

LILO

LikeLOVE

Add some love  
to your expression!





# LiLO

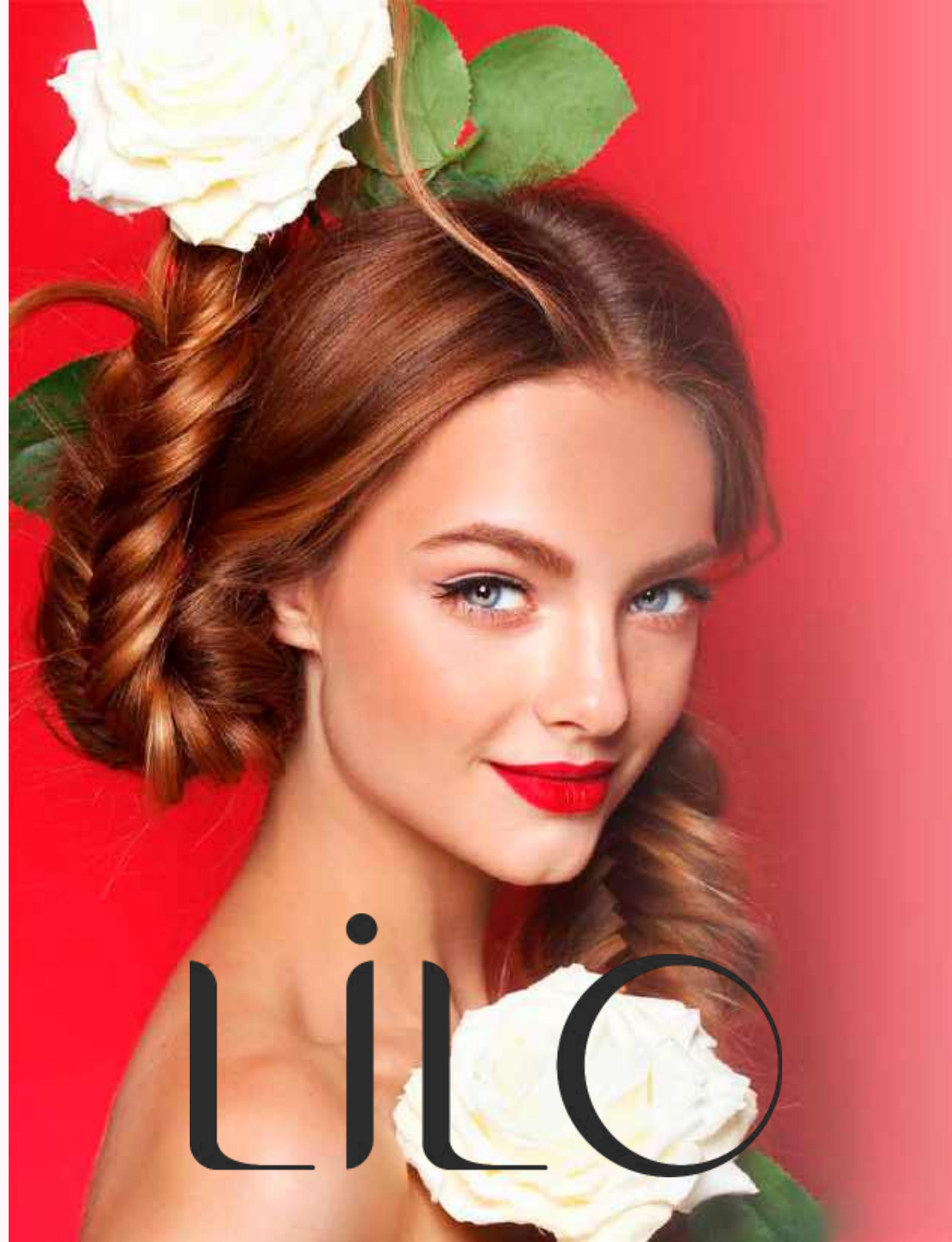
**LiLo** – new young brand of the color cosmetics started in 2017.

Our vision behind **LiLo** is to help women to love themselves more, to feel radiant confidence, and joy of looking and feeling her best all day long. We pride ourselves on using the latest innovations to create the best products in the industry of make-up cosmetics..

**LiLo** – It's not just the makeup that makes a woman irresistible, but the inner glow of self-confidence. Our high-quality cosmetics are very gentle on the skin and are safe to wear from morning to evening on a daily basis without drying out the skin.

All of our products are compliant with European quality standards and are gentle on the skin for daily wear. **LiLo** brand has a strong presence in Belarus and is embraced by its loyal customers all over Eastern Europe. We source only the best raw materials from Italy, Germany, and Poland.

If you are looking for something new and original, you are going to be pleasantly surprised by what **LiLo** has to offer. We bring you the trendiest shades with glossy and matte finishes to diversify your look by sourcing only the best ingredients from industry leading factories in Europe.





# ASSORTMENT

LILO

Add some love to your expression!

MASCARA

FIBER *Flash*

mascara

MAXIMUM LENGTH  
AND VOLUME

NEW



- ✓ Unlimited length from the first covering
- ✓ Maximum volume of the lashes
- ✓ The fiber fibrils of the maxi-brush are responsible for the open look

**LILLO** **LASH  
SIZE+++**  
mascara

**3D-volume  
EMPHASIZED bend  
LENGTHENING**

**NEW**



- ✓ Triple volume by one moving
- ✓ Visibly lifts and defines lashes
- ✓ Thickening and lengthening of eyelashes are without weighting
- ✓ Fan volume and staying power throughout the day

# BLACK ATTACK

mascara

mascara

Volume  
Length  
Density

NEW

IDEAL MASCARA  
FOR DAILY USE!



- ✓ Эффект умножения ресниц
- ✓ Suitable for natural daily makeup and impressive evening makeup
- ✓ Doesn't weigh down or stick lashes together
- ✓ Optimal durability throughout the day



LILO

LAST  
STEP

mascara

MASCARA

LENGTHENING  
CURLING  
SEPARATION

NEW



- ✓ Long and curl lashes
- ✓ Perfect coloring of the smallest lashes in the eye corners
- ✓ Incredibly handy little brush for easy application and perfect separation

# TRINITY

mascara



## Volume, length or definition?

**No need to choose!**

All of these three effects come together in one mascara.

Simple looking silicone brush is capable of some real magic:

- even the smallest lashes are colored, vibrantly coming to life
  - lashes appear thicker and fuller
  - special bristles provide absolute lump-free separation
  - noticeable elongation after the first coat
- Water-based formula allows for as many coats as you need for the desired effect, giving you the bright and expressive look you always wanted.

# THIS IS A REAL MUST-HAVE

*for the lovers of perfectly  
curled and separated lashes!*

Ideal curl and definition.

Once you try it, you will never go back. This mascara gives your eyelashes a noticeable lift with a beautiful curl angle that stays all day long. Our combination silicone brush has lots of short bristles to give your lashes rich color from its very roots and long bristles for perfect separation.

## YOUR MUST HAVE

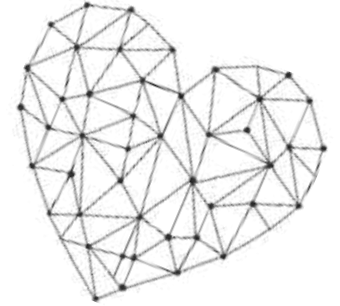
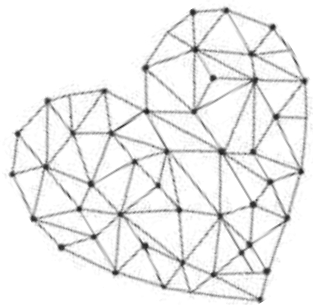
mascara



# LONG LIKE!

mascara

Never ending lashes. Everyone will notice your incredibly long eyelashes thanks to our luxurious mascara LONG LIKE. Our formula includes three waxes – bee, Carnauba, and rice bran wax. These natural ingredients contribute to enhancing the volumetric effect while moisturizing and nourishing the lashes



## Endless Lashes

Our amazing spiral-shaped brush gives the lashes delightful length and incredible volume

# LIKE YOU!

mascara

This mascara is capable of creating the most impact on your eyelashes. In a matter of seconds, your eyelashes will become longer, fuller, and thicker. Due to the rich creamy texture of this mascara, you are able to apply the as many coats as you need without your lashes letting glued together.

Natural waxes condition your eyelashes and keep them healthy and shiny. This is just one versatile mascara that would enhance your natural daytime look and your bright evening makeup.



## LASH ARCHITECT

creator of the special  
effects



# LIKE ME!

mascara

Unbelievable volume and length  
This is an expectation-beating  
mascara. Soft, flexible composition  
envelopes every lash and provides  
incredible  
durability without scratching or  
smudging. A comfortable silicone  
brush makes it easy to apply with  
maximum effect.  
Is all that you need for sensual  
expressive eyes



**MAXIMUM  
VOLUME**

**EXTREME  
LENGTH**

**ABSOLUTE  
DEFINITION**

# LIKE ME! COLOR ME!

mascara

**MAXIMUM VOLUME**

**EXTREME LENGTH**

**ABSOLUTE DEFINITION**



This is an expectation-beating  
mascara

Elastic texture and comfortable  
brush shape combined with the  
most actual color.

Focusing on eye color is easy now



# NO LIMITS waterproof mascara

Excellent separation, super volume, durability throughout the day - all three effects in one mascara

The original silicone brush allows you to dye eyelashes as much as possible without weighing them down. Eyelashes will keep volume for a long time in any weather



**WATERPROOF  
MASCARA**







# LiLo Matte

liquid matte precision eyeliner

**Ideally black.  
Perfectly matte**



MATTE LINER – this is a pitch black, highly pigmented, matte liner with an ultrathin precision applicator.

This eyeliner comes with a thin, elastic brush that is easy to use even for beginners. As you apply your contouring line, it dries immediately without smudging and blurring the eyelids.

Our **water-proof formula** helps to keep those flirty lines sharp throughout the whole day. The product comes with a hermetically-sealed cap preventing it from drying out.



# LiLo Matte

liquid matte precision eyeliner

color

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Perfectly matte**

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grey



brown



# LiLo Glossy

liquid glossy precision eyeliner

**Perfectly saturated.  
Perfectly glossy**

GLOSSY LINER – this is a pitch black, highly pigmented, matte liner with an ultrathin precision applicator. This eyeliner comes with a thin, elastic brush that is easy to use even for beginners. As you apply your contouring line, it dries immediately without smudging and blurring the eyelids.

Our **water-proof formula** helps to keep those flirty lines sharp throughout the whole day. The product comes with a hermetically-sealed cap preventing it from drying out.



**Gentle shimmer**

**Slim applicator tip**

**Extra black**



# LIKE

liquid precision eyeliner

Winged eyeliner is a true classic for the makeup of any decade. When you wish to create those flirty and dramatic lines, you can use our liquid eyeliner by Lilo LIKE.

Because it is highly pigmented, it provides a rich line only after one application and guarantees maximum precision. It dries instantly after the application, preventing any smudges.

# Magic lines

liquid eyeliner



**Brilliant result!**  
**Amazing shades!**

Gel texture is in tandem with a thin brush. Perfectly applying. It allows you to create smooth rich color lines!

Eyeliner fixes quickly and has a high resistance. Your lines keep for whole your active day and evening!

Imagine and change the shape of the line! You'll get original make-up

71 Pink opal

77 Amethyst

72 Chrysolite

76 Garnet

73 Emerald

75 Hematite

74 Smoky quartz



# LiLo

eyeliner

A universal eyeliner emphasizes the beauty and expressiveness of your eyes.

The texture of the pencil ensures clear lines, and the presence of vitamin A ensures softness when applied and helps to preserve moisture.

Deep and rich shades are perfect for day and evening makeup.



01 carbon black



02 black stars



03 deep brown



04 storm cloud



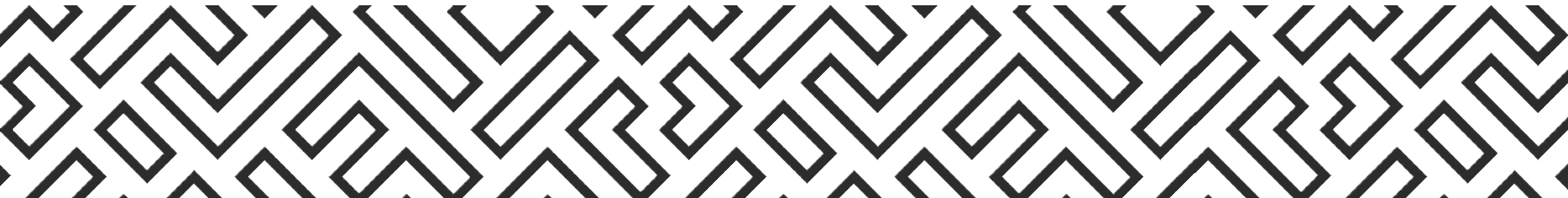
05 angry ocean



06 military



07 light sand



# LiLo

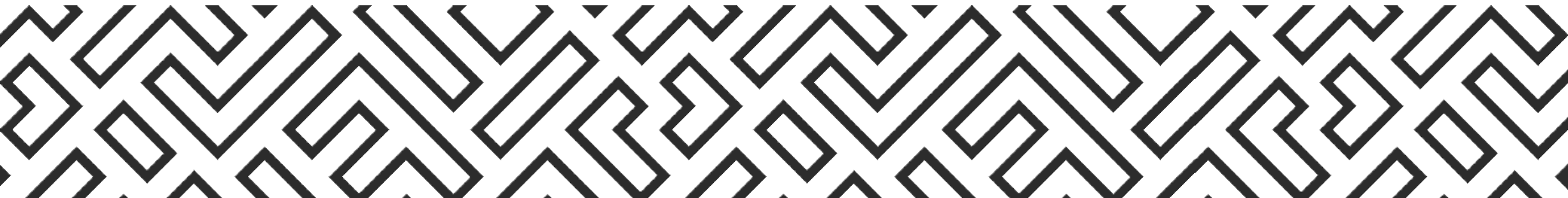
kajal

This is a multifunctional liner that works for coloring in the waterline of the lower eyelid and creating soft winged lines on the top, or even perfectly blended smoky eyes.

There are five concentrated shades for any taste: dark ones make the eyes more expressive, while bright ones adjust the eye shape and create a refreshing look.

Our durable formula keeps strong for the whole day, looking just as perfect as when you just walked away from the mirror that morning.

The soft creamy texture is easy to apply without scratching the eyelid and is perfect for blending in.



# LiLo LIKE

eyeliner-contour

Easy to be bright! With the new LIKE eyeliners your eye makeup will be as varied as you wish.

The soft satin texture of the eyeliner provides delicate application and, if necessary, easy shading. Convenient sharpener on the cap always allows you to keep the stylus perfectly sharp.







# LIKE 4U

eyeshadow

102 Angel In Bloom



101 Honey Moon



103 Dream Hunter



105 Romantic  
Provence

107 Glam Rock



104 Vanilla Forever

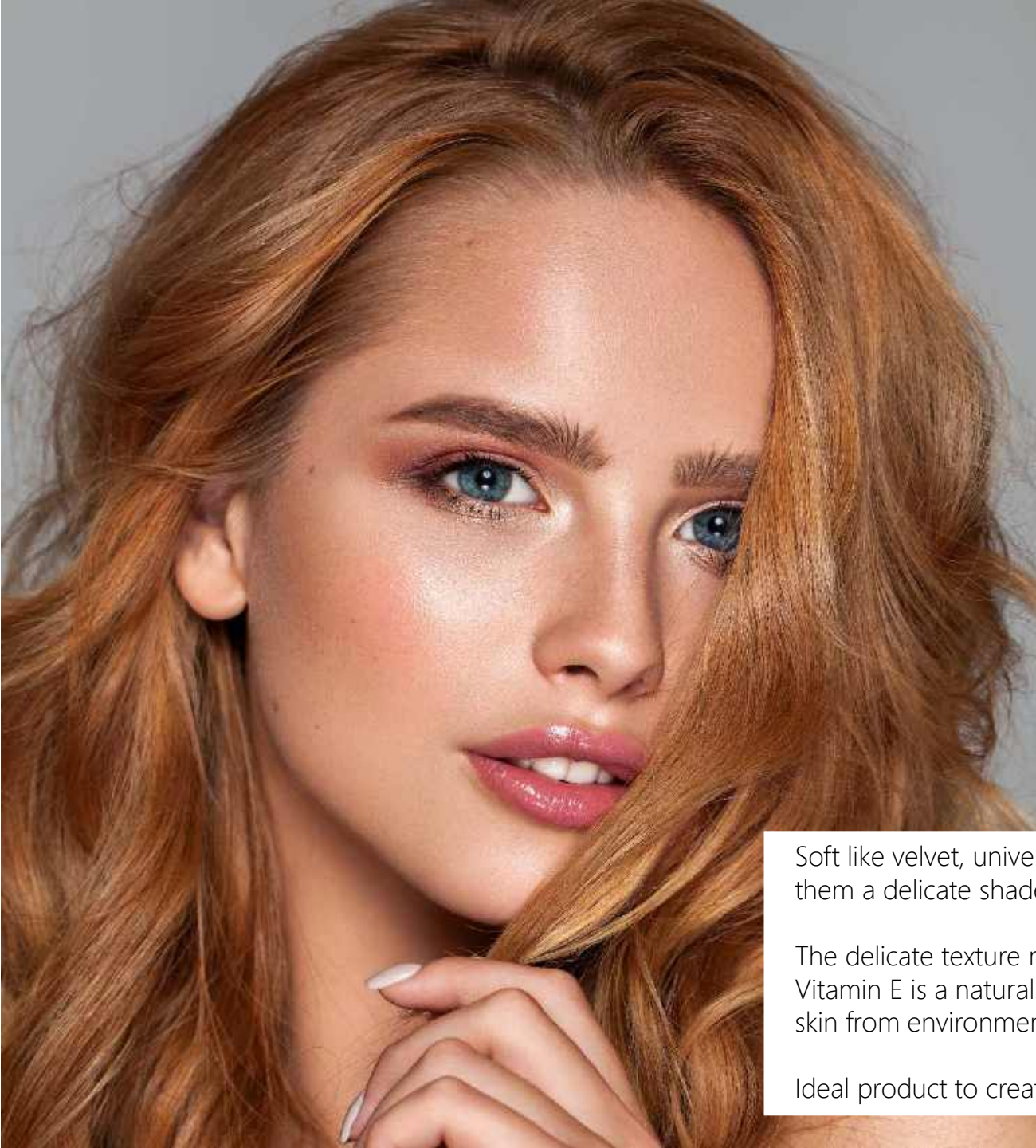


106 Disco Star



Eye shadows are what can easily communicate to the rest of the world whether you are going to work or to a party. We are delighted to offer you 7 types of palettes with 2 complementing shades in each.

All of our palettes are designed to tastefully highlight your eyes and their texture ensures a smooth application and effortless blending regardless of whether you used a primer or not. Our shimmery and satin-like textures bring out your eyes for up to 12 hours throughout your day.



# COSMIC

blush&eyeshadow



Soft like velvet, universal cream can be applied to the cheeks, giving them a delicate shade, and to the eyes, getting an intense matte color.

The delicate texture melts on the skin and looks incredibly natural. Vitamin E is a natural antioxidant that helps moisturize and protect the skin from environmental influences.

Ideal product to create the perfect mono makeup!

# LiLo

eyebrow liner

Our innovative formula and a selection of natural shades are there to enhance what nature gave you. Comfortable and easy to use brush shapes and styles your brow hairs.



51 taupe



52 blondy



53 medium brown



54 brunette



55 natural black



# LiLo LIKE

eyebrow-contour

Its soft texture will help to easily draw the contour of the eyebrows and fill in the gaps between the hairs.

A special brush on the cap not only makes a shape, but also allows you to vary the intensity of application and gives the eyebrows the most natural look



201



202



203



204



205



# LiLo BROWS filler

brow liner



Microblading effect!  
Fast, comfortable and natural!

The liner applies the finest touches imitating natural hairs which allows you to adjust the shape and density of the eyebrows and fill in the gaps and form a beautiful bend.

The liner is presented in three shades to allow any girl to choose her ideal option

Resistance up to 24 hours



*The triple tip of the applicator allows you to draw the hairs so naturally as possible*



# LiLo FIX BROW GROW

mascara-corrector for eyebrows

Three steps to the beauty of the eyebrows with the new smart formula

## Coloring

Cream texture and a convenient small brush allows you to adjust the shape of the eyebrows in one touch

## Fixation

Selected mascara components provide a quick fixation and help to tame all unruly hairs keeping a neat look and the desired shape of the eyebrows

## Strengthening growth

The special ingredient increases the density of hairs and helps to accelerate their growth. Keratin and panthenol help to moisturize and strengthen



**01 Cold nut**



**02 Iced coffee**



**03 Black storm**

