiceMakeup or #GlowyMakeup these creators showcase our products into trending conversations and position Armani beauty at the forefront of what is cool and relevant.



ZOE KIM KENEALY  
@ZOEKIMKENEALY



ZANY SENA  
@ZANYSENA



LAUREN PETERS  
@LILPEET



SCHAE BREEZY  
@SCHAEBREEZY\_



DANIELLE ESTRADA  
@DANIELLEESTRADA

### TREND SQUAD



ATTRACT CLIENTS

# & GROW YOUR INSTAGRAM & TIKTOK COMMUNITY



- **RECOMMENDED:** Include cultural hashtags to boost reach such as: *#beauty #tutorial #makeup #smokyeye*
- Authenticity is key, show your personality and don't worry about being perfect
- **VIDEO IS KING**, focus on creating 15-30 second Instagram Reels or Tiktok videos
- Always offer value. How-To videos, before and after videos, color matching, self' makeup applications & skincare techniques are all great ways to engage with your audience.
- Plan to consistently post content across both platforms to drive engagement & build your community
- **Community Management:** respond to comments in a relatable way to address client questions and concerns
- **DID YOU KNOW** the average Instagram user spends 3 SECONDS of consideration to each post before moving on? Keep your copy simple. 80% of your audience sees your content on a mobile device.
- **ALWAYS** include **@ARMANIBEAUTY**
- **NEVER** include any branded OR product hashtags such as: *#ArmaniBeauty, #Armani, #LuminousSilk #LipMaestro*
- Show your Armani beauty products and state the CTA/ Hook of the video within the first 2 seconds
- Shoot in a well-lit, clutter free space – best to use natural, golden hour light!



BY WENDY WARD  
REGIONAL FACE DESIGNER  
**@WENDYWARD\_ARTISTRY**



BY IRAM QURESHI  
REGIONAL FACE DESIGNER  
**@IRAMSBEAUTY**

**WENDY ON SOCIAL MEDIA**

I FOUND USING SOCIAL MEDIA IS A GREAT TOOL TO EASILY KEEP IN TOUCH WITH THESE WONDERFUL NEW PEOPLE IN MY LIFE! CLIENTS HAVE THE ABILITY TO REACH OUT TO ME ANYTIME FOR ANY TIPS, TRICKS AND DIFFERENT WAYS TO USE THE ARMANI BEAUTY PRODUCTS THAT ARE RIGHT FOR THEM. SOCIAL MEDIA HAS ABSOLUTELY HELPED BY ALLOWING ME TO BE MORE ACCESSIBLE TO PEOPLE. I AM THRILLED BY THE INTEREST AND SUPPORT.

**IRAM ON SOCIAL MEDIA**

SOCIAL MEDIA HAS HELPED MY BUSINESS IN SEVERAL WAYS. ON MY SOCIAL MEDIA (INSTAGRAM), 95% OF MY FOLLOWERS ARE MY OWN CUSTOMERS. THEY ALWAYS ASK QUESTIONS REGARDING TRENDING PRODUCTS. THEY USUALLY CONTACT ME AFTER MY POSTS TO KNOW ABOUT THE PRODUCT. CUSTOMERS ARE ALSO INTERESTED IN WHEN AND WHERE THE NEXT MASTER CLASS WILL TAKE PLACE.

## CREATE AN ONLINE COMMUNITY

TREAT EVERY FOLLOWER LIKE A REAL PERSON. **ENGAGEMENT IS THE GOAL!** FOCUS ON THE FOLLOWERS YOU HAVE AND OFFER THEM VALUE. **REPLY TO THEIR COMMENTS AS IF THEY HAD SAID IT TO YOU IN REAL LIFE.** COMMENT ON THEIR POSTS TOO! **THESE RELATIONSHIPS WILL TURN INTO SALES IN TIME AND YOUR FOLLOWING WILL GROW NATURALLY.**

WITH INSTAGRAM REELS



*REEL TIPS*

- YOU WILL GET FOUND BY NEW PEOPLE AS INSTAGRAM SHOWS THIS CONTENT TO EVERYONE
- GET CREATIVE WITH DIFFERENT VIDEO LENGTHS AND CONTENT STYLES CONSIDER A GRWM VIDEO TO SHOW A FULL ARMANI BEAUTY LOOK OR FUN SNACKABLE TIPS OR TRICKS. THIS IS YOUR PLATFORM TO STORYTELL THE BRAND AND PRODUCTS IN A WAY THAT IS MOST AUTHENTIC FOR YOU!
- FOR VIDEO IDEAS, SAVE OTHER CREATORS CONTENT YOU LIKE, AND RECREATE PUTTING YOUR SPIN ON IT.
- KEEP THE VIDEOS SHORT, UNDER 30 SECONDS

WITH TIK-TOK

*TIK-TOK TIPS*



- ALWAYS SHARE EDUCATION TIPS & TRICKS IN AN ENTERTAINING FASHION
- KEEP IT SHORT AND SWEET 15-30 SECONDS IS THE SWEET SPOT
- USE TRENDING SOUNDS/MUSIC AND HASHTAGS TO GET DISCOVERED
- PEOPLE LOVE RAW AND REAL FOOTAGE, DO NOT HEAVILY FILTER OR BE TOO PERFECT
- BE READY TO HOP ON BEAUTY TIKTOK TRENDS; THIS IS HOW YOU GO VIRAL WITH ARMANI PRODUCTS! YOU CAN FIND THESE ON THE DISCOVER PAGE BY CLICKING THE MAGNIFYING GLASS



# SALES FLOOR & GROOMING

PROFESSIONALISM & A GROOMED LOOK, APPROPRIATE FOR THE STORE AND FOR THE STANDARDS OF THE BRAND.

## HYGIENE

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



### CLEAN & SANITIZE HANDS REGULARLY

ESPECIALLY IN FRONT OF THE CLIENT BEFORE & AFTER TOUCHING PRODUCT.  
**NOTE:** Take care of your skin by moisturizing your hands regularly. Use body lotion or hand cream.



### WEAR A MASK

Wear a mask based on your comfort level and local guidelines. Always ask your clients if they'd like you to wear one.



### PERSONAL HEALTH

**QUESTIONS?**  
 Any question regarding health conditions? Contact your local HR team. Feeling sick, have a fever or difficulty breathing? Stay home and inform your manager.

## CLEANING

PLEASE FOLLOW YOUR RETAILER SPECIFIC GUIDELINES



### STORE CLEANING

#### PRIOR TO REOPENING THE STORE

- ALL WORK SURFACES
- ALL DISPLAY SURFACES

#### DAILY

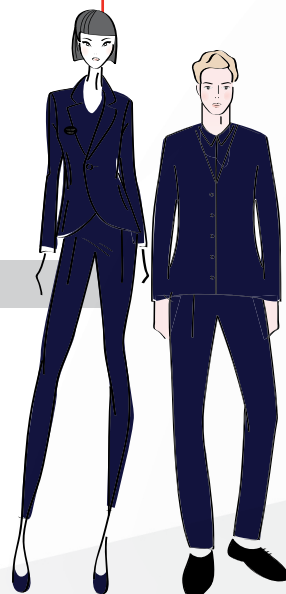
- TIDY AND CLEAN WORK AND STORAGE AREAS
- SANITIZE THE REGISTER AND CONSULTATION AREA BETWEEN EACH CUSTOMER
- DISINFECT COVERED BINS DAILY, USING SINGLE-USE GLOVES AND \*EPA APPROVED CLEANING SUPPLIES



### PRODUCT CLEANING

#### PRIOR TO REOPENING THE STORE

- KEEP ALL PRODUCTS CLOSED
- CLEAN AND DISINFECT AFTER EVERY USE
- NO DOUBLE DIPPING
- FOR BEAUTY TECH TOOLS, CLEAN AND DISINFECT BEFORE AND AFTER USING
- THROW AWAY DISPOSABLE TOOLS IN COVERED TRASH BIN AFTER DEMONSTRATION/SERVICE



## UNIFORM

### CONVEYING THE BRAND IMAGE

#### THE UNIFORM CONVEYS THE BRAND IMAGE

IT IS PART OF OUR BRAND IDENTITY. IT REVEALS THE PROFESSIONALISM OF OUR FD'S & OUR BRAND VALUES SUCH AS: ELEGANCE, COMFORT & SIMPLICITY. THE ARMANI UNIFORM MUST BE WORN IN FULL BY ALL FACE DESIGNERS, INCLUDING THE SILVER GA PIN.

# DOS

### MAKEUP

WEAR FULL MAKEUP FOUNDATION, EYE SHADOW, LIPSTICK & MASCARA. BALANCE THE INTENSITY OF THE EYE AND LIPS

MAKEUP SHOULD BE APPLIED BEFORE YOU ARRIVE AT THE STORE AND TOUCHED UP DURING YOUR BREAKS OUTSIDE THE SELLING AREA

LINES ARE STRAIGHT, NEVER UP, NEVER ROUND

### COMPLEXION

WEAR FOUNDATION THAT ENHANCES YOUR COMPLEXION FOR NATURAL COVERAGE - LESS IS MORE

THE FOUNDATION SHOULD MATCH THE COLOR OF YOUR SKIN, NEVER TOO DARK

### HAIR

YOUR HAIR SHOULD BE WELL KEPT AND STYLED

IF LONG, IT SHOULD BE TIED BACK OUT OF THE WAY FOR APPLYING MAKEUP

SIMPLE ACCESSORIES ALLOWED

YOUR BEARD MUST BE SHORT AND NEAT

### HANDS

YOUR HANDS ARE YOUR PRIMARY WORK TOOL: ALWAYS TAKE CARE OF THEM. THEY SHOULD BE CLEANSED EACH TIME YOU APPLY MAKEUP

CLEANSE YOUR HANDS IN FRONT OF YOUR CLIENT

YOUR NAILS SHOULD ALL BE THE SAME LENGTH, WITH ELEGANT NAIL POLISH (LIKE A CLASSIC RED OR NUDE.)

THEY SHOULD NOT BE BITTEN OR TOO LONG (FOR HYGIENE REASONS)

YOUR HANDS SHOULD BE WASHED AFTER USING THE RESTROOM OR HAVING A CIGARETTE BREAK

### FRAGRANCE

ALWAYS WEAR AN ARMANI FRAGRANCE

# DON'TS

### MAKEUP

WEAR NO MAKEUP

AGGRESSIVE CONTOURING, HIGHLIGHT, BLUSH ETC.

STRONG BROWS

STRONG EYE/LIP COMBINATION

FAKE EYE LASHES OR EXTREME MASCARA

### COMPLEXION

HEAVY FOUNDATION THAT DOESN'T LOOK NATURAL

### HAIR

DIRTY HAIR

EXTREME COLORS OR GRADIENT DYES

HAIR COVERING THE FACE

UNKEMPT OR UNSTYLED HAIR

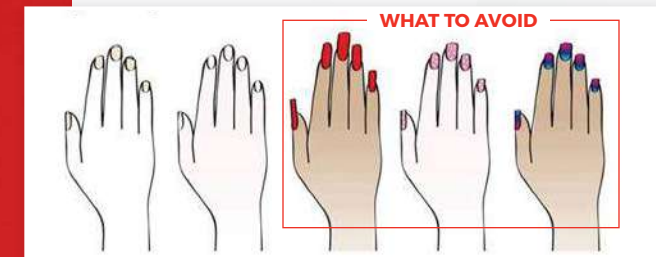
### HANDS

DIRTY OR CHIPPED NAILS

EXCESSIVELY LONG NAILS

NAIL ART OR TEXTURAL EFFECTS

GARISH OR MULTIPLE COLORS



### FRAGRANCE

WEAR A FRAGRANCE FROM ANY OTHER BRAND



# HOW TO SAMPLE SUCCESSFULLY

TOOLS TO BUILD YOUR BUSINESS

## 1 SHADE MATCH THE SAMPLE UNIT

This image will stay up on the sample unit for the season. It invites the client to experience the Armani Glow and receive a complimentary shade matched 7-day supply of Luminous Silk Perfect Glow Foundation



### SAMPLE UNIT

Designed to comfortably house foundation testers, as well as jars for customized sampling. Please only use these samples if you are permitted to do so by your retailer.

### IPAD & MODIFACE

Invite your client to experience Modiface on the Ipad. Modiface is a playful tool that allows them to see shades, textures and finishes on their face, virtually.



### SHADE FINDER TRI FOLD

The shade finder tri-fold is a guide to find the correct formula and color for your client. Use the shade finder in your client consultation and include them in the decision making.



## 2 SAMPLE THE SAMPLE UNIT

- Give your client a sample of the foundation in the provided **SAMPLE JAR**
- Include the **INGREDIENT LIST** for your client's reference
- To elevate the sampling gesture, **SAMPLE BAGS** are provided for you.
- Close your interaction with the **CONSULTATION CARD**



### SAMPLE BAGS

To elevate the sampling gesture, sample bags are provided for you. \*Remember, if you are giving a sample to a client, get their information so you can follow up.



### CONSULTATION CARD

Our classic consultation card should be used with every client visit to record your consultation, as well as swatch colours, and show product placement. This card will be sent home with your client and remind them of **YOU** every time they refer to it.

## 3 FOLLOW UP THE SAMPLE UNIT

Give a sample, get a name. Remember, when you are giving a sample, ask your client how they prefer to be contacted and get their information. Follow up and ask how they liked the foundation- This will ensure that they come back and buy the product from you. Follow the Armani **2-2-2 PROCESS** to maintain the client relationship

- 2 DAYS** - be thankful
- after you meet the client, virtually or in person, follow up with them by simply saying THANK YOU
- 2 WEEKS** - check in and build your relationship
- Ask your client their opinion on the samples and products:
- 2 MONTHS** - continue building the relationship
- Don't let your client forget about you! Now is the time to invite them in to experience an event, new products or for replenishment

BY TABETHA BRIGGS  
REGIONAL FACE DESIGNER  
@T.BRIGGSBEAUTY



### TABETHA ON CLIENT OUTREACH

WHEN THINGS ARE SLOWER IN STORE I TRY TO TAKE THAT TIME TO DO SOME CLIENT OUT REACH - PHONE ORDERS, PRODUCTS RECOMMENDATIONS FOR VIRTUAL CLIENTS ETC. CONNECTING AND RECRUITING CAN NOT ONLY CREATE BUSINESS AND INCREASE YOUR SALES FOR THE DAY, BUT ALSO CREATE A RELATIONSHIP WITH A NEW CLIENT OR ASSOCIATE THAT CAN IMPACT BUSINESS FOR THE LONG RUN!



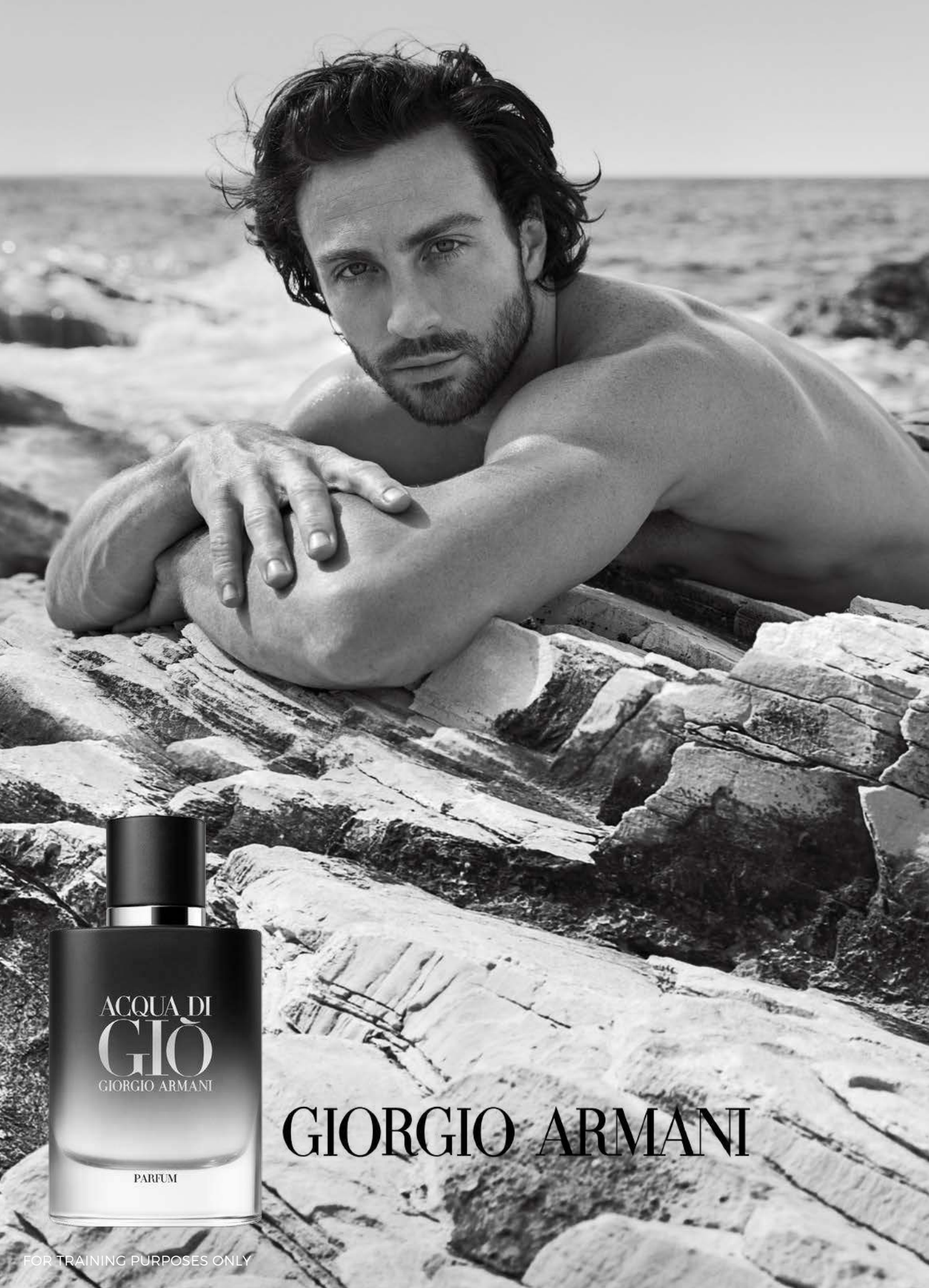
# FIND YOUR PERFECT MATCH

## COMPLEXION SHADE FINDER

DEPTH	VERY FAIR					FAIR					LIGHT					LIGHT TO MEDIUM					MEDIUM					MEDIUM TO TAN					TAN					TAN TO DEEP					DEEP					VERY DEEP					VERY VERY DEEP						
	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	PEACH	NEUTRAL	GOLDEN	OLIVE	PINK	PEACH	NEUTRAL	GOLDEN	OLIVE	RED	PINK	NEUTRAL	GOLDEN	OLIVE	PINK	NEUTRAL	GOLDEN					
LUMINOUS SILK FOUNDATION	3.75			3			2	1.5	3.8		4.75	4.25	5	4		5.1	5.2	4.5	5.75	3.5	5.25	5.5	5.9	5.8	6							7	6.5	6.25		8.25	7.5	8	7.75	7.8	8.5		8.75	9	11.75	11.5	13	10	11	12	13.5	15	13.25	14			
LUMINOUS SILK CONCEALER	3.75			3			2	1.5			4.75		5	4				4.5	5.75		5.25	5.5			6						7	6.5						8.75		11.75			10					15	14								
LUMINOUS SILK FUSION GLOW POWDER				3			2							4								5.5									7	6.5							9		11.5								14								
POWER FABRIC + FOUNDATION			1			2.75	2.5	3		2		4.25	3.5	3.25			5	4	5.75	4.5	5.25	5.5			6						7	6.5	6.25										13	10	11	12		15		14		16					
POWER FABRIC + CONCEALER			1.5			2.75		3		2			3.5				5	4		4.5		5.5									7	6.5											10	11	12		15		14		16						
POWER FABRIC BALM			1					3	2							5	3.5	4.5	4		5.25	5.5									7.5	6.5	6																								
NEO NUDE TINTED MOISTURIZER				3			2.5	1.5	2				5	4		4.5		4.25	3.5		5.25	5.5			6						7	6.5							8		8.5		8.75	9		11.5	13	10				16				17	
CREMA NUDA	1						2							3								4.5											4																								







GIORGIO ARMANI