

C H A R A C T E R · A R T I S T · M A K E U P · P A R I S

A R T I S T



C H A R A C T E R · A R T I S T · M A K E U P · P A R I S

M A K E U P



 **Character**
ARTIST MAKEUP-PARIS

P A R I S

THE BRAND PROFILE



NEVER TESTED ON ANIMALS



DERMATOLOGICALLY TESTED

Our goal is to produce the most useful and high-quality cosmetic products for both professional makeup artists and enthusiasts and sell them at a competitive price. We are always looking for new ways to innovate our product offering by working hand in hand with cosmetic industry professionals and professional makeup artists.

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THE CREATIVITY IN CHARACTER CONTENT



For over 20 years, a team of innovative young individuals have been working on perfecting an iconic range of techniques and formulas specially designed for Middle Eastern Pro makeup artists.

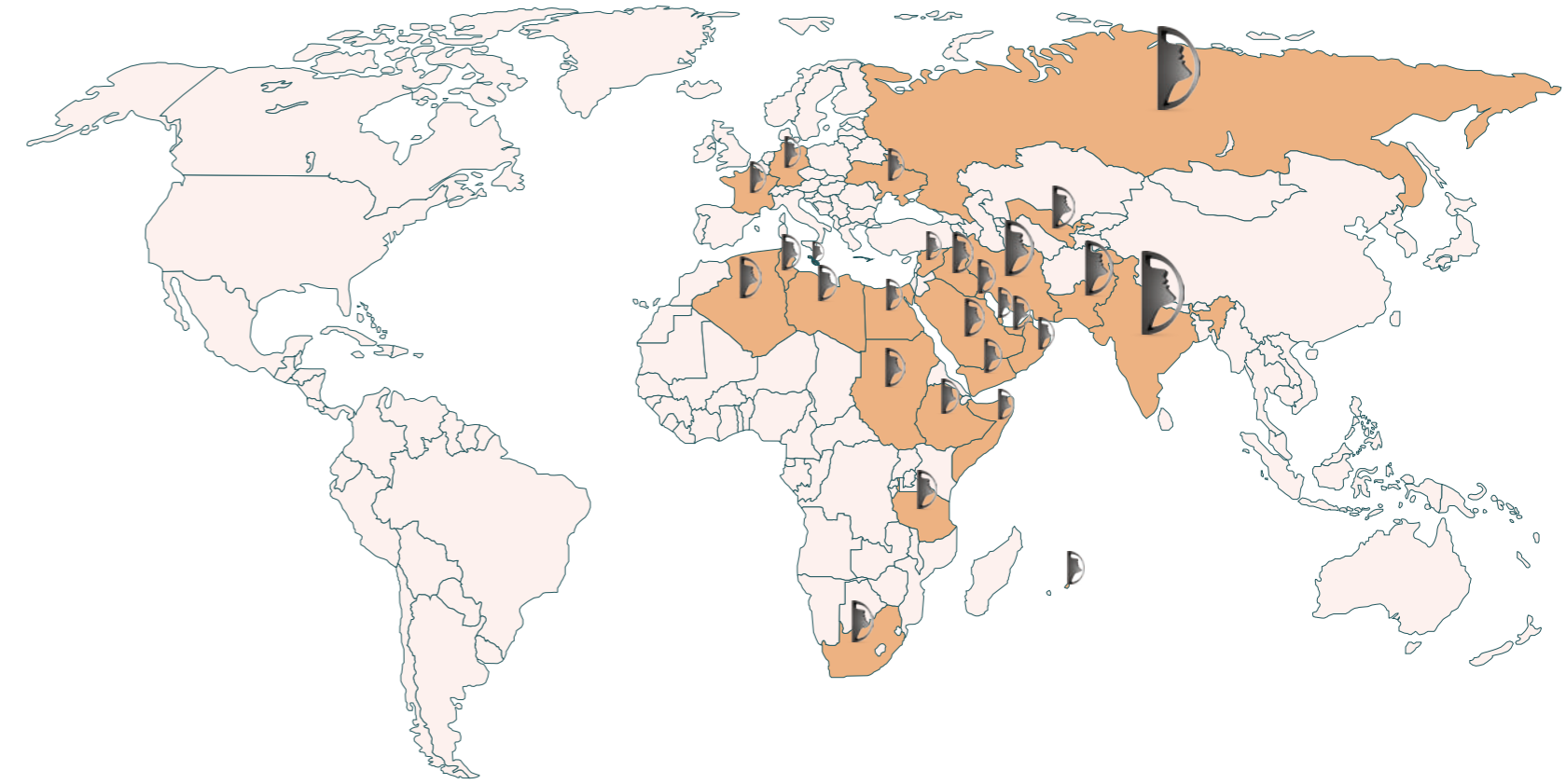
Being a color cosmetics company, the team has a unique skill set to personally develop never-before-seen formulas made of the highest quality ingredients available. Exploding into the market, the semi-luxury line of trend-setting products has quickly achieved cult status in the Middle Eastern beauty market.

Designed for professional makeup artists and makeup enthusiasts alike, these groundbreaking formulas are at the forefront of modern beauty.



In 2019, the team made the decision to rebrand 360 Degrees with a new look and innovating chic yet luxury makeup products for makeup artists with medium-high spending power. The team then changed the traditional marketing strategy completely with the aid and support of influencer marketing.

To date, the brand has collaborated with over 100 Middle Eastern makeup artists and influencers. Character Cosmetics' brand experienced a blessing in disguise as a result of the pandemic. The brand developed a following of its own and grew on all online marketplaces, including Boutiqaat, Faces.com, Brandatt, and many others. The influencers played their part in spreading awareness and making promotions, but the quality of the items is what drew in and grew the consumer base. The products' USP, usability, colors, textures, etc. helped emphasize how every product had a unique tale to tell.



THE CURRENT DISTRIBUTION & EXPANSION

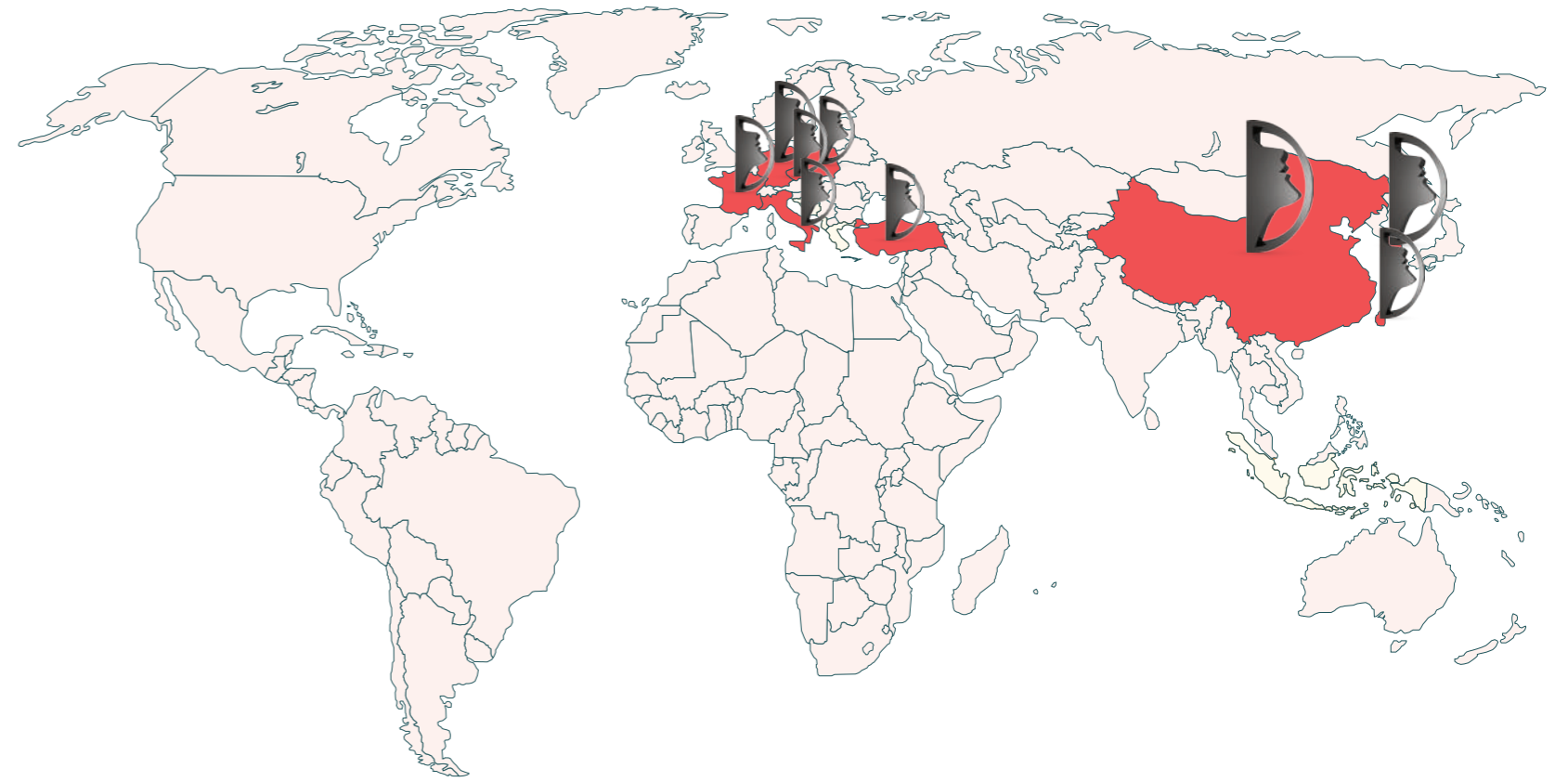
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|----------------------|------------|--------------|---------|
| UNITED ARAB EMIRATES | IRAQ | SOMALIA | UKRAINE |
| SAUDI ARABIA | PAKISTAN | TANZANIA | MALTA |
| QATAR | INDIA | SOUTH AFRICA | FRANCE |
| KUWAIT | UZBEKISTAN | LIBIYA | GERMANY |
| BAHRAIN | EGYPT | ALGERIA | TUNISIA |
| YEMEN | SUDAN | MAURITIUS | |
| SYRIA | ETHIOPIA | RUSSIA | |

THE POWER OF OUR OWN MANUFACTURING



Character Cosmetics, manufactured by Forever Makeup Trading LLC, established in 2008, is a manufacturer and distributor of virtually every type of makeup. Our product lines include: Face, Eyes, Lips, Nail Products, Brushes, Beauty Sponges, and makeup accessories.

We take pride in the fact that we produce our goods across a number of nations. You can rest assured that Character Cosmetics creates safe, professional cosmetics that adhere to the U.S. FDA rules for ingredients and labeling in these times of uncertainty over some foreign products and their ingredients. The ingredients in our products are of the highest caliber and have FDA approval.



THE POWER OF OUR OWN MANUFACTURING

GERMANY
FRANCE
ITALY
PRC (PEOPLE'S REPUBLIC OF CHINA)
SOUTH KOREA
TAIWAN

CZECH REPUBLIC
TURKEY
POLAND

360 INTEGRATED MARKETING

VISUAL APPEARANCE

Character Cosmetics' brand visualization is talking to an audience of young independent women of all nationalities and social backgrounds of medium to high income earners. Therefore the product and advertising visuals are with strong colors. Designs with a marketing message calling out the powerful individual from a college going girl to a corporate tycoon.

SOCIAL MEDIA ENGAGEMENT

With over a Hundred Thousand and growing followers in a collective social media presence on Instagram, Facebook, YouTube and Snapchat we are educating, and interacting with a makeup loving audience with the latest colors, trends, techniques and passion for the beauty industry.

INFLUENCER MARKETING

Our success was declared when we created a squad of brand ambassadors with influencers in the makeup industry; Makeup artists, Beauty bloggers, Lifestyle bloggers, Fashion Models and Celebrities. Our influencers' trust in our products' quality made it quite easy for them to promote Character with their voices through social media platforms to reach a worldwide audience.

BRAND COLLABORATIONS

Character Cosmetics firmly believes that we are stronger together. That's why we work with like-minded target groups and industries where we support and promote each other. Our makeup artists work with fashion designers; collaborative shoots, makeup schools and fashion shows to display their utmost creativity.

PR

Character cosmetics conducts the largest PR / sampling of products to macro and micro social media influencers in all the countries we serve on a monthly basis. We strongly believe that our customers should have the opportunity to test the product themselves to get an idea of and feel for the product so that an initial purchase becomes a follow-up purchase.

PRODUCT PORTFOLIO | face



HCF
CHARACTER
HIGH COVERAGE
FOUNDATION

Discover Character Cosmetics: where innovation meets expertise! Experience flawless wear with our High Coverage Foundation infused with Hyaluronic Acid for a seamless, long-lasting matte finish. Embrace -16hour* full coverage



PIF
CHARACTER
STUDIO
FOCUS LIQUID
FOUNDATION

Character's Studio Focus Liquid foundation is a high coverage foundation that comes in 10 different shades from light, medium, and dark. It perfectly glides onto the skin giving you an easy blend while it covers all the imperfections.



PIC
CHARACTER
HD COVERAGE
CONCEALER

Character HD Coverage Concealer is the perfect long-lasting and full coverage concealer made just for you! Its smooth texture easily glides onto the skin giving you an easy to blend application.



C-A302
CHARACTER
PRO CONCEALER
PALETTE

Achieve flawless skin with the Character Pro Concealer Palette, featuring a range of shades to conceal blemishes, dark circles, and imperfections for an even tone.



RSB
CHARACTER
ROCK STAR BLUSH

Immerse your cheeks in luxurious, luminous color. Character Rockstar Blush has a lightweight, silky texture that hugs your cheeks with a velvet touch. Blend and build to your heart's content - go from a healthy glow to having too much fun in one little compact.



RSH
CHARACTER
ROCK STAR
HIGHLIGHTER

Character Rockstar Highlighter has a unique texture that is buildable and blends flawlessly to leave the cheeks and the high points of your face looking healthy. It brings instant glow all day long due to the high intense illuminating pigments.

PRODUCT PORTFOLIO | face



GK
CHARACTER
GLOW KIT

Character Glow Kit has four velvety powders that will instantly give you a lit from within. Its Complementary shades can be layered together to highlight the cheekbones, it could also be worn separately over the eyelids, brow bones, and inner corners.



CDB001
CHARACTER
ALL MATTE BASE

Experience the perfection of Character Makeup Base, a top primer for a flawlessly smooth canvas before foundation. Effortlessly blur imperfections like pores and acne scars for a fresh, long-lasting, natural base.



MDC005
CHARACTER
ZERO PORE
MAKEUP BASE

Experience the ultimate smoothness with Character Zero Pore Separation Cream, a top primer that preps your skin for flawless foundation application. Effortlessly blur imperfections like pores and acne scars for a fresh, natural-looking base that lasts.



MSS01
CHARACTER
MATTIFYING SPRAY

Character's mattifying setting spray is a light and comfortable spray that also gives your skin the perfect moisture at the same time. You can use it as a makeup base or fix your final look. This mist is a multi-purpose and multi-benefit product.



MMR003
CHARACTER
MOISTURIZING
MAKEUP REMOVER

Character Moisturizing Makeup Remover perfectly soaks into your skin removing all the makeup in just one application. It not only leaves the skin looking fresh and clean but keeps it moisturized at the same time.



MFC001
CHARACTER
SUPER STAY
MAKEUP SETTING
SPRAY

Character's super stay makeup setting spray is a light and comfortable setting spray that seals the makeup and keeps it in place by coating the skin with a weightless and invisible film. It is a water-based spray with makeup fixing action that will prepare the skin for your beauty routine.

PRODUCT PORTFOLIO | eyes



CBR001
CHARACTER
BROW SETTER

Character brow setter tames brows & locks on makeup. An invisible brow gel that shapes, sets, and locks in brow color for 24 hours. The custom-molded, dual-sided wand coats hairs from root to tip, and the flexible, flake-free formula is easy to apply and quick to dry!



BZ001
BROWZING
EYEBROW PENCIL

Effortlessly elevate your brows with Character Browzing Eyebrow Pencil. With a dual-ended design and long-lasting formula in various shades, it offers precision for defined, polished brows, perfecting your look.



PBP001
CHARACTER
BROW PALETTE

Character Brow Palette is a long-wearing and blendable eyebrow palette to fill, set, and shape the brows. This all-in-one brow palette has everything you need to expertly fill, shape, and define your brows. Fine shades of powder with buildable coverage that naturally redefine the brows.



C601
CHARACTER
FABULOUS LIQUID
EYELINER

An intense black eyeliner with an innovative tip that provides ultimate control and versatility. The liquid liner glides easily with just one swipe and dries up quickly. Its highly pigmented formula does not budge and gives a sleek application. Liquid eyeliner with brush applicator, for an intense black finish.



ENE
CHARACTER
EYEBROW
EYELINER

Character Eyebrow Eyeliner is a two-in-one eyebrow eyeliner made just for you! Carry this multi-purpose pen wherever you go and easily draw both your brows and liner at once. Its long-lasting formula is available in different shades to match your liking.



C401
CHARACTER
FABULOUS
WATERPROOF EYE
PENCIL

Create a definition that's soft, natural, and brilliant using the Character Fabulous Waterproof Eye Pencil. The natural-based formula provides gentle coverage for even the most sensitive eyes.

PRODUCT PORTFOLIO | eyes



GLE001
35 COLOR
GLAMOUR EDITION
EYESHADOW
PALETTE
(ADVENTURE)

Introducing the Adventure Palette: Glamour Edition, part of the Character Palette Series. With 35 vibrant eyeshadows, versatile neutrals, and innovative formulas, it's a must-have for elevating your makeup game.



UNE001
CHARACTER
UNIQUE 48 COLOR
EYESHADOW
PALETTE

Experience majesty with our UNIQUE 48 Color Eyeshadow Palette from Cleopatra's Tale Series. Dive into Ready to Glam Up Your Look, inspired by Egypt's royal history, for an opulent journey through hues of joy.



GME
CHARACTER
GLAM LOOK
EYESHADOW
PALETTE

Offering a spectrum of mesmerizing hues from frosty champagne and foiled dusty rose, shimmer, and metallic finishes, the vivid mix of velvety-rich pressed powder shadows boasts a buildable and super-pigmented formula that blends like butter.



DGE005
360 DEGREE
GLITTER
EYESHADOW

Elevate your eye game with Character Cosmetics' Glitter Eyeshadow collection. Our Glitter Liquid Eye Shadow dazzles with color and shimmer, while our Shimmer & Glow and Glisten & Glow Liquid Eyeshadows make you feel like a pro. Illuminate your eyes for a lasting impression.



KCM001
CHARACTER
LONG LUSH
MASCARA

Flaunt irresistible, darker, denser, and dramatic lashes with phenomenal 3D volume with this mascara from Character. Smooth, creamy, clump-free texture envelopes each lash with corner-to-corner layers of pure volume.



MEV001
CHARACTER
EXTRA VOLUME
MASCARA

Get longer, voluminous lashes with Character Extra Volume Mascara. Its lightweight, non-clumpy formula keeps curls intact, adding dramatic effects to your eyes. Vegan, ophthalmologically tested, and jet black for boldness.

PRODUCT PORTFOLIO | lips



ULP001
CHARACTER
STAR LIQUID
EYESHADOW

Get Fuller Lips with our lip plumper in just a few minutes. It is lightweight, comfortable to wear, and has a silky texture. With

this lip plumper, you will instantly achieve a pouter, fuller, and voluminous lips. It will give you a tingling sensation for a few seconds which is a part of the process and it is also extremely safe. This lip plumper can be used and mixed with other lipsticks together.



STL
CHARACTER
MY STYLE LIPSTICK

The New 'My Style' Lipstick comes with a revolutionary creamy matte formula. The pigmented matte shades give you a sensational bold look while keeping your lips soft. With a range of everyday shades, you can wear your favorites without worrying about chapped & dry lips.



YL
CHARACTER
FABULOUS LIP
CRAYON

A character introduces the new Fabulous Lip Crayon with a long-wearing matte formula that is waterproof, smudge-proof, soft, and non-feathering for up to 16 hours.



CMK301
CHARACTER
MINI LIPGLOSS

The Character Minikin mini liquid lipstick set features miniature sizes, offering highly saturated matte finishes with a lightweight, velvety feel. Infused with high-intensity pigments and sunflower oil extract, they provide bold matte lips without drying, allowing for customizable looks with their buildable texture.



PIL
CHARACTER
CREAMY MATTE
LIPCOLOR

The Character Creamy Matte Lipcolor is a high-impact color and low-maintenance long-wear, available now in a range of head-turning shades that's got everyone's name on them. The Creamy Matte lipsticks are now available in 20 amazing shades.



RMM
CHARACTER
READ MY LIPS
(MATTE)

Discover Character Read My Lips Gloss, delivering radiant shine and a hint of color. Its non-sticky, moisturizing formula glides on smoothly for a luminous finish. Available in 4 versatile shades for any occasion, it offers high shine and sheer color in one.

PRODUCT PORTFOLIO | brushes & sponges



CBT003
CHARACTER
BLENDING TOOL
SPONGE WITH
CLEANER

Get a flawless blend with the premier edgeless, reusable, high-definition cosmetic sponge applicator. The exclusive water proof material provides an airbrushed application and absorbs minimal product, so your favorite formula lands on your complexion, not your sponge.



CST-001A
CHARACTER
SPONGE WITH
TRAY

Our contour sponge comes with a mixing tray which can be used to blend and apply any cream or liquid makeup

product onto the skin for a smooth, pore less finish. Its precise shape can be used to contour your cheeks, nose, forehead and jawline to give you that chiseled face. It is designed to be used wet to ensure minimal product wastage.



MTN001
CHARACTER
MULTISOLUTION
(SPONGE+SPONGE
CLEANSER+MIXING
PLATE)

Your makeup sponges are used in every makeup session. After every makeup session, they need more than just water to be cleaned. Cleaning makeup sponges with this cleanser is very easy. It cleans all the grime and tough stains, cleaning up all traces of make-up effortlessly. Formulated with cleansing ingredients and conditioning elements, this cleanser can be used every day without any worries. It not only keeps sponges ready for the next use but also makes them last longer.



CHX002
CHARACTER
15 PIECES BRUSH
SET

The Brand-new Character 15 pieces brush set is handcrafted with wood handle and synthetic hair, it is soft and smooth on your face. This makeup brush set has a face powder brush, liquid foundation brush, face blending contour brush, blush brush, eye shadow brush, eyeliner brush, eyebrow brush, lip brush and etc. for daily makeup.



CH003
CHARACTER
23 PIECES BRUSH
SET

Character's Everyday Essentials Makeup Brush Set has every brush you need to create flawless makeup looks from natural to glam. The bristles and firm handle are lightweight and easy to use. 100% Cruelty-Free and Vegan. Flawless Results.

VISUAL MERCHANDISING

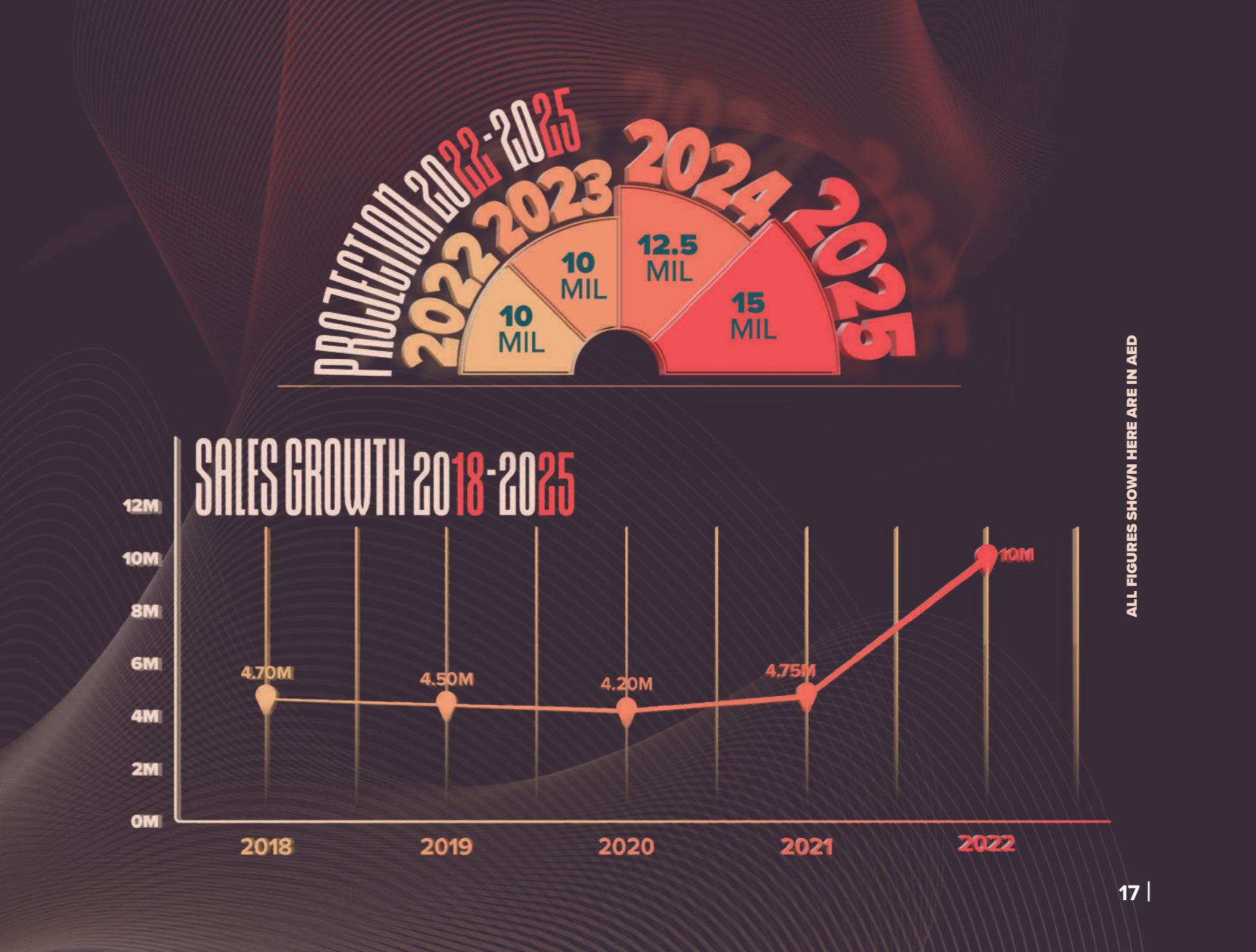
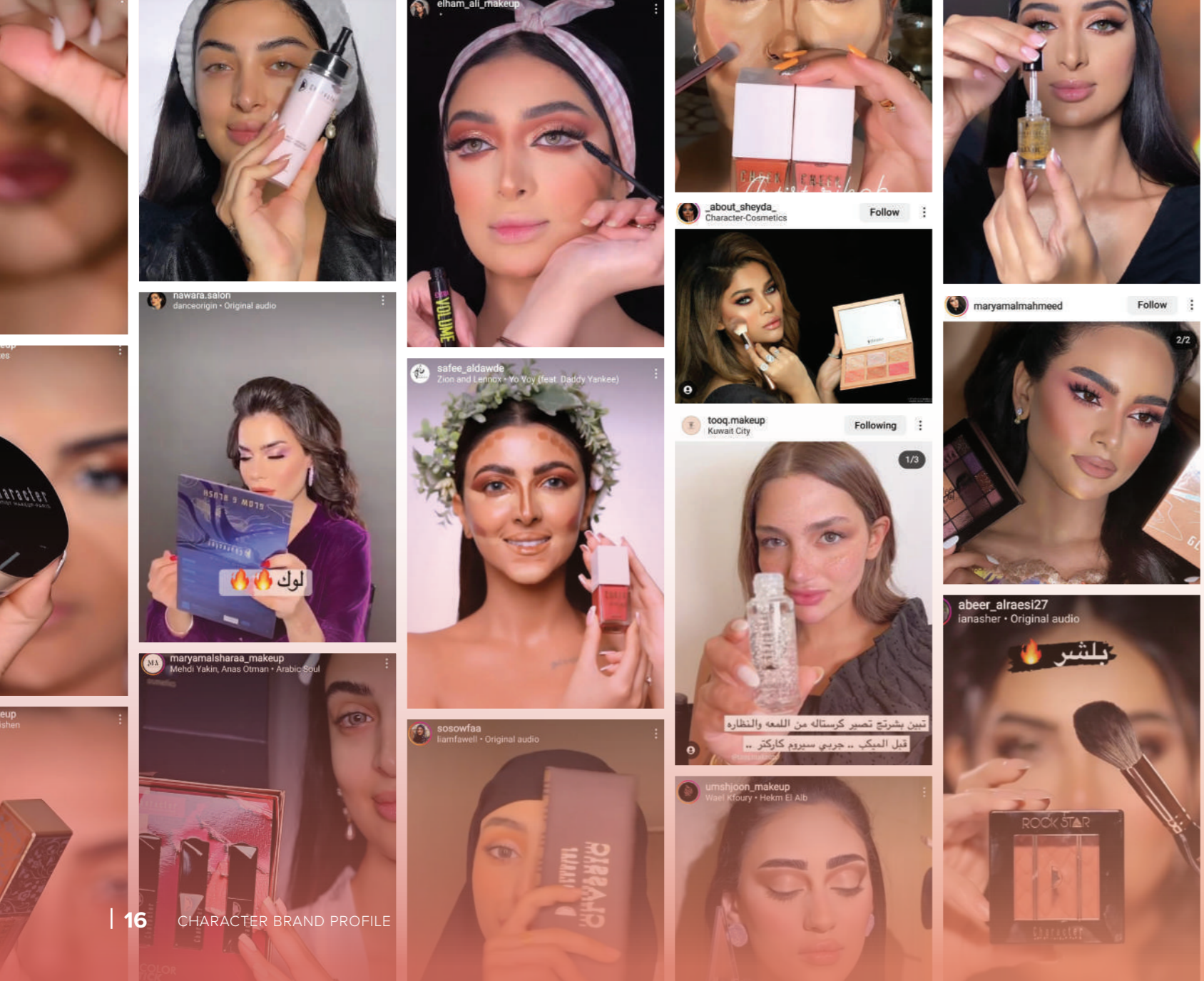
OUR COLOR SCHEME IS CHAMPAGNE GOLD AND WHITE, AND ALL OF OUR TERRITORIES FOLLOW THE SAME VISUAL MERCHANDISE GUIDELINES. 60% OF THE UNITS WILL INCLUDE THE CHARACTER COSMETICS LOGO. EVEN IN THE ABSENCE OF A BEAUTY ADVISOR, CUSTOMERS MAY STILL ENGAGE IN INTERACTIVE USER EXPERIENCES AND SELF-BUYING USING THE UNITS' HEAD BANNER LIGHT BOX DISPLAYS AND PRODUCT DESCRIPTIONS. WE ENSURE THAT A VARIETY OF OUR ITEMS ARE SHOWN IN THE MOST EFFECTIVE AND VISUALLY APPEALING WAY POSSIBLE.

CHARACTER COSMETICS FLAGSHIPS STORES ARE LOATED AT; THE DUBAI MALL, UAE | DOCC, QATAR | DALMA MALL, ABUDHABI | KING KHALID AIRPORT, RIYADH | BOULEVARD, RIYADH | WHITES RIYADH PARK, RIYADH | MALL OF ARABIA, JEDDAH | DEERFIELD'S MALL | DUBAI FESTIVAL CITY | IBN BATUTA | MALL OF THE EMIRATES | ABU DHABI MALL | ZAHIA MALL | AL MANAR MALL | ABU DHABI MARINA MALL | JIMMY MALL | DOHA FESTIVAL CITY | GALLERIA MALL, ABU DHABI | REDSEA MALL, JEDDAH



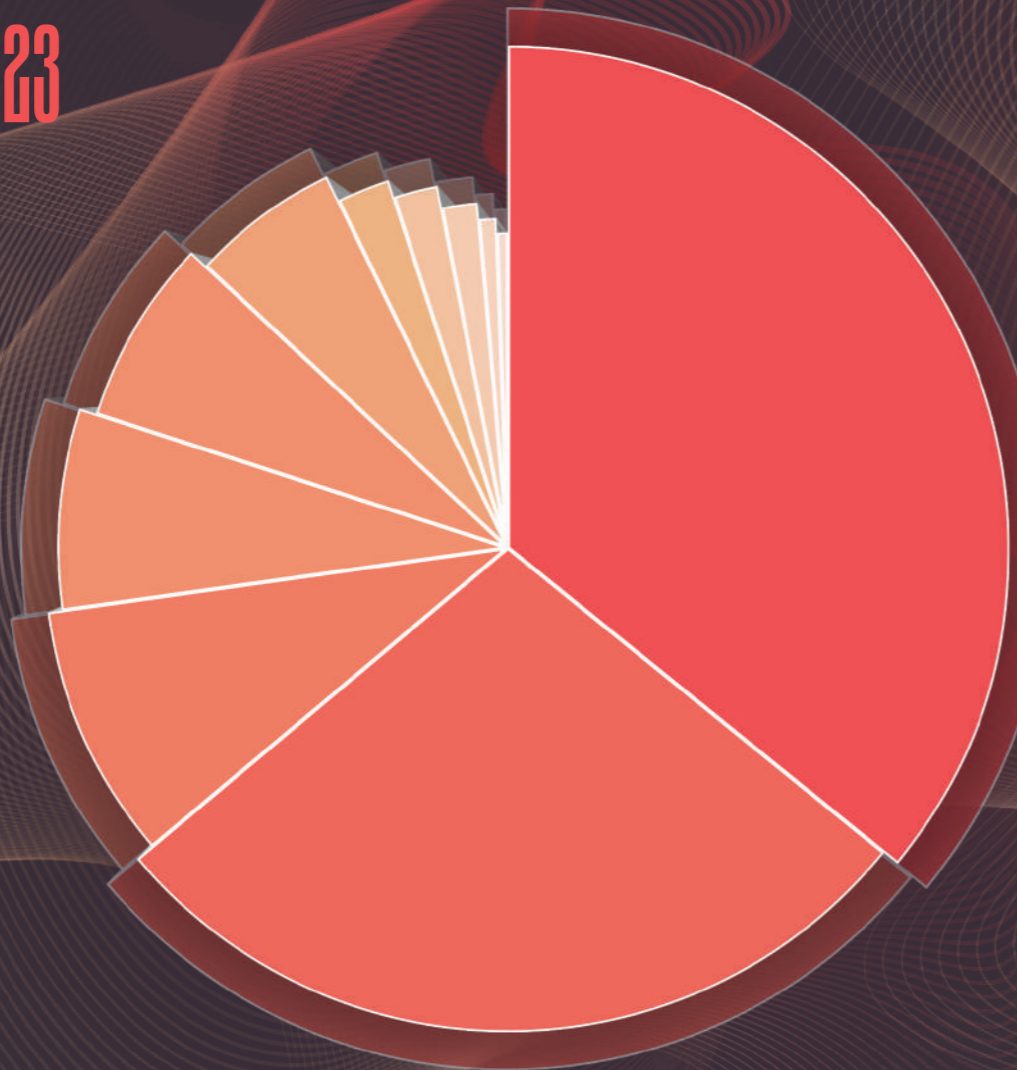
Character
ARTIST MAKEUP-PARIS

PR & EDITORIALS



SALES CHART 2018-2023

36%	SAUDI ARABIA
28%	UAE
9%	OMAN
7%	KUWAIT
7%	EYGPT
6%	IRAQ/IRAN
2%	UZBEKISTAN
2%	AFRICA
1.8%	RUSSIA
0.9%	ASIA
0.3%	USA



OUR PARTNERS | retail

THE DUBAI MALL	Mall of the Emirates	CITY CENTRE MIRDIF	أبوظبي مول ABU DHABI MALL The heart of the city	فا فا فا فوم VAVAVOOM	دبنهامز Debenhams
centrepoinT	FACES	Panorama Mall بانوراما مول hamat	PARK AVENUE	جامعة الأميرة نورة بنت عبد الرحمن	القصر مول QASR MALL
كنوز KUNOOZ	whites	CENOMI AL NAKHEEL MALL	CENOMI AL YASMIN MALL	الأندلس مول ALANDALUS MALL	BOULEVARD RYADH
كادي مول KADI MALL hamat	كينان kinan	KAFD	KINGDOM CENTRE	Mall of Arabia	CENOMI MALL OF DHARRAN
رم مول Reem Mall	الرياض بارك RIYADH PARK hamat	CENOMI AL SALAAM MALL	CENOMI AL YASMIN MALL	saudi DUTY FREE	CENOMI THE VIEW MALL
سوق العبيكان التجاري Obaikan Mall	عبدالله العثيمين للاستثمار Abdullah Al Othaim Investment co.		HOUSE OF KARJI EST.1999	دير فيلدز مول Deerfields Mall	بهاية الشرق مول Bawabat Al Sharq mall

OUR PARTNERS | online

FACES

6TH ستریت
6THSTREET.COM

Boutiqaat

سيفي
SIVVI

ستايلي
styli

NYKAA

نمشي
NAMSHI

noon

centrepont

 Character
ARTIST MAKEUP-PARIS

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