

# GG naturell

Natural beauty – as  
authentic as you are

Colour  
Collection

A woman with long brown hair, wearing a long-sleeved white dress, stands on a grassy hill. She is looking down and to her right. The background features a large body of water (a lake or bay) with several sailboats, and rolling green hills and mountains under a blue sky with light clouds. The lighting is bright and natural, suggesting a sunny day.

## Natural beauty, redefined

### Hello dear natural beauty!

Allow us to introduce ourselves. For over 60 years, our work has focused on the person as a whole, the balance between outer and inner beauty, and the uniqueness, the nature, of every individual.

Beauty has many facets. We see them in nature, in art, in the small and big things in daily life, and in every one of us – beauty shines out of many faces and features, but it only has a single core: a nature with a strong radiance.

This is the basic idea out of which GG naturell arose. With a blend of naturalness and radiance, it reveals your individual beauty. The innovative products and colours comply with the highest quality standards in the selection of the exclusive ingredients, some of which are grown organically, and represent the best tolerance and effectiveness.

Discover natural beauty from its authentic side!

Your GG naturell team

## Our Colour Collection



## In harmony with nature and the environment

Our commitment to sustainability includes the ecologically and socially responsible use of nature and her resources. The highest quality standards, transparency towards the consumer, organically grown ingredients and production methods with minimum impact on the environment are key aspects of our product range and our philosophy. As the guarantee for this, almost all GG naturell products carry the Ecocert quality seal to the international Cosmos standard for certified natural cosmetics.

To see which GG naturell products are already certified to Ecocert Cosmos, please refer to the product pages or go to [www.gg-naturell.de](http://www.gg-naturell.de)



### The Tegernsee – our home

We manufacture the folding boxes for our products with high-quality paper from the Tegernsee. We print them on Gmund paper and then have them tested and certified for the CO<sub>2</sub> balance seal. Through this climate-neutral printing process, we support environmental projects all over the world.

**GMUND**  
PAPIER



## For a radiant, natural you

Thanks to the innovative, exclusive and nourishing formulations, GG naturell make-up helps you to achieve a natural, even complexion and a fascinating radiance.



### CREAMY CONCEALER: essential daily companion



Make your eyes and complexion glow even more beautifully! CREAMY CONCEALER corrects rings around the eyes and fine lines completely naturally and leaves the skin feeling smooth and soft. The creamy formulation with high-quality ingredients provides long-lasting coverage and guarantees a balanced moisture level for your skin. The essential daily companion for perfect concealing and a lively radiance!

**The make-up artist's tip:** the smooth concealer is perfect for applying under the eyes to cover up skin undertones, shadows and discoloration. This guarantees the "freshness kick" for a wide-awake look. Apply the concealer extensively down as far as the sides of the nostrils in order to create an elongated effect of the inner part of the face. The brightening effect of the concealer is a benefit in contouring. The GG naturell concealer brush makes it easier to apply!





## SERUM FOUNDATION: feels like a second skin



This light liquid texture blends perfectly with your skin and creates the optimum finish – just like a second skin. Medium coverage corrects unevennesses and enhances your natural complexion. It contains high-quality, natural oils from controlled organically cultivation that are nourishing, regenerating and smoothing. Vitamin E is antioxidant and prevents the premature development of lines and wrinkles. Because the formulation contains no water, no preservatives are required.

For normal and combination skin



## CREAMY FOUNDATION: foundation and intensive nourishment in one



Specially developed for mature skin, CREAMY FOUNDATION provides supple, elastic skin and also reduces the development of lines and wrinkles. The soft, creamy formulation with intensively nourishing ingredients and high-quality oils such as argan and macadamia oil leaves your skin with a refined complexion and a naturally lovely appearance. The texture is quickly absorbed, and blends with the skin to cover unevennesses naturally and effectively. Stem cell extracts from the gardenia stimulate the skin's renewal process, strengthen skin tone and firm the skin of the face.

For dry and mature skin

**The make-up artist's tip:** the natural, high-quality textures of our make-up foundations are easy to apply either with your hands or with the GG naturell foundation brush. It is important to prepare the skin first with the skin-type appropriate facial care as the primer for your choice of foundation.



## COMPACT POWDER: perfectly mattified



Would you like to have a silky complexion with no annoying shine? Mattifying COMPACT POWDER leaves your skin looking even and flawless and sets your foundation for the whole day. Precious plant oils such as jojoba oil and essential lemon oil provide additional care. The powder feels velvety-soft on the skin, leaves natural-looking results, and is pleasantly fragrant thanks to the essential lemon oil.

**The make-up artist's tip:** the powder is ideal for setting and mattifying foundation. It is best to apply the powder downwards, i.e. from the forehead towards the chin, to prevent the facial hair from "lining up".





## POWDER BLUSH: lively accents on your cheeks



Add colour accents to your cheeks! These silky-matt shades will make your cheeks glow with a fresh, long-lasting radiance, and add colour to your face for vitality and liveliness. And they make your skin look perfectly well-nourished. High-quality plant oils such as jojoba oil and lemon oil also help to counter the skin ageing process. The naturally fresh fragrance of essential lemon oil completes the formulation.

**The make-up artist's tip:** our soft blusher shades can be used to enliven the complexion and for contouring the facial features. Centrally and on specific areas under the eyes to brighten the face, or angled under the cheekbones to contour!

## BRONZING POWDER: like kissed by the sun



For a natural tan all year round! The softly shimmering texture gives the skin a flawlessly lovely glow and leaves it with a long-lasting fresh look – as if it has been kissed by the sun. Contains plant oils with nourishing properties. Essential lemon oil envelops your skin in a naturally fresh fragrance on application.



## Enchanting glances

Create enchanting glances with the new GG naturell eye make-up products. Long-lasting colours for every occasion ensure your eyes are always seen in the best light.



### COLOUR & CARE EYESHADOW: highly pigmented



The highly-pigmented formulation and wide range of colours add special accents to your make-up and ensure your eyes are the focal point. The soft, powdery organic texture gives your glance depth and intensity without adding weight to the eyelids.

**The make-up artist's tip:** always combine a light eye shadow with a dark one. Light colours highlight. Dark ones add depth to the glance. This is the way to achieve three-dimensional results. Dark eye shadows can also be applied damp with our EYE LINER PENCIL to draw a line along the lash line.



## HIGH DEFINITION CARE MASCARA: perfect definition



Treat your lashes to intensive volume for a breathtaking look. The creamy, intensively coloured formulation goes on easily and smoothly to create long-lasting, healthy-looking, optically denser lashes. The precision brush separates and emphasises every single lash for a perfectly defined glance. Natural ingredients additionally protect, nourish and strengthen the lashes. Also suitable for contact lens wearers.

**The make-up artist's tip:** the mascara opens the eyes and makes them look bigger. Apply only to the upper lash line to make the eye look more awake. Apply it to the upper and lower lash lines to emphasise the eyes even more strongly.

## EYE LINER PENCIL: precisely emphasised

Never before has it been so easy to precisely highlight the eyes with a perfectly drawn lid line! The waterproof texture of the EYE LINER PENCIL provides intensively coloured moments the whole day long. The natural formula with the practical applicator expressively emphasises your eyes.

**The make-up artist's tip:** applied to the edge of the upper eyelid, the eye liner makes the lash line look denser, which perfectly accentuates the eye. For timelessly attractive "smoky eyes" and an appealing eye look for the evening, apply the eye liner along the lower lid and smudge slightly.

With natural plant-based and mineral ingredients.

## EYE BROW PENCIL: create a natural frame

Beautifully emphasised eyebrows are the perfect finish to your eye make-up. Different hues enhance the natural shade of your eyebrows for long-lasting, beautifully defined results. The practical brush shapes your eyebrows and styles them naturally.

**The make-up artist's tip:** comb the eyebrows down, draw tiny lines in the matching colour between the little hairs, then brush the eyebrows up again. This achieves optical density and naturally emphasises your eyebrows.

With natural plant-based and mineral ingredients.



## Lips that are made to be kissed

GG naturell offers a wide range of colours for every occasion to particularly highlight the beauty of your lips. Show your lips at their very best with the matching lipsticks, lip glosses and lip liners.



## COLOUR & CARE LIPSTICK: like love at first sight



Fall in love with your new favourite lipstick from this tremendous range of colours. The creamy texture leaves your lips with a soft, pleasant wear comfort without drying them out. Natural oils such as jojoba and coconut, along with natural waxes, provide your lips with the optimum moisture and intensive nourishment.

**The make-up artist's tip:** never apply lipstick without an outline. Lip liner and lipstick always form a single unit. It also prevents the colour from bleeding!

## BRILLIANCE & CARE LIP GLOSS: naturally shiny lips



Emphasise the natural tone of your lips with BRILLIANCE & CARE LIP GLOSS. The glossy, shimmering texture gives your lips a delicate colour shine with a pleasantly long-lasting wear comfort. Natural oils nourish the lip area to leave it soft and supple.

**The make-up artist's tip:** the lip gloss can be applied with or without an outline in LIP LINER PENCIL, and even on top of COLOUR & CARE LIPSTICK to enhance the three-dimensional effect!



## LIP ELIXIR TRANSPARENT GLOSS: nourishing gloss



Highlight the natural beauty of your lips and leave them looking plump and soft. The moisturising formula gives your lips a glossy finish. Natural oils such as almond, jojoba and argan oils, plus shea butter also nourish your lips deep down.

With natural  
plant-based  
and mineral  
ingredients.

## LIP LINER PENCIL: natural outline

Enhance the natural outline of your lips and set your lipstick at the same time for long-lasting, lovely lip make-up. With a practical applicator.

**The make-up artist's tip:** outlining the lips means you can always create an inside and an outside line, depending on whether you would like to make the lip area look bigger or smaller. The LIP LINER PENCIL can also be used as a primer all over the lips to make your lip make-up last even longer!



# For enchancing nails

70% of the ingredients are of natural origin. Potatoes, maize, wheat and manioc replace chemical solvents.

## NAIL COLOUR: intensive colours

Find the right colour for every occasion, and show your nails at their best – individually and entirely naturally! The quick-drying formula provides long-lasting colour and gloss.

## NAIL OIL: perfectly nourished

NAIL OIL nourishes your nails to leave them naturally beautiful. Dry, rough nails and cuticles are nourished wonderfully soft and moisturised with an ingredient combination of six rich oils – coconut, kukui nut, walnut, baobab, almond and passion fruit oil.

Made from pure, natural plant oils.



## 3 IN 1 NAIL HARDENER, BASE & TOP COAT: all-round talent

This 3-in-1 all-round talent strengthens your nails and can be used both as a base and as a top coat. Your nails are effectively nourished and protected against flaking. A green cocktail consisting of spinach, avocado and green tea combined with amino acids supplies vitamins. Resin from the pistachio tree strengthens the nails naturally.

## NAIL COLOUR REMOVER: natural removal

The natural nail polish remover cleans nail polish from the nails and cuticles effectively and gently without damaging the nail plate. Lemongrass and argan oil also nourish the nails and cuticles.

With pure plant and easily biodegradable solvents.

82% of the ingredients are of natural origin. Potatoes, maize, wheat and manioc replace chemical solvents.





## PROFESSIONAL HELPER: essential assistants

Whether to remove nail polish, sharpen pencils or apply the high-quality products professionally, you'll always receive the optimum make-up results with our professional helpers. Practical, pretty and effective.

## SHARPENER: pointedly practical

The dual sharpener made of biodegradable materials will quickly get your pencils back in shape: ready for the perfect line.

## NAIL FILES: perfectly shaped

Practical, user-friendly and effective nail files are essential for perfect nail styling. The special file shapes the nails in moments while the nail file ensures the perfect finish.

## MAKE-UP BRUSHES: for a professional look

These vegan brushes were developed by professionals for professionals. They offer practical and effective support when applying the products and enhance the individual results: essential for perfect, professional finishes.





## GG naturell product recommendations

Foundation

Lip liner

Powder

Lipstick

Blusher

Lip gloss

Eye liner

Nail polish

Eye shadow

Nail care

Mascara

Other

With our compliments: Your GG naturell beautician



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