

鎏金幻彩

2023 Mega Engine Makeup Industry White Paper

COSMETIC S R E P O R T



Co-
Produced by Massive
Engine Mass Consumer
Business Center

preamble

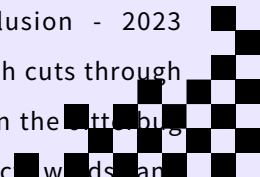
FOREWORD

With the end of the epidemic and the resumption of normal commuting to work, social gatherings, and recreational travel, consumer demand for color cosmetics is also booming. China's color cosmetics market is expected to grow at a CAGR of 7.7% from 2022-2025, becoming a "prominent package" in the beauty and personal care category.

Since ancient times, beauties have pursued the makeup of "a bit of peach blossom on the vermilion lips" and "a quiet stream shining yellow", and nowadays, the seasonal characteristics of makeup are becoming more and more significant with the dopamine in summer and the Melade in autumn and winter. Led by the consumer trends of light outdoor and from sports to life, we have witnessed the change of makeup in multiple scenarios. And the makeup crowd widely covers novice beginners to makeup experts, consumers also have a strong demand for the versatility and refinement of tools.

In terms of channels, content e-commerce stands out as the heavy ground for color cosmetics sales. Accompanied by the hot topic diversion in the live broadcasting room, the national products of color cosmetics have once again been pushed into the hot search, and the national trend is not reduced. From the iteration of products to the expansion of channels, makeup brands are rapidly adjusting the strategy of people, goods and fields to grasp the minds of consumers in the best posture.

This report Jumbo Engine & Jumbo Calculator together with Euromonitor International released "Gilded Illusion - 2023 Jumbo Engine Makeup Industry Whitepaper", which cuts through the overview of China's makeup industry, based on the marketing ecosystem, and interprets in-depth the product trends and



model full of opportunities and challenges.

[Explanation of macro-accounting data]

- The data analyzed in the report provided by Macro Arithmetic is for people aged 18 and over
- The source of data related to short video/live streaming/search and other content in the report is the internal data platform of the Arithmetic E-Commerce Research Institute; preliminary statistics, unaudited research scope and definitions

Internal data time period: January 2023-October 2023, as described on the respective pages

Shake makeup industry content: Shake videos with makeup-related keywords in the title and makeup-related merchandise; the makeup industry includes makeup, perfume, and beauty tools (including nails) in 3 major subcategories

TGI: the preference of the sample population over the total population, the larger the value indicates that the population pays more attention to the thing than the overall population, $TGI = \text{Sample share} / \text{overall share} * 100$

[Euromonitor Data Sheet]

- The data provided by Euromonitor is based on data from Euromonitor's PASSPORT database. The data provided by Euromonitor for mainland China excludes Hong Kong, Macau and Taiwan.

Beauty Industry Coverage Categories

Makeup: facial cosmetics (BB/CC cream, foundation/concealer, blush/finish/highlight, loose powder, other facial makeup), eye makeup (mascara, eye shadow, liquid/pencil eyeliner, other eyelash and eyebrow cosmetics), lip products (lipstick, lip gloss, liquid/pencil lip liner, other lip products), makeup gift boxes/kits, and nail products.

Perfume: women's perfume, men's perfume/cologne, unisex perfume, and perfume gift box/set. **Makeup Tools:** makeup brushes, eyelash curlers, beauty eggs (makeup sponges), makeup knives, and other makeup tools. The makeup industry in this report refers to the sum of the makeup, perfume, and makeup tools categories.

Color cosmetics industry = Makeup + Perfume + Makeup Tools

Data

descripti

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DATA DECLARATION

catalogs

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01

Rain and shine: an overview of the color cosmetics industry

1. Market size: China's color cosmetics market resumes growth, perfume develops rapidly
2. Competitive Landscape: Local Brands Gathering Momentum, Emerging Brands Going Abroad
3. Channel Trends: Online Channel Potential Release Gradual, Content E-Commerce Rising Rapidly
4. Content trends: demand for content consumption is high, with products and makeup tips out of the loop
5. User Trends: Female and Young Users as the Base, Rapid Growth

China's color cosmetics market rebounds

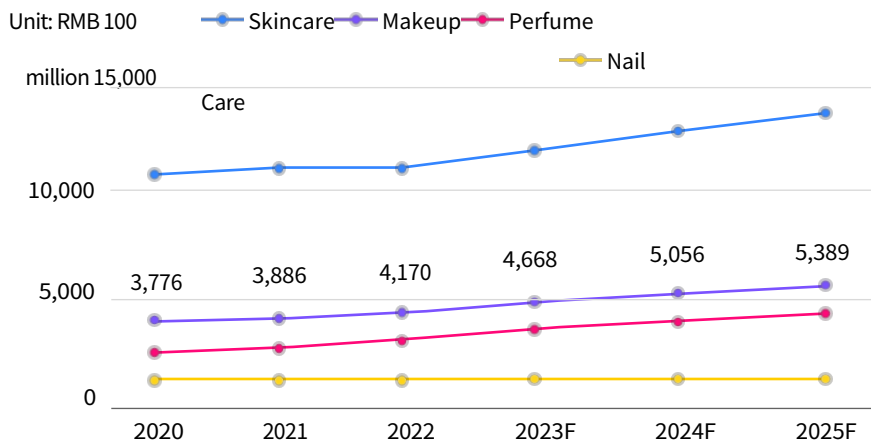


Color cosmetics is the second largest segment in the beauty industry, and the global color cosmetics market is expected to reach \$466.8 billion by the end of 2023, accounting for 22.7% of the beauty market.

China's color cosmetics market has recovered well after the epidemic, and the market size is expected to exceed 60 billion yuan in 2023, accounting for 16.2% of the total. 2022-2025 CAGR is expected to rise to 7.7%. Perfume track development momentum is rapid, the development of space is larger, by the end of 2023, China's perfume category is expected to account for the overall beauty market 4.4%, compared with the global level there is still more room for growth, 2022-2025 CAGR is expected to reach 19.1%, ushering in rapid development.

Global beauty industry retail sales by category

Unit: RMB 100 million

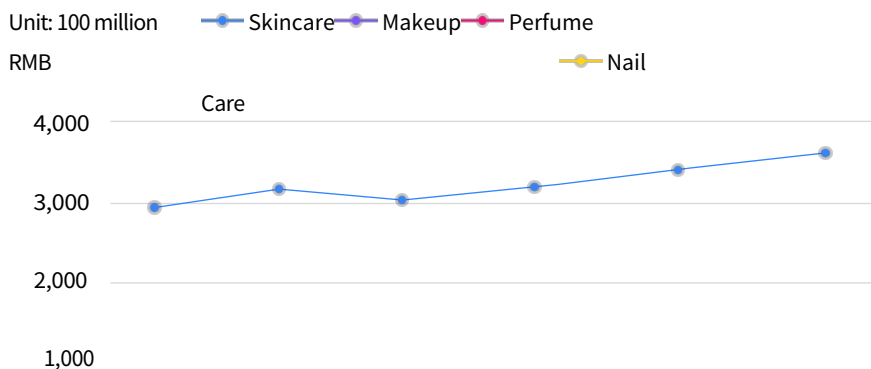


	2023F VALUE%	2020-2022 CAGR%	2022-2025F CAGR%
Skincare	54.3%	2.3%	7.5%
Makeup	22.7%	5.1%	8.9%
Perfume	21.0%	11.7%	8.8%
Nail	2.0%	3.5%	7.6%
Overall retail sales	100.0%	4.7%	8.1%

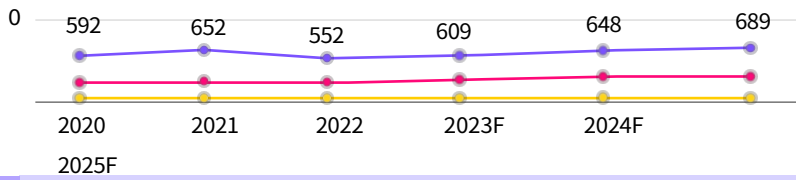
Year	2020	2021	2022	2023F	2024F	2025F
Overall retail sales	16,997	17,746	18,636	20,579	22,165	23,535

Retail sales by category in China's beauty industry

Unit: 100 million RMB



	2023F VALUE%	2020-2022 CAGR%	2022-2025F CAGR%
Skincare	79.3%	1.1%	6.9 per cent



●	16.2%	-3.4%	7.7 percent
●	4.4%	10.3%	19.1%
●	0.1%-9.8%	-4.3%	

Over all retail sales	2020	2021	2022	2023F	2024F	2025F
	3,405	3,732	3,450	3,759	4,027	4,288

	100.0%	0.6%	7.5%
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Source: Euromonitor Passport database; exchange rates are based on current year's fluctuations.



International brands are king, local brands are *

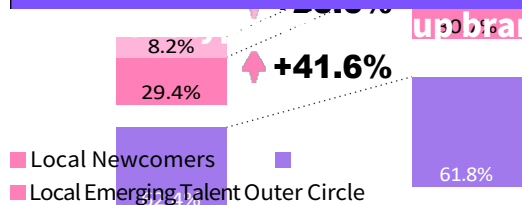
In the color cosmetics market, international brands dominate the market by outperforming in terms of both sales and content consumption. From the data of the past two years, international brands accounted for more than half of the sales share in online channels, and more than 60% in terms of content playback in Shakeology.

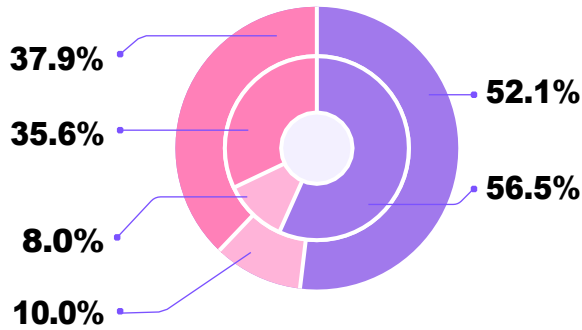
Meanwhile, local brands showed stronger growth. In January-October 2023, the online sales share of local emerging brands increased by more than 4 percentage points year-on-year, and the year-on-year increase in jitterbug plays reached 41.6%. It is worth mentioning that the top 10 fastest-growing makeup brands in January-October 2023 were all local brands, with local traditional brands such as Mary Degree and Maogoping making significant breakthroughs in the competition; and local up-and-coming brands like Fangli and AKF performing brilliantly, with a steady growth rate at the top of the list.

Major Brand Types of Online Channels in China's Color Cosmetics

■ International Brands
■ Local Tradition
International Brands
■ Local Tradition
for Jan-Oct 2023 | Inner Circle for Jan-Oct 2022

Shake Shack's content plays for





January-October 2022 January-October 2023

↑ +34.2%

Top 10 online sales growth rates of brands in China's color cosmetics market

International Brands Local Tradition Local Newcomers

	2021 Year-on-year	2022 Year-on-year	2023 January-October Year-on-year
	leavening	Chinese flowering crab-apple (<i>Malus spectabilis</i>)	square li (Chinese unit of distance)
	Kiko Milano	leavening	Mary Kay
	Chinese flowering crab-apple (<i>Malus spectabilis</i>)	NARS	AKF
	Colorkey	3CE	begrudge being away from home
	Maogoping (name)	YSL	person who knows the difference between a flower and a person who knows it
	tangerine	Barbie Brown (brand)	Uvodo
	Uemuraku (Japanese cosmetics company)	KIKO MILANO	Chinese flowering crab-apple (<i>Malus spectabilis</i>)
	beggar's egg	Maogoping (name)	Wakefield (brand)
	NARS	Mepore (brand)	Cazeline (brand)
	TOM FORD	Frédérica (French cosmetics company)	Maogoping (name)

Data source: China's color cosmetics market brand data from Euromonitor International e-commerce data, Jitterbug data from Jumbo Arithmetic & Arithmetic e-commerce research institute

Note: International brands refer to foreign brands that have a certain operating history before entering the Chinese market; emerging brands refer to national brands established after 2010 (inclusive); traditional brands refer to national brands established before 2010.

Competition gives brands a new lease of life, and*



international brand

international brand

International brands focus on R&D, whether it's iterative updating of ingredients/formulas or new colors/textures.

The launch of the ground.

NARS returned to the color-holding matte lipstick pen for the double upgrade of texture and color holding, through the breakthrough "cream to powder" technology, instant matte on the lips, feather mist lightweight non-drying, 12 hours of color holding non-stick cup. The extraordinary texture of the high-powered "raw skill matte", a silky smooth, easy

Local Emerging Brands

local emerging branches

Local emerging brands are vigorously developing cultural confidence, and the overseas strategy has repeatedly reported success. Deep plowing into Chinese culture

The brand philosophy of the brand allows emerging brands to



Local Classic Brands

LOCAL CLASSIC BRAND

Local classic brand multiplied by new marketing, activate brand new energy. Classic brands have a long-lasting Brand culture and excellent product strength. Now with the help of new marketing, open up new markets. Mao Ge Ping Beauty is one of the representative brands of domestic color cosmetics. As a professional make-up artist, founder Mao Ge Ping's make-up art and aesthetic concepts are widely sought after on Jittery Voice, promoting the brand's popularity.

The beauty products of the company are hot.

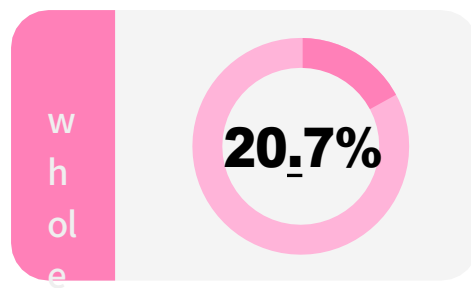
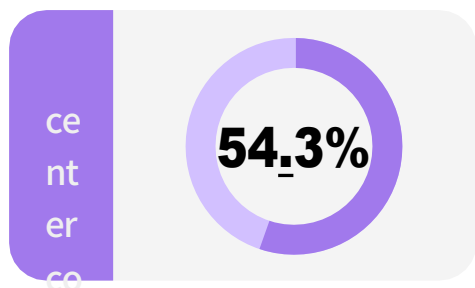


China's color cosmetics online channel continues to

China's online market for color cosmetics and fragrances has huge growth potential, not only as a purchasing channel, but also as an information channel that influences purchasing decisions. Currently, the combined contribution of online channels in China's makeup and fragrance categories exceeds that of offline retail, significantly higher than the global level. The rapid development of online channels has brought new opportunities for makeup and perfume brands. It also puts forward higher requirements for brands to increase their online platform layout and improve their e-commerce operation capability.

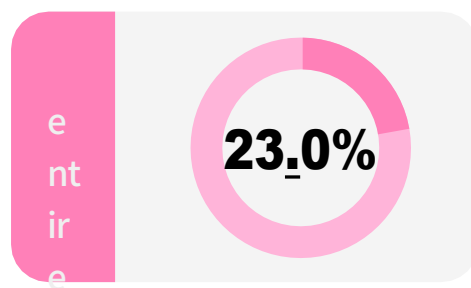
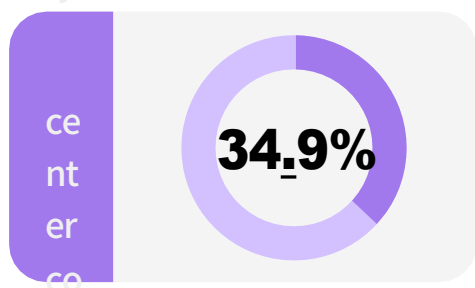
Color cosmetics industry online channel retail sales share

(2022)



Perfume industry online channel retail sales share

(2022)



Online Information Factors Influencing Makeup Users' Purchase Decisions





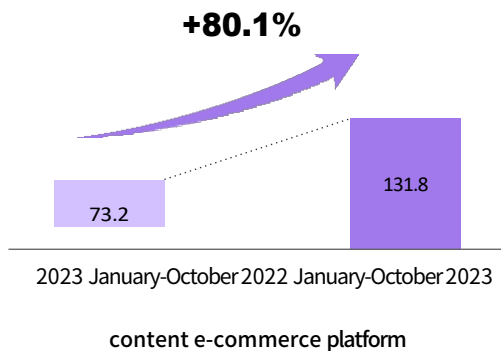
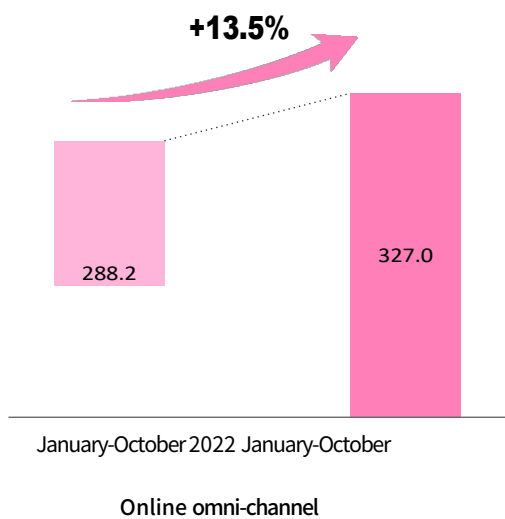
Source: Channel data from Euromonitor Passport database, exchange rates based on current year's fluctuations; research data from Euromonitor 2023 Beauty & Personal Care Consumer Survey.



Content e-commerce platforms become major *

The potential space of color cosmetics online channel was released, in which the content e-commerce platform increased significantly and became the main growth engine. Jitterbug has gained momentum, realizing all-round growth in the number of purchasers and per capita consumption amount/frequency/quantity.

Color cosmetics online omni-channel & content e-commerce platform retail



Shakeology Makeup Per Capita Spending Year-over-Year, January-October

+44.7%

Average monthly buyers



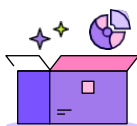
+23.4%

Monthly per capita consumption



+8.3%

Frequency of purchase per capita per month



+11.7%

Monthly per capita purchase



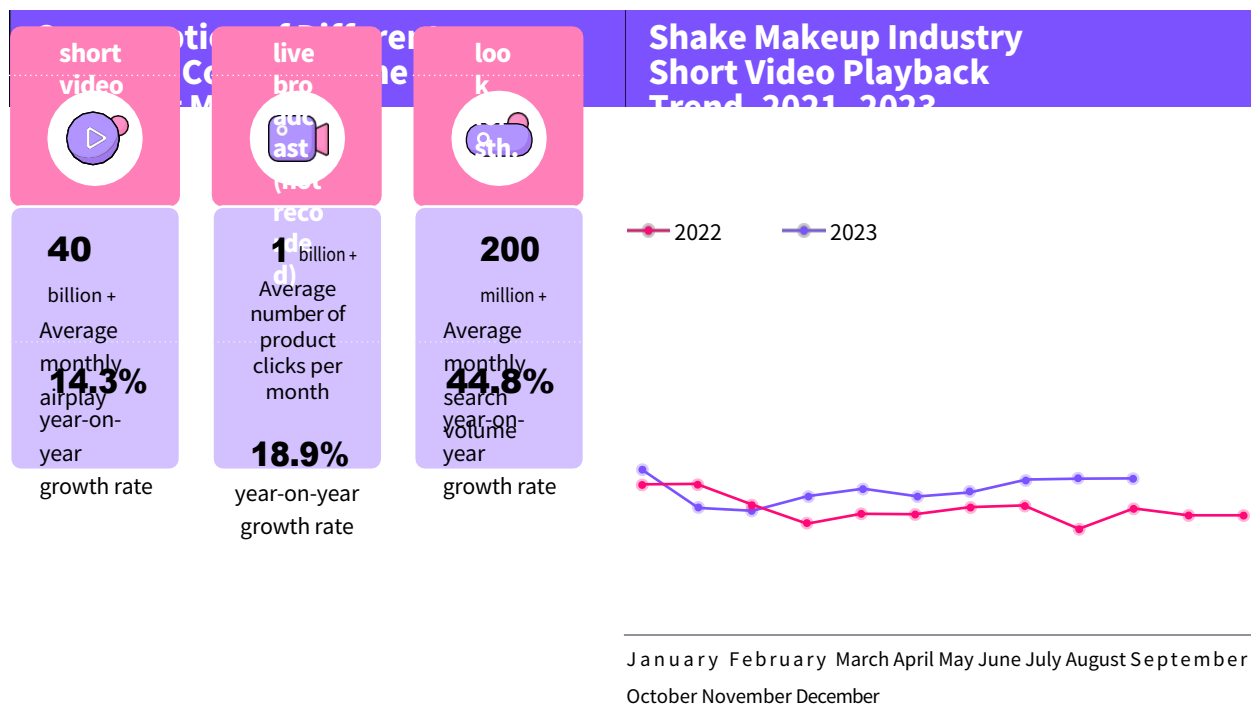


Data sources: online sales data from Euromonitor International e-commerce data, retail sales on content e-commerce platforms are estimates; per capita consumption data for Jitterbug is from Jumbo Cloud Chart; Jan-Oct 2023 vs. Jan-Oct 2022

Strong content consumption and growth in both*

Shake makeup content consumption is robust, and content consumption data continues to be high. 2023 January-October, makeup short video content monthly average playback volume of 40 billion +; live monthly average number of commodity clicks 1 billion +; short video and live seeding in addition to the user's willingness to actively search is also stronger, with a monthly average search of 200 million + times.

The number of color makeup darlings and enterprise numbers increased doubly, with 1.1 times more color makeup darlings and 1.9 times more enterprise numbers in January-October 2023 than in the same period last year, providing a guarantee for quality content creation. In particular, Enterprise grew higher than the number of darens on the supply side and higher than the industry performance on the consumption side, becoming an important driver of makeup content growth.



short video

40 billion +
Average monthly airplay
14.3% year-on-year growth rate

live broadcast

1 billion +
Average number of product clicks per month
18.9% year-on-year growth rate

look for

200 million +
Average monthly search volume
44.8% year-on-year growth rate

Shakeology Makeup Industry Creator Growth Performance January

Shakeology Makeup Industry Enterprise Content Growth Rate

x 1.1

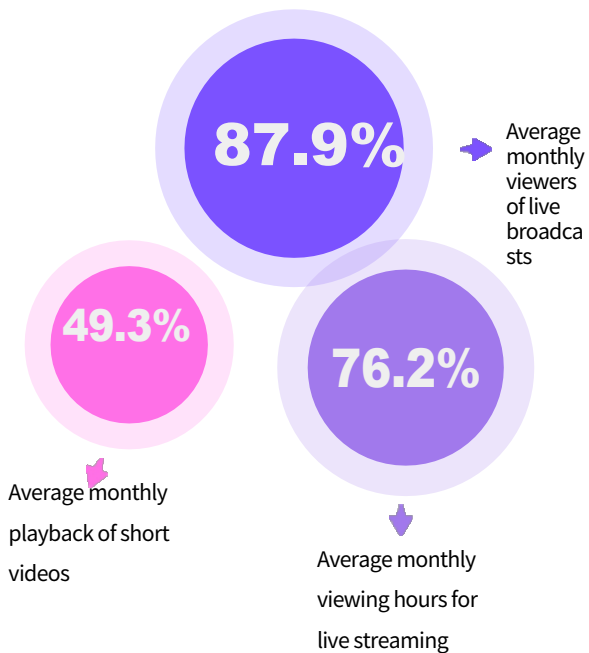
times

Number of active Shakeology makeup artists

x 1.9

times

Number of Shake Shack Makeup Enterprises

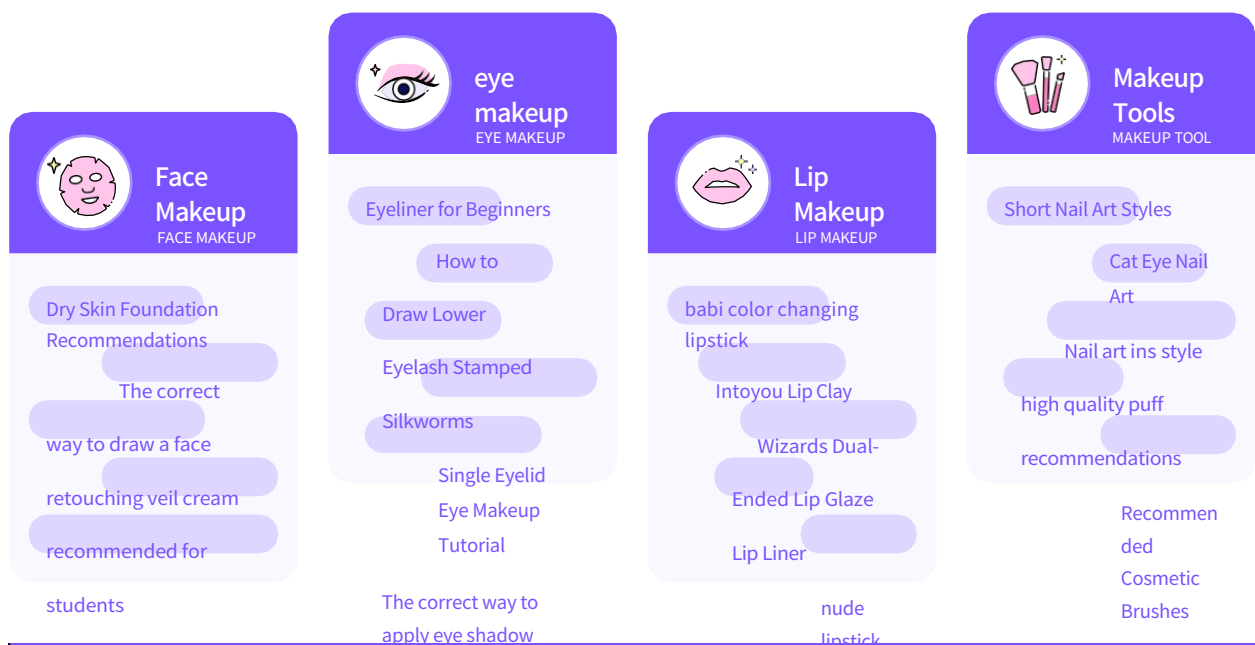


Source: Jumbo Count & Count E-Commerce Research Institute, Jan-Oct 2023 vs. Jan-Oct 2022

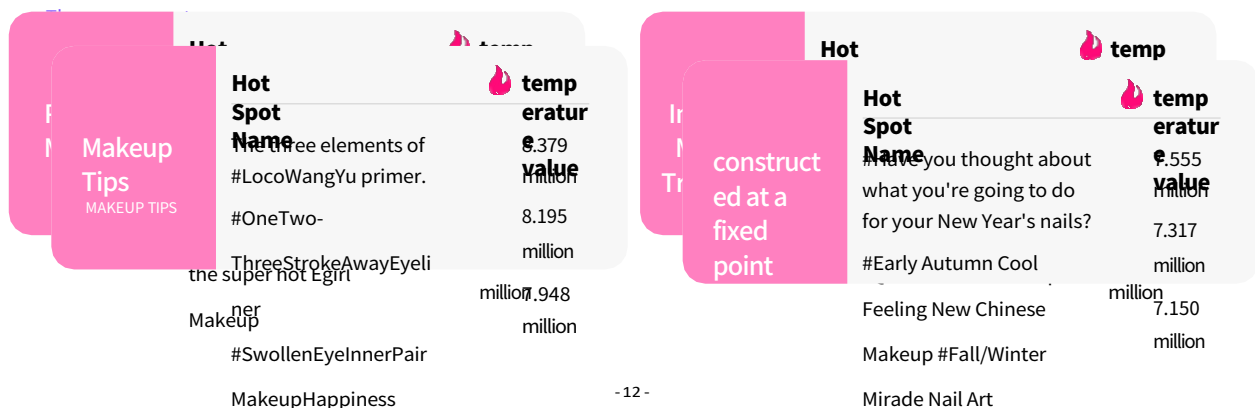
Thousands of people, products and makeup tips ✨

From the point of view of makeup hot search terms, users are actively looking for suitable makeup products or makeup skills related content for reference and learning according to their own needs, such as dry skin users who want to know the right foundation for their skin type, novices who want to learn how to draw eyeliner, and people with short nails who want to know the right nail styles. As for the typical hotspots, the four types of content, namely, popular makeup, imitation makeup change, makeup skills, and node makeup making, are more likely to come out of the circle, and not only do they often appear in explosive videos, but also hotspots are frequent. Jitterbug users are still exploring and learning makeup-related knowledge, and brands still have a lot of market space to tap in Jitterbug.

August-October 2023 Jitterbug Makeup Hot Topics



Typical Hot Spots for Shakeology Makeup, January-October 2023





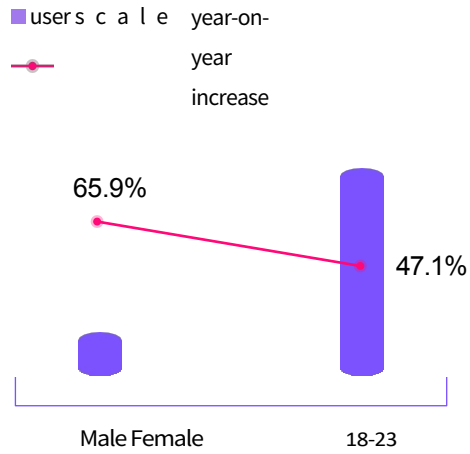
Source: Jumbo Arithmetic & Arithmetic E-Commerce Research Institute, January-October 2023

Women and young and middle-aged are the base*

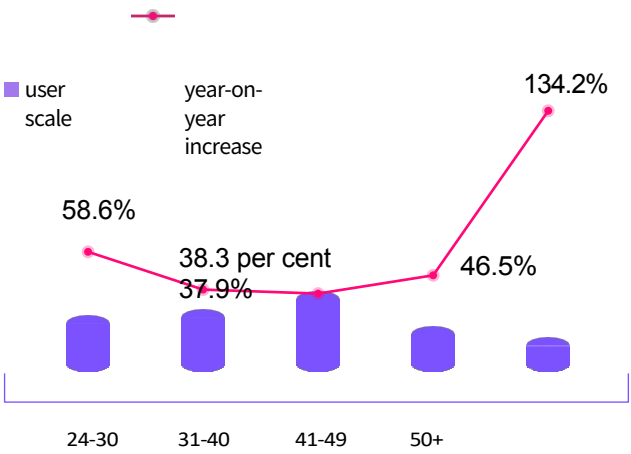
ShakeEye makeup interest users are mainly female and middle-aged (18-40 years old), accounting for more than 3/4 of both; the development of cities is relatively balanced. In terms of growth rate, ShakeEn's makeup users of all types have achieved rapid expansion, with higher growth among men than women, and doubling the size of users over 50 years old. Jitterbug is not only a channel for makeup users to get in touch with information and weed products, but is also becoming a purchasing channel for more and more users.

Distribution of Shakeology Makeup Users, October 2023

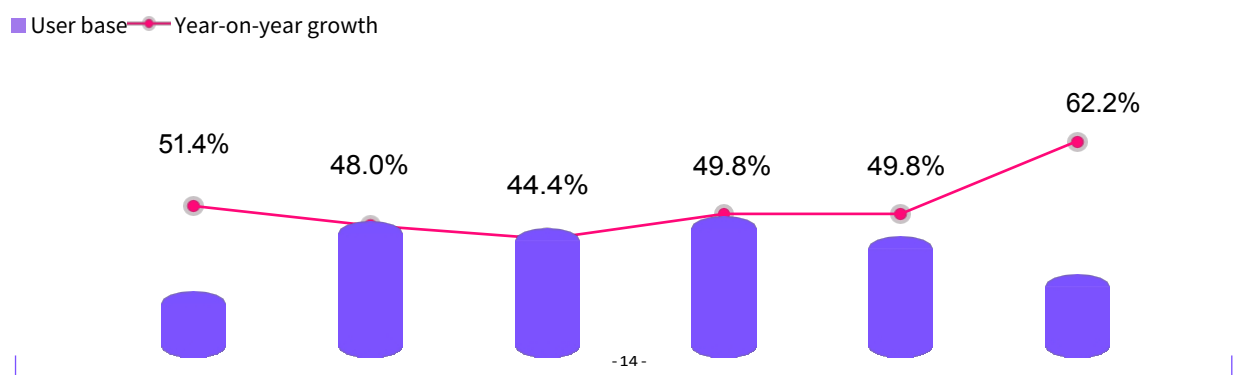
Gender



Age



city line level (i.e. class A)





First-tier cities New first-tier cities Second-tier cities Third-tier cities Fourth-tier cities Fifth-tier cities

Source: Jumbo Cloud Chart, October 2023 vs. October 2022



02

Beauty with a twist: the color cosmetics category landscape

1. Makeup as a whole: high content e-commerce contribution rate, local brand advantage breakout ✨
2. Face makeup: foundation is the cornerstone to be natural, isolation is the opportunity track
3. Lip makeup: non-stick cup is just what you need, gentle color is loved!

Lip makeup leads content e-commerce growth as



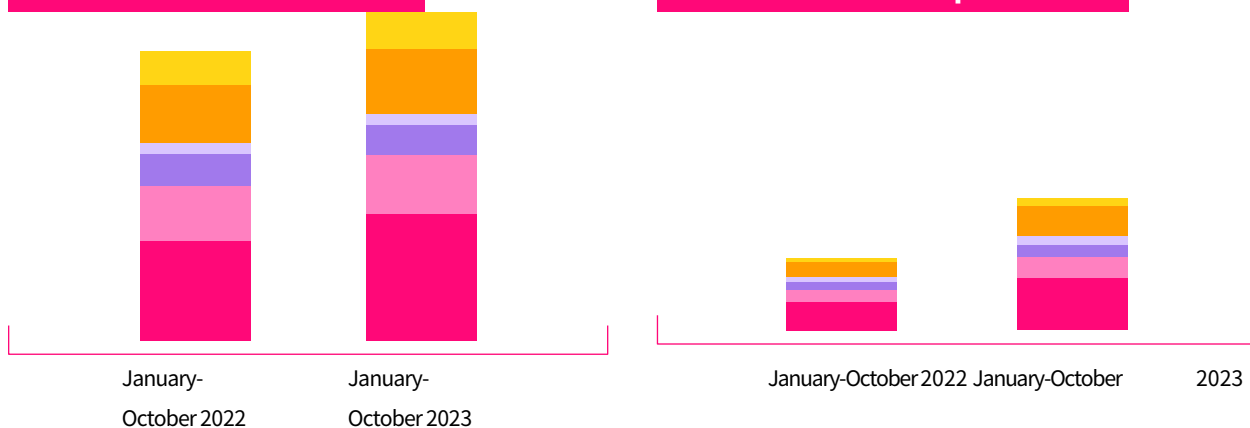
Both online omni-channel and content e-commerce are dominated by facial makeup, occupying about 30% share. In terms of the contribution rate of content e-commerce sales, color cosmetics categories are gradually deepening their reliance on content e-commerce, with contribution rates of around 40%, especially in the field of color cosmetics kits, where the contribution rate has reached more than 60%. 2023 From January to October, the retail sales of lip color cosmetics, perfumes, and color cosmetics tools in content e-commerce have doubled year-on-year, with an increase significantly higher than that of online omni-channels. Content e-commerce has become one of the key channels for the promotion and sales of color cosmetics across categories.

Color cosmetics online omni-channel & content e-commerce platform retail

■ Face Makeup ■ Lip Makeup ■ Eye Makeup ■ Makeup Kits ■ Makeup Tools ■ Perfumes

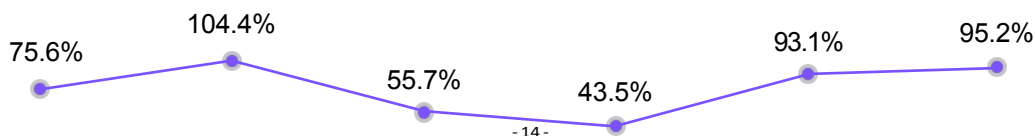
Online Omnichannel

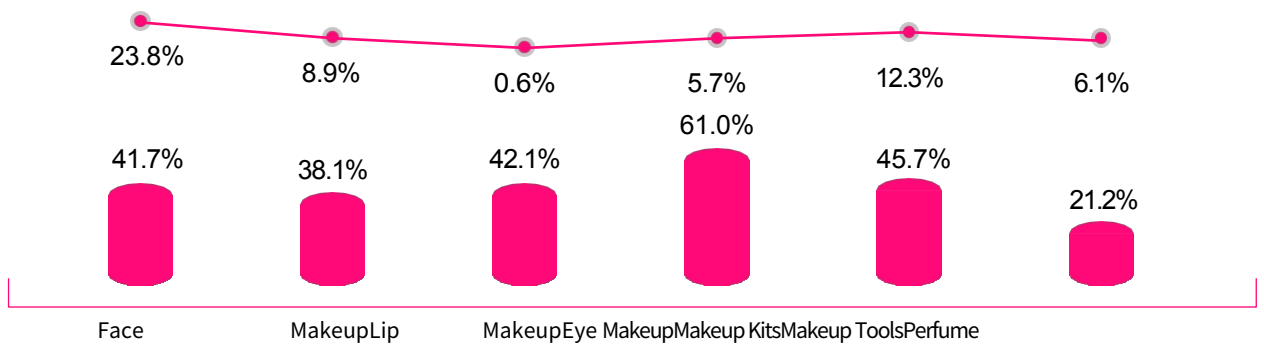
Content e-commerce platform



Online Omnichannel & Content E-Commerce Sales Performance by Category,

■ Content e-commerce as a percentage of online omni-channel ■ Content e-commerce platform year-on-year growth ■ Online omni-channel year-on-year growth





Source: Euromonitor International e-commerce data, retail sales on content e-commerce platforms are estimates, Jan-Oct 2023 vs. Jan-Oct 2022

Multiple categories of makeup tend to be more



From the point of view of Shake content playback, face makeup, lip makeup, eye makeup, makeup tools in many categories of makeup tend to be popular, but makeup sets high-end and internationalization trend is obvious, up to 20 times more. In addition, face makeup and makeup tools have a certain internationalization trend, lip makeup and perfume local newcomers break through, and eye makeup content of different country brands are growing at a high speed.

Shake Shack Makeup Category Play Volume Performance of Different Types

opulent	27.8%	1.2%	-0.2%	2492.0%	-52.1%	38.4%
mid-to-high-end	16.2%	1.3%	-12.9%	-49.6%	-36.4%	37.2%
Volkswagen (automobile manufacturer)	62.3%	10.9%	157.8%	140.2%	26.8%	27.6%
local tradition	11.9%	7.0%	84.3%	286.2%	8.4%	-47.2%
local novelty	36.2%	14.9%	136.2%	-59.2%	2.6%	57.3%

Makeup	Face	Lip	eye	colo			
international brand		54.0%	1.1%	136.0%	2422.6%	23.9%	38.6%

Source: Jumbo Count & Count E-Commerce Research Institute, Jan-Oct 2023 vs. Jan-Oct 2022

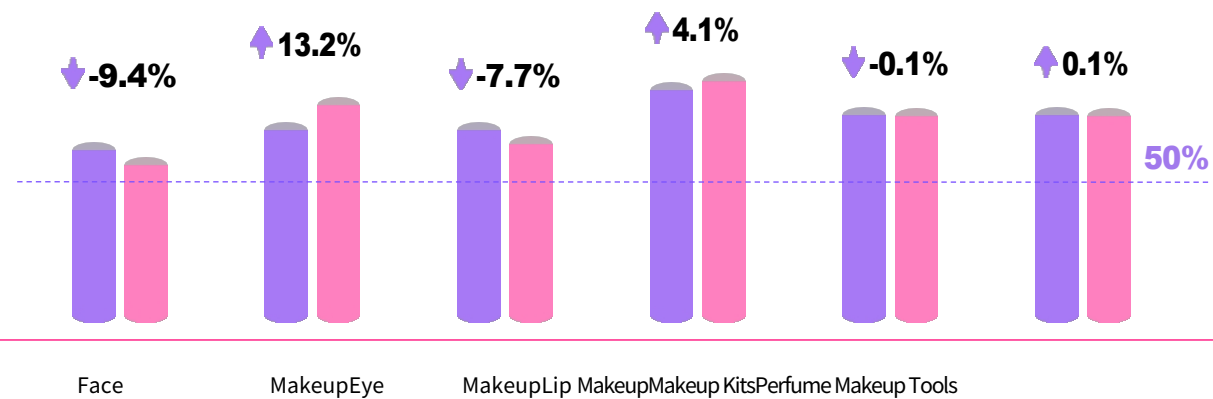
Eye Makeup Concentration Climbs, Local Brands

Jitterbug TOP 10 brands in each category play volume basically stable, concentration changes climb most obviously eye makeup and makeup sets, coincidentally echoed this year's eye makeup (such as a plate of multi-purpose eyeshadow, or with the seasonal movement of eyeshadow shades) and node gift box of the fire.

Among the TOP5 brands in the key makeup category, local brands are on the list, especially in eye makeup, which occupies three seats, relying on Jitterbug's interactive and interesting content marketing means to break through. Although local makeup brands are also enriching their product matrices and deriving perfume categories, there is still room for advancement compared with established overseas brands that have been deeply cultivating the market for many years.

Jan-Oct 2023 vs Jan-Oct 2022 Shake Shack Makeup Brand Airplay CR10

January-October 2022 ■ January-October 2023



Jitterbug plays in January-October 2023
 Jitterbug plays in January-October 2023
 January-October 2023 TOP5 Face Makeup Brands
 Brands

Jitterbug plays in January-October 2023
 Jitterbug plays in January-October 2023
 TOP5 Eye Makeup Brands
 TOP5 Lip Makeup

Lancôme, French cosmetics brand	leisurely	Saint Laurent (brand)	Chanel (brand name)
beggar's egg	beggar's egg	beggar's egg	Lancôme, French cosmetics brand

Makeup**Face****Lip****eye****colo**

Cazeline (brand)	tangerine	Armani (fashion designer)	Dior (brand name)
Bergamot, capital of Switzerland (Tw)	3CE	Lancôme, French cosmetics brand	Saint Laurent (brand)
show respect	UKISS	leavening	Armani (fashion designer)

Data source: Jumbo Count & Count E-commerce Research Institute, Jan-Oct 2023 vs. Jan-Oct 2022 Data description: CR10 means concentration ratio, TOP10 brand concentration ratio

Eye makeup for the eyes is unlocking great



From January to October 2023, foundation in face makeup and lip gloss lipsticks in lip makeup maintained high airplay, establishing their position as a handful in maintaining stability in the overall makeup industry. Makeup categories with faster content playback growth were focused on eye makeup, including eyelash tools, eye tools, and eyebrow pencils. As the most prominent makeup effect of the "finishing touch", eye makeup has a more dynamic use, whether it is "wild eyebrow" or "sunflower

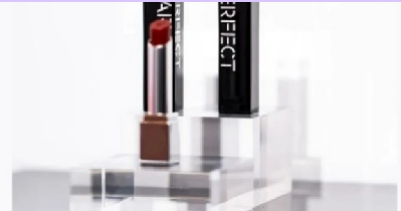
2023 January-October Shake Shack Top

more dynamic use.

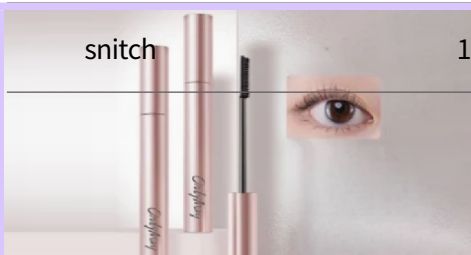
catalog	volume of airplay
foundation (cosmetic)	70 billion +
Nail Tools	60 billion +
Lip Gloss Lipstick	45 billion +
fix sb's makeup	~30 billion
snitch	15 billion +



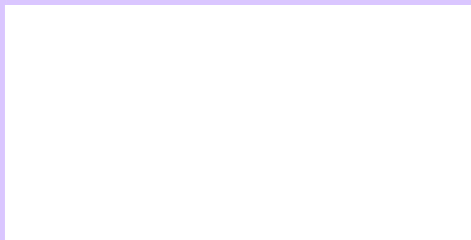
Hanasiko Jade Nourishing Air Cushion



Perfect Diary Bionic Membrane Lipstick



May Season Mascara



Sanshido Eyebrow Pencil

Top 5 Categories of Shake Shack's Year-on-

catalog	Year-on-year growth rate of playback
incommunicado	130.0%
Eyelash Tools	112.1%



Eye Tools	99.7%
nose shadow	71.9%
eyebrow pencil (cosmetics)	59.6%

Source: Jumbo Count & Count E-Commerce Research Institute, Jan-Oct 2023 vs. Jan-Oct 2022

Product demand is more segmented, concealer ✨

With the increase in demand for out-of-home scenarios, consumers' content attention to concealers, perfumes, and makeup setting products has also shown a simultaneous spurt of growth, and while taking off their masks, they hope to use eye and lip makeup to provide the finishing touch to their overall makeup look. Meanwhile, the recent explosion of veil creams and false eyelashes have seen year-on-year growth of more than 100% in airplay, establishing their pattern as a new category of opportunity.

Year-on-Year Growth Rate of Shakeology


Segmentation of Makeup Products	Year-on-year growth rate of playback
 concealer stick	2349.4%
 fume Gift Set	1559.6%
 setting spray	130.4%
 false eyelash	123.8%
 sunscreen	117.5%
 lipstick base	113.7%
 a makeup cream	105.8%
 eyeliner powder	102.7%
 eyelid sticker	99.9%
 concealer	85.9%



UNNY Double Eye Patch



tfit Tri-Color Concealer

(cosmetic)	
 lip gloss	81.9%



wosado soft magnetic lashes

Source: Jumbo Arithmetic & Arithmetic E-Commerce Research Institute, January-October 2023

Foundation prefers natural, blush seeks ambience

Asian skin color is yellowish, the user's choice of foundation is also combined with their own situation, preferring warm tones, natural white and ivory white are the most concerned about the color number. Unlike Europeans and Americans, who are more prone to fine lines, Asian skin is more prone to spots, so they also prefer concealer and pursue a natural and flawless makeup effect.

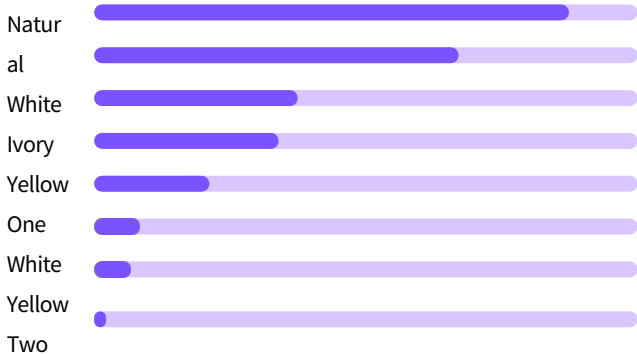
When it comes to blush products, users pursue a sense of atmosphere, preferring to create a sense of atmosphere through expanding colors that "have the effect of highlighter but are softer than highlighter". In terms of color choices, gentle gray pink, nude, apricot and other colors are more concerned by users; and the concept of "ambient color" is second only to gray pink in terms of airplay.

Warm colors > Cool colors

Warm tones: red, yellow and other warm-feeling colors, suitable for yellowish, orange-toned skin
Cold tones: blue, purple and other cool-feeling colors, suitable for cool white, pink-toned skin tone

Top Foundation / Isolation Shades for Shakeology January-October 2023

Shades for January-October 2023



Top Shakeology Foundation / Isolation



Expansion color > Shrinkage color

Expansion: light and bright colors, lower gray scale, visually expanding colors
contraction: low brightness, high gray scale, visually shrinking colors

Jitterbug's Hot Blush Makeup for January-October 2023

Top Blush Makeups for Shakeology, January-



Tea
 Light
 Pink
 Orang
 e Pink
 Peach
 Orang
 e
 Brown
 Melon
 Milk
 Powd
 er
 Straw
 berry
 Pink
 Rose
 dragon fruit color









Source: Jumbo Arithmetic & Arithmetic E-Commerce Research Institute, January-October 2023



Non-stick is just what you need, and gentle and ✨

In terms of lip makeup color selection, nude, milky tea color, brown and other colors that are more gentle and suitable for daily life have gained higher attention, and consumers are more inclined to natural, daily lip makeup. In terms of makeup effect, users are more concerned about the performance of "non-sticky and long-lasting" than "velvet and mirror"; balancing non-sticky, sense of use and safety is still the homework of lip makeup brands.

Shakeology's Top Lip Color Shades for January-October 2023

 TOP 1		nude e (col
 TOP 2		milky tea color
 TOP 3		yell ow- bro wn

TOP 4	Cinnamon
TOP 5	 Milk Tea
TOP 6	 Beige
TOP 7	 Reddi
TOP 8	sh-
TOP 9	brown,
TOP 10	reddis
	h-pink,
	purple,
	aprico
	t,
	orang
	e.

Top Lip Color Makeup Looks for Shakeology, January-October 2023

珠光 复古
 磨砂 持久 嘟嘟唇
 显色 缎面
 水光 不沾杯 雾面
 清透 丝绒 镜面 奶油
 光泽感

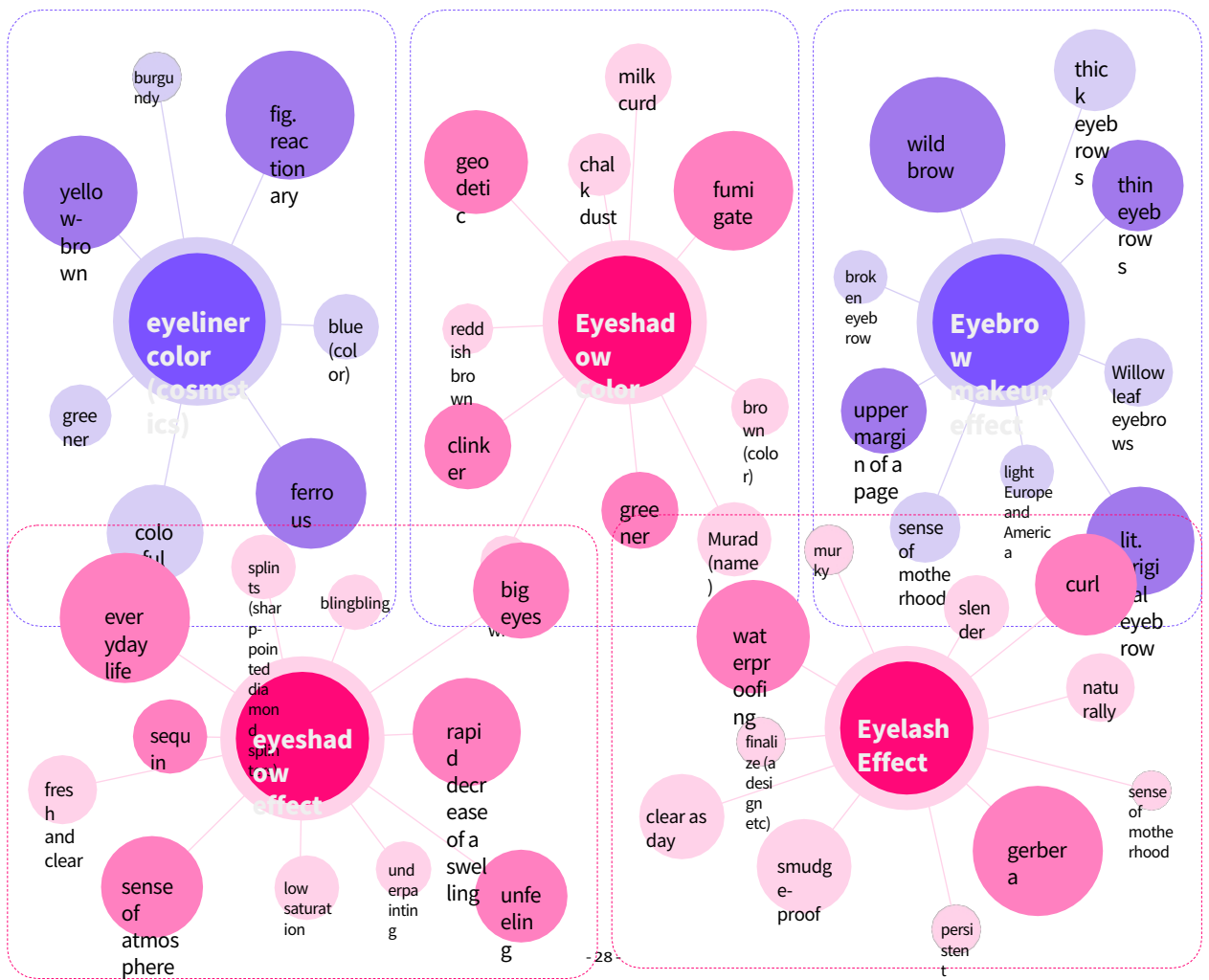
Source: Jumbo Arithmetic & Arithmetic E-Commerce Research Institute, January-October 2023

I love the everyday wild look, but I also love the ✨

In the eye makeup makeup, everywhere reflects the "unintentional sophistication", "daily, wild, natural, mom born" and other key words appear frequently, earth-colored eyeshadow and sunflower eyelashes also with its natural sense of the circle. In addition, in the eye shadow makeup, because Asians are prone to fat-type swollen eyes, coupled with staying up all night, insomnia, fire brought about by edema-type swollen eyes, swelling has also become popular.

On the other hand, the flexible application of smoky eye makeup in all kinds of social occasions and the mystery and attraction brought by "light smoky" have made it a popular choice, and eye shadows of "sequins, crushed diamonds, BLINGBLING" and eyeliners of "color, blue, green" have begun to become a colorful choice for some users. Color, blue, green" eyeliner began to become a colorful choice for some users.

Top Shakeology Eye Makeup Content, January-October 2023



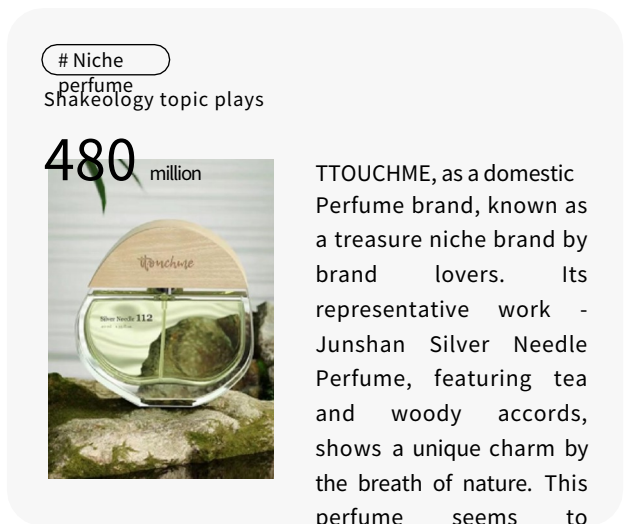
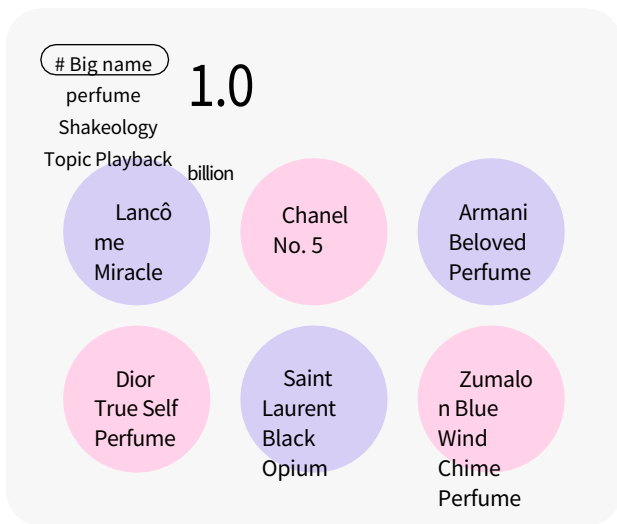
Source: Jumbo Arithmetic & Arithmetic E-Commerce Research Institute, January-October 2023

To be niche or high class, oriental fragrances



Perfume, the pursuit of not only a sense of high class, but also emphasize the unique niche taste; the use of perfume is not only for the exquisite image, but also to reflect the uniqueness of the "only belong to my own breath".

In 2024, the perfume with oriental flavor will be more popular, gardenia, tea, cedar and other unique oriental flavor of the fragrance, more in tune with the national constitution and aesthetic interest.



Fragrance Fashion Forecast 2024

In November 2023, the China Flavor, Fragrance and Cosmetic Industry Association (CFACIA) released the 2024 fragrance trends. Among them, rich in oriental imagery of tea, cedar, sandalwood and other fragrances on the list, rich in oriental flavor of the fragrance will be released in the Chinese market potential.

| Perfumes: Floral Notes Trends

| Ambient Fragrances: Citrus Notes Trends



teas



nero
li



ceda
rwo
od



sandal
wood



swe
et
oran
ge
(Citr
us
sine
nsis)



cape jasmine
(Gardenia
jasminoides)



sandalwood

Source: China Flavor & Fragrance Cosmetic Industry Association (CFCCIA)



03

Diversified Symbiosis: Trends in the Color Cosmetic Industry

-
1. Makeup Trends: Seasonal, Multi-faceted, Chinese & Foreign
 2. Consumption Trends: Holiday Gift Boxes, Joint Marketing, National Style and Trend, Functional Diversity



Hundreds of variations of makeup, can be salt of




sweet, each side of the individuality of the self!


Smokey makeup, koi makeup, Halloween makeup, bridal makeup, and sweetheart makeup are the popular makeup of Jitterbug 2023. Trendy retro, wishing for good luck, partying and playing, sweetheart girl...different makeup reflects the diverse self-expression of users.

The new makeup for 2023 also shows seasonal diversity, with summer dopamine makeup, showing individuality and brightness; fall Mirad makeup, pursuing mature elegance, and winter hardware girl makeup, dominated by metallic glittery elements.


Top 5 Popular Makeup Looks for Shakeology January-October 2023

- 


TOP 1

smoky-effect makeup
 Highlight your eyes with a dark silver black eyeshadow. Blaze's unique eye makeup
- 


TOP 2

koi makeup
 The soft warm tones of red and pink show the Festive and vibrant makeup effects
- 

TOP 3

Halloween Makeup
 Exaggerated and bold, the red and black-based light ou Beauty Imp Makeup
- 


TOP 4

bridal makeup
 For a clean, flawless foundation and a sophisticated, long-lasting makeup look Simple and sophisticated
- 


TOP 5

Sweetheart Makeup
 The main pink and blue clashing colors are hit by truncated eyeshadow hybridization


Top 5 Popular New Makeup Looks for Shakeology January-October 2023

- 


TOP 1

Murad Makeup
 Warm brown-orange shade for fall texture effect of makeup
- 


TOP 2

Spicy Light Makeup
 Adding depth with light and low saturated color tones And sexy makeup.
- 

TOP 3

Ballet Girl Makeup
 The makeup is clean and natural, with the main color being on the pinkish side. Girly Atmosphere Makeup
- 

TOP 4

Dopamine Makeup
 High saturated bright colors, the energy has a sex appeal
- 

TOP 5

Hardware Girl Makeup
 Matte finish as a base, shimmering with a metallic texture Sensational Makeup



Data source: jumbo counts & counts e-commerce
research institute, January-October 2023 Data note:
new makeup i.e. makeup with little to no previous
content



Makeup that takes the pulse of the seasons and

brings a full sense of ritual to everyday life

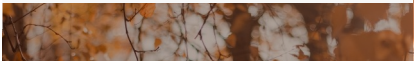
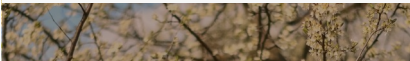
The end of winter ushered in a colorful holiday, candy girl makeup playful and lovely, become the fashion focus of the Halloween party; Christmas makeup to create a full atmosphere; New Year's lucky makeup and New Year's Eve makeup, blessing koi Ouqi, to become a family gathering "cute sister" and "cool sister-in-law". The new year's lucky make-up and New Year's greetings make-up will be a blessing for koi, making you a "cute sister" and "cool sister-in-law" at family gatherings. Spring return moment, with "rapeseed eye makeup" will spring into the eyes; summer season, fluorescent makeup through the visual cooling effect; autumn hardware girl appeared, metallic texture for the "gold nine silver ten" bring autumn city fashion.

MAT2310 Typical makeup for different nodes of Shakeology

All
Saint
s
(Chri
stian
festi
val)



Candy Girl Makeup TGI=478	Christmas makeup TGI=1100	New Year's Eve Makeup TGI=893
Halloween makeup TGI=371	frostbite makeup TGI=987	New Year's Eve makeup TGI=867
inverted eye makeup TGI=303	hot cocoa makeup TGI=946	koi makeup TGI=790
Gothic makeup TGI=258	bambino makeup TGI=844	bunny makeup TGI=727
-	-	noble and virtuous makeup TGI=276
-	-	makeup for the nation, Thailand and the people TGI=185





Canola Eye Makeup TGI=1257	luminous makeup TGI=974	Hardware Girl Makeup TGI=982
Umeboshi Sauce Girl Makeup TGI=1129	ice-cold makeup TGI=969	toffee makeup TGI=838
Ballet Girl Makeup TGI=636	Lengdu Women's Makeup TGI=706	heavy metal smoky look TGI=813
oil-painted makeup TGI=439	diffuse sensory makeup TGI=704	pumpkin makeup TGI=607
-	ice-cold makeup TGI=673	cinnamon makeup TGI=549
-	-	chestnut makeup TGI=521

Data source: giant count & count e-commerce research institute, MAT2310
refers to November 2022-October 2023 Data note: TGI is the monthly
playback share of makeup/yearly playback share x 100



Sympathize with each other at home and abroad



and share the same makeup trends

The Chinese consumer market is not sloppy in absorbing makeup trends from abroad, following the fashion trends in



wild brow

WILD EYEBROWS

As the name implies, it is like the original eyebrows, presenting a strong hair flu, slightly European and American eyebrow shape of the natural culture, cannot outline the distinct lines received by Chinese consumers.



freckle makeup

FRECKLE MAKEUP

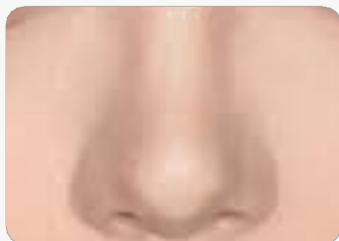
The quiet popularity of freckle makeup in the fashion world comes from its retro aesthetic and distinction. Freckle makeup is a must-have for the new z-generation consumer looking for a quirky retro look for their holiday parties.



Sunflower Eyelash

SUNFLOWER FALSE EYELASHES

Inspired by the rooted eyelashes of European groups, and with the prevalence of the Korean 'Manita' and the similar aesthetics of East Asia, based on the growth of eyelash products in China, the Sunflower Eyelash will be the perfect choice.



Box Nose Contouring

BOX NOSE CONTOURING

Box nose is a nose mostly seen in European and American stars, and following the trend of Hollywood stars, Chinese domestic consumers gradually began to pursue the nose, which can also be seen from the high growth of nose makeup tools.



Foundation for

liquid foundation for skin tone skin color

When it comes to foundation choice, Chinese consumers no longer pursue whiteness, but rather a more natural and flattering.

Foundation for your own skin tone. Numerous national brands are also promoting their products with a focus on words that suit Chinese skin tones.

Europe and the United States, and relying on the common underlying temperament of East Asia, 2023 will be the wild eyebrow, freckle makeup, sunflower eyelashes, box nose grooming, and skin-comforting foundations 5 major aspects of the integration of makeup trends in China.



Daily commuting, traveling and outdoor, dating

party multi-scenario matching

Choose the right makeup for different occasions to cope with different self-expressions. Workers in the workplace need to be efficient and fast, simple and practical, travelers/outdoors need to hold their makeup, parties and dates need to have a clear atmosphere, and parties need to have a feeling of being out of the picture.

commuting

target group	Makeup Preference
workplace attendant	Light makeup that you can get out of the house quickly
Lip Color	must-have
Relative to the everyday bean paste color, reddish brown, etc.	Foundation, Lip Gloss Lipstick
# 3.96 billion plays on daily makeup topics # 1.65 billion plays on light makeup topics	# Morning Eight Makeup The topic has been played 1.57

Travel / Outdoor

target group	Makeup Preferences
Travel / Outdoor enthusiasts	Clear or regional makeup look
Lip Color	must-have
Murad color, milky teal	Makeup Holding Foundation, Setting
# Thai Makeup Topic played 1.34 billion times	# Best Makeup for Traveling Topic played 640 million times
# The Dai girls in Xishuangbanna have the best makeup. The topic has been played 260 million times	

party

target group	Makeup Preference
Sophisticated City Woman	Makeup with texture and ambient makeup such as millennial makeup
Lip Color	must-have
Nude, low saturation colors	Volume mascara, manicure
# 187.88 billion views on Beauty in High Style # 1 . 64 billion views on Jikinji Makeup	# Christmas Makeup Topic played 350 million times

appointment

target group	Makeup Preferences
young woman	Ambient makeup such as peach blossom makeup and pure desire makeup
Lip Color	must-have
Relatively sweet peach color, milky apricot oolong, etc.	Blush, perfume, lipstick
# Dating Makeup Topics played 610 million times # Pure Lust Topics played 460 million times # Sweet Girl Topics played 140 million	

campaigns

party (loanword)



target group

Gym Enthusiasts

Lip

Vibrant Creamy Tangerine, Sweet Sister, etc.

- # Vegan Makeup Topics Played 190 Million Times
- # Hottie Makeup Topics Played 170 Million Times
- Nude Makeup Topics Played 160 Million Times

Makeup Preferences

One side nude, one side hot

must-

Setting spray, waterproof eyebrow pencil

target group

Trend-setting women

Lip

Rich reddish brown, bright red lips, etc.

- # Euromakeup Topic played 6.35 billion times
- # 2.32 billion plays on the Makeup That Can Stand Up to the Camera topic
- # 2.06 billion plays on the Smokey Makeup topic

Makeup Preferences

Relatively strong smokey makeup, European and American makeup, etc.

must-have

Colorful eyeshadow, rhinestone sequins, contouring

Source: data from Jumbo Count & Count E-Commerce Research Institute, January-October 2023



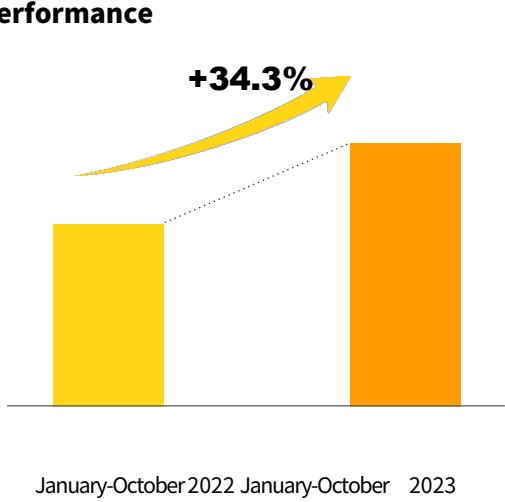
Holiday Gift Boxes See Steady Growth in Airplay

Emotional Nodes More Likely to Explode

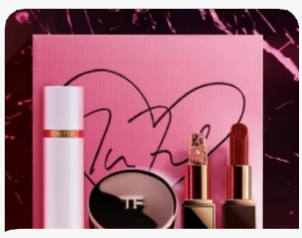
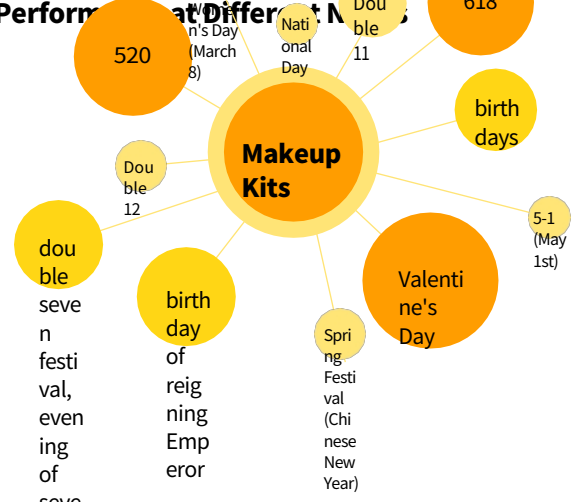
From January to October 2023, the year-on-year growth rate of the play volume of Jieyin makeup sets was 34.3%, with a significant growth rate. Set products are more ceremonial, and are loved by users at various nodes, especially "Valentine's Day520" and other love-related emotional nodes are more likely to erupt.

The makeup set skillfully combines fashion and practicality to satisfy consumers' pursuit of holiday rituals. In terms of appearance design, it is exquisite and unique, presenting a sense of fashion and beauty; in terms of practical attributes, it integrates a wide range of products such as primer, eye makeup, lip makeup, etc., which is convenient to carry and meets the needs of different occasions; in terms of the sense of ceremony, the theme of the holiday design creates a strong festive atmosphere and meets the special consumption emotions of consumers at the special moments.

Jitterbug Makeup Set Playthrough Performance



MAT2310 Jitterbug Makeup Sets Playthrough Performance at Different Nodes



Tom Ford Tanabata Gift Set

White musk perfume, the breath of the body, the desire to bloom; classic TF16 and TF gold foil lipstick, eternal classic, love like gold, interpretation of the magnificent love, the full display of romance. The Tanabata Gift Set includes a...

YSL520 Limited Edition Gift Set

520 limited edition reversal with small gold bar 1966 to lock the romance, high-definition aroma gift lit love highlights. This 520, with YSL together bold expression of love, and TA sinking love.





Source: data from Jumbo Count & Count Ecommerce Research Institute, Jan-Oct 2023 vs Jan-Oct 2022



Co-marketing explores the mystery of emotions

and creates cultural symbols of differentiated brands

There is no shortage of hot topics in the makeup TOP that are associated with hot movies and TV shows. Movie and TV dramas and popular character images have become key elements in setting trends and arousing public interest to a large extent. To a certain extent, these hot events become the engine of consumers' interest in and pursuit of related makeup, thus promoting the sales of related makeup products and the growth of market demand.

Brands are launching unique makeup limited edition products through co-branding collaborations with hot events in order to generate widespread attention and create a unique consumer experience, while inspiring consumers to actively participate and continue to follow the brand. Current co-branding trends are:

Grasp the hot events to boost the brand's reputation

Breaking into the co-branded market to create a differentiated advantage

By utilizing current events and hotspots, the brand successfully attracts more attention and creates a unique and compelling consumer experience. This not only strengthens the brand's presence in the market, but also stimulates consumers' strong desire to engage with the brand and continues to set market trends.

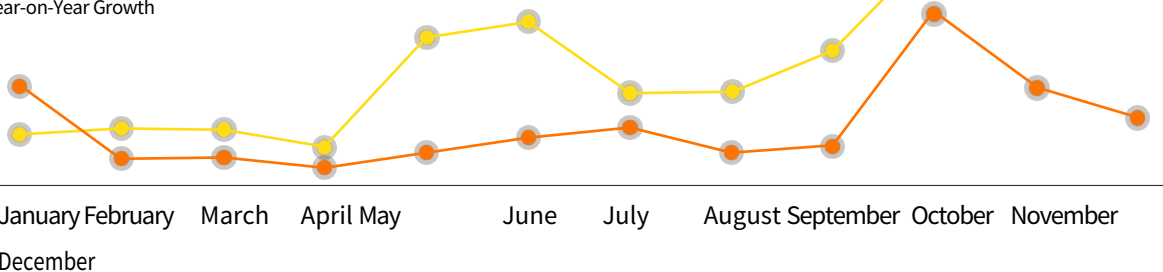
Leveraging on popular topic IPs, brands launch unique makeup limited edition products co-branded with them. This not only attracts more attention, but also creates a unique consumer experience, also in the ability to generate widespread attention and discussion on social media. This strategy enriches the brand's equity and creates a more compelling position in the market.

2022 -2023 Shake makeup co-branding related short video playback volume trend

97.7%

January-October 2023
Year-on-Year Growth

2022
2023





Pico Bear x Loopy Limited Edition Gift Set



Colorkey & Barbie Sweetheart Mini Lip Glaze Gift Set

Source: data from Jumbo Counts & Counts E-Commerce Research Institute, January-October 2023



National products both internally and externally, relying

on technology to realize category innovation while reshaping consumer aesthetics

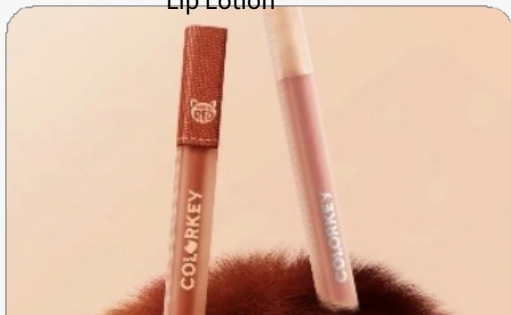
With the enhancement of national strength and cultural confidence, the national product makeup continues to rise, and the relevant brands are getting more and more attention as their powder rises significantly in Jitterbug. Behind this national product boom, it reflects the brilliant achievements of national brands in internal and external cultivation. They not only realize category innovation with advanced technology, outstanding product strength and outstanding cost-effectiveness, but also skillfully integrate the aesthetic style of the national wind and national dynasty, providing consumers with a new consumer aesthetic experience. This trend has not only received widespread attention, but also profoundly affected consumers' perception and choice of national products.

Typical national brands with a high rise of fans on the Jitterbug platform



Up **790**,000+ fans

Representative product: Water Mist Lip Lotion



Up **590**,000+ fans

Representative product: Seeds Skin-Locking Makeup Cushion



Up **630**,000+ fans

Pioneer of soft magnetic lashes in China



Gained **360**,000+ fans

Representative product: AKF Lip Clay





Source: Jumbo Count & Count E-Commerce Research Institute, January-October 2023



Multi-functional makeup saves money and effort,



with a wide range of products in all categories

Makeup products have become more multi-functional, and the content creations that have received more likes and comments on Jieyin are mostly focused on multi-purpose, with multi-functional makeup appearing in all categories. The related popular topics are mostly makeup labors and multi-purpose.

Save money: cost-effective

With the trend of diversifying the functions of beauty products, cost-effective products have come to the fore. Consumers are looking for affordability while expecting multiple makeup options with a single product, driving makeup brands to launch new products that are multi-purpose. Relevant products such as multi-purpose cream, which crosses categories to meet the demand for multi-purpose makeup; and 2-in-1 foundation and makeup setting powder, which realizes one-step completion of foundation touch-ups and refreshing makeup setting.

Saves labor: all at once

More and more products are emphasizing on getting the whole makeup look through one product. This trend is a boon for busy consumers in modern life, especially early eighters who are in a rush in the morning. Not only is this in line with modern society's need for efficient living, but it also emphasizes the fact that makeup products are more concerned with the user's time and convenience experience while delivering beauty. Related products include a multi-purpose eyeshadow palette, which can be used as eyeshadow as well as using the remaining powder for facial highlighting and blush retouching to create a sense of harmonious and pink atmosphere.

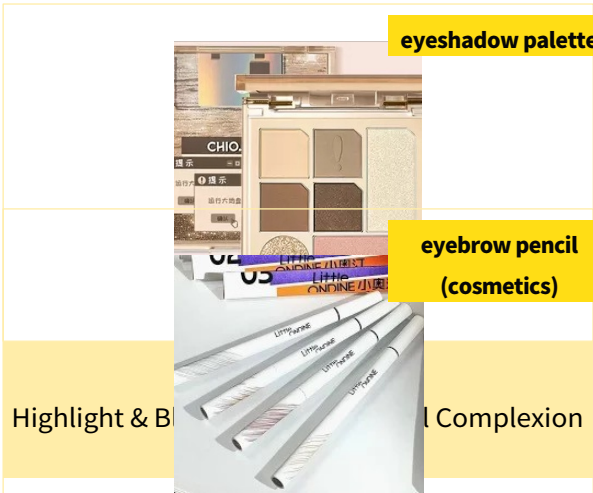
Product Cases



multi-purpose cream

air cushion (as on hovercraft)

square li (Chinese unit of distance)
2-in-1 air cushion, a disk double core, the strength of holding makeup



eyeshadow palette

eyebrow pencil (cosmetics)

Highlight & B

l Complexion

Little Austin
Shape before you stroke, one wild brow





Excellent Case: Tangerine Playful Eyeshadow Palette



Palette



Tangerine Playful 7

Color Plate :

Combining popularity and practicality to meet makeup variations

Wood, breaking through the ground newborn, through the precipitation of time, sprouting infinite vitality.

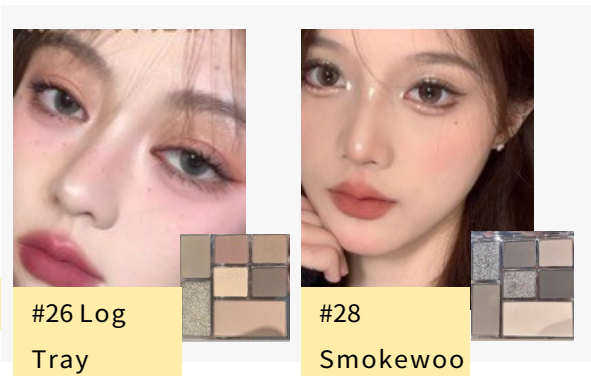
Tangerine Playful Palette, inspired by wood, upgrades all aspects of the newborn wood tones, awakening new colors

Vitality, texture advancement, packaging powder breakthrough upgrade.

Different makeup looks in one palette

Different parts, all on one plate

Combining eye shadow, blush, highlighter and touch-up, it contains a comprehensive range of face makeup elements that make it easy to complete a total look in one palette. Whether it's creating stunning eyes, layering the face, or adding a natural glow, the Tangerine Playful Eyeshadow Palette meets the expectations of versatile makeup. No more fussy matching, one palette does it all.



easy start

create the perfect makeup in one palette for a variety of scenarios, such as commuting daytime makeup, sweet going on a date, and more. One palette is a great way to show off your charms and create more possibilities for your makeup.

Wood is the inspiration for the color palette, creating a versatile textured wood tone color scheme.

Different colors, suitable for different skin tones. #26 log

Focusing on wood and wood and textured, you can't go wrong with this product, covering a wide

tailor-made

range of colors and textures needed for the majority of makeup looks, enabling you to easily

plate, low saturation milky rose color matching, to create the original gentle oxygen sense makeup; #28 smoky wood plate, cement gray charcoal brown silver flash color matching, to create a deep salt cool sense makeup.

Newly upgraded powder & packaging, better coloring & more convenient to bring your own mirror.

Highly
functional

One palette equals eyeshadow plus blush plus highlighter plus contouring, one palette for full makeup.





Excellent Case: blankme small source foundation



Blankme Half Cent One Little Source Foundation : Translucent and translucent, not dark and not yellow

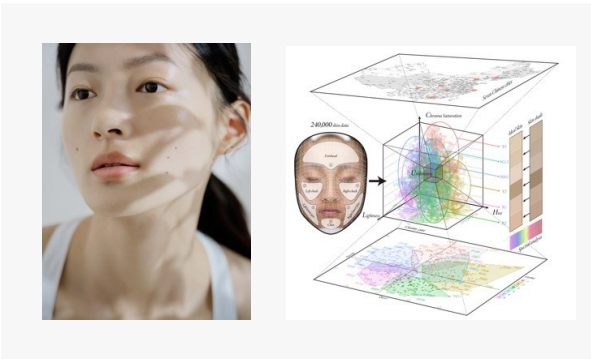
Developed specifically for Chinese women with dehydrated and dull skin, Xiao Yuanquan Anti-Dullness Foundation is moisturizing and translucent. Light. Moisturizing skin-friendly technology and exclusive powder technology, make-up translucent and translucent; patented solid powder technology and three-

Long-lasting makeup without dulling

Translucent and translucent skin feel

Score, removes makeup moisturizing and not dark.

Featuring a high-flow hydrating and skin-friendly texture, the skin feels light and moisturized, and its light texture makes the makeup look convincing and natural, even if you apply it with bare hands, you can easily achieve the effect of translucent skin. 100% of the subjects with sensitive skin did not experience discomfort or allergy after 12 hours of using this product. The intelligent formula creates a translucent and translucent light, revealing a clean and translucent skin with a radiant look, especially suitable for urban white-collar workers and delicate moms who face dehydration and dull skin problems under urban high pressure in high tier cities.



About 120 million women in China have dehydrated and dull yellow skin, for this specific skin type, the product development team cooperated with the Chinese Academy of Sciences, established the "Skin Optics Laboratory, through the collection of

hydrated and translucent

Chinese dehydrated skin samples, to professional research results for women with and dull yellow skin type, to create long-removal of make-up, non-dark yellow foundation products.



The unique hydrating and anti-oxidizing Iron Triangle formula, containing myopeptides, plant polyols and moisturizing factors, provides long-

long
lasting

blank me exclusive "hold makeup hold color double buff" for the foundation to wear double protection, efficient fixation of the foundation, the powder does not agglomerate, makeup lasting 8 hours clean, to carry a long time the test of multiple occasions.

non-
yellowin
g

Specially developed for Chinese dull yellow skin type, it is not dark and yellowish all day long, immediately fair and bright.

lasting hydration and nourishment to the skin, with 8 hours of continuous hydration and water locking effect, keeping the skin away from dryness and giving it a radiant glow.





Outstanding Case: Color Tong Contest Green Flow



Jade Three Colors Blush Palette



Color Tong fights for the green and flowing jade tri-color blush palette :

The Color Tong Blush Palette has created three functional colors in the same color family to subtly create layered cheeks.

The color adds a three-dimensional atmosphere to the look. Delicate texture and rich colors for a stunning finish.

The makeup experience reveals a unique and harmonious Chinese aesthetic.

The first three-in-one blush, three-dimensional cheek makeup

Chinese Aesthetics Practicality

The product is both beautiful and practical: the packaging is exquisite, with a sufficient number of grams, demonstrating a high sense of value, as if it were a work of art. The texture is extremely fine, the powder is smooth and easy to smudge, blends naturally into the skin and lasts a long time. A perfect combination of beauty and practicality.

Fine and sufficient

The package has a beautiful appearance, with plenty of grams and a high sense of value.

fine texture

...rs to create an ambient tone, and contracting colors to soften the silhouette. There are five different theme colors in the collection, each in a classic and harmonious color scheme, so there is one for every face.

The first "Expanding + Theme + Shrinking" three-in-one blush palette, for different parts of the body to



A groundbreaking new concept in makeup

Holy Trinity

application dedicated to layering and ambient beauty.

Expanding colors are used to create a pop of color,

achieve a refined and delicate modification. It is suitable for novices who can't match or differentiate between expanding and contracting colors, and it also allows advanced players to play the fun of fine make-up retouching.

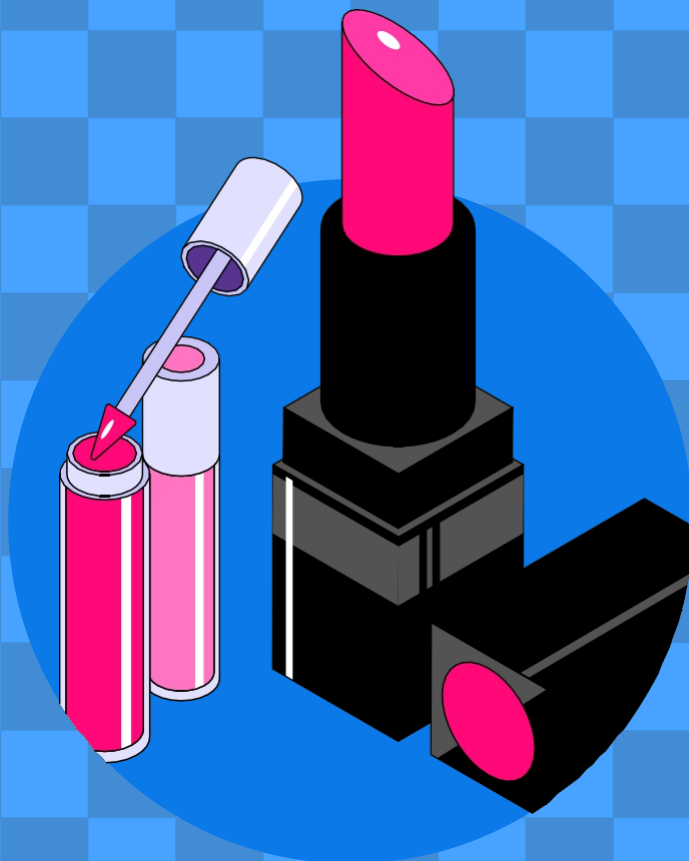
Color

Harmony

The tonal color is natural and the three colors are in the same color scheme, so the overall makeup effect is both harmonious and layered.

Fine powder, good smudging; skin-melting natural, more lasting.





04

Together for Good: 2024

Trend LOOK

1. Wooden Creamy Curry Makeup
2. Native Translucent Makeup
3. National Style Lucky Makeup
4. Two Color Lip Makeup
5. mermaid shellfish makeup





Wooden Creamy Curry Makeup

Rose Powder in Creamy Curry Makeup Color and wooden milk curry color, not only can maintain the warmth and depth of brown, but also through the lightness and brightness of rose pink to balance the overall effect, to create a cool and sweet fashionable LOOK, suitable for different skin tones and different styles of women. Wooden milk curry makeup is characterized by its wooden rose color system of the beauty of the Ladd effect, can be retro modern, but also playful and lively! It is very suitable for Z-era youth in the hustle and bustle of the city through the clever combination of color and makeup to express their true self! Personality.

byword

Pink and brown, vintage and versatile

hairstyle

Natural long, curly hair

Scenario

Morning 8 commute,
school attendance,
makeup artist essentials,
dating, traveling



2024⁺ Next Beauty Trend 美妆趋势

原生透光妆

滋润透光·不暗不黄
守护全天好气色

透光透润

干净透光肌

通透原生

blank me

- 主推产品 -
blank me | 半分一
小源泉「抗暗沉」粉底液

巨量引擎 | NYLON尼龙
blank me | 半分一

Native Translucent Makeup

Spring/Summer 2024
Major beauty brands
Together they emphasize
an emerging fashion
concept - "CLEAN FIT".

With
As the fashion world
embraces this new
minimalism, beauty
brands are increasingly
exploring the natural
texture of the skin, and
the Native Translucent
Makeup is a beauty
trend that has emerged
from this backdrop. The
core of the trend is to
emphasize the
translucency and
radiance of the
foundation, in pursuit
of the effect of good,
original skin. Light and
translucent, it reveals the
skin's original texture
under different lights.
Glossy, naturally finishing skin.

byword

QuietLuxury,Native,Quality,Comfort,Relaxation

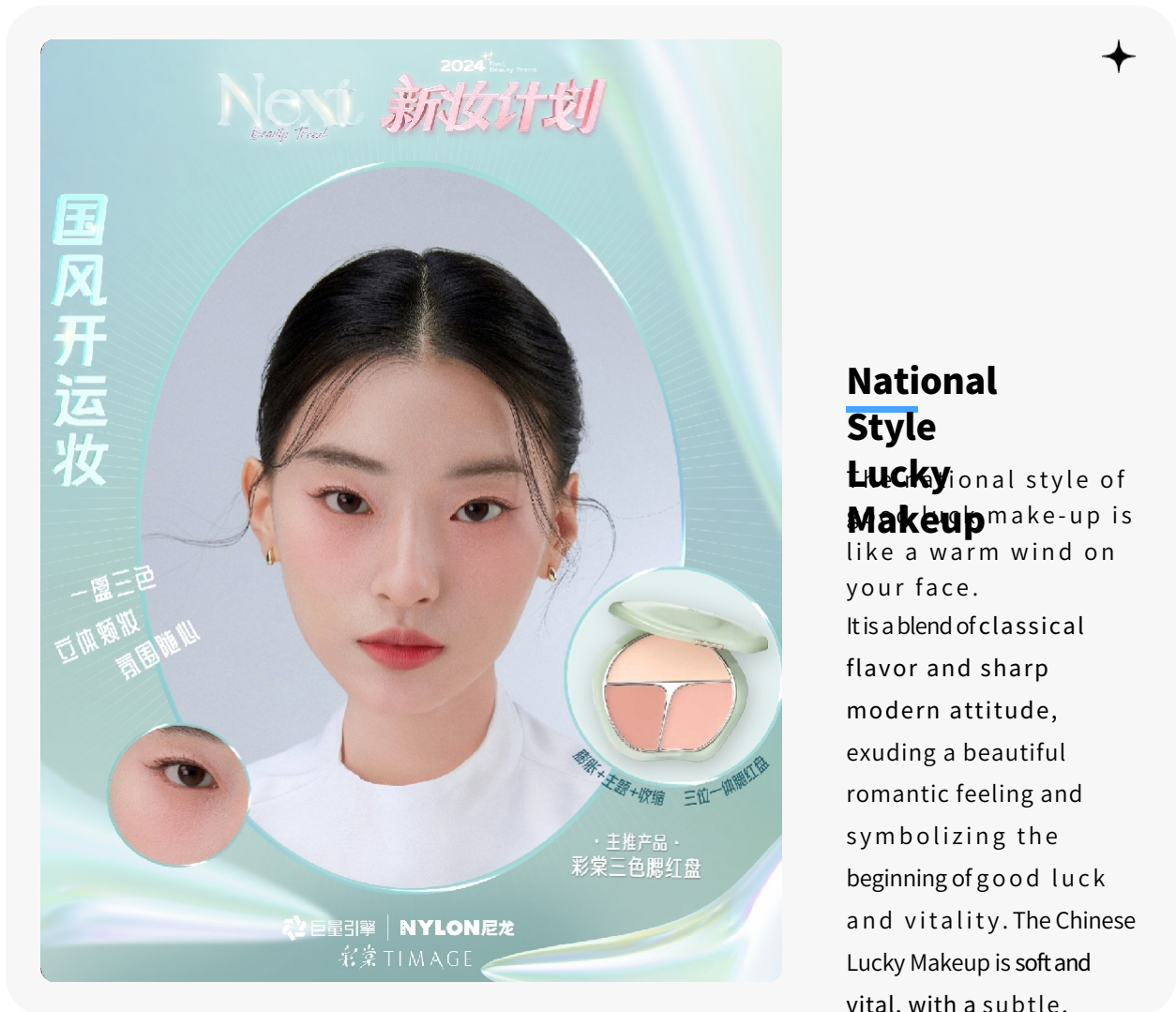
hairstyle

Natural hair with slightly curved ends

Scenario

Daily commute, business meetings





National Style

Lucky Makeup The national style of make-up is like a warm wind on your face.

It is a blend of classical flavor and sharp modern attitude, exuding a beautiful romantic feeling and symbolizing the beginning of good luck and vitality. The Chinese Lucky Makeup is soft and vital, with a subtle, dimensional blush that creates a hidden texture of warmth. The look is intriguingly subtle, with a restrained and elegant classical aesthetic that is ethereal.

Musically flowing.

byword

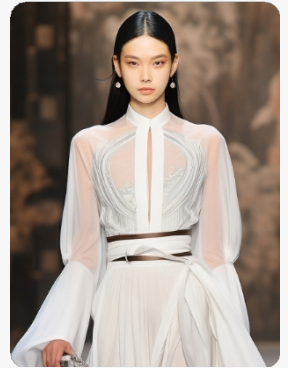
Vitality, natural originality, modern Chinese style

hairstyle

Medium-low new
Chinese updo, a few
locks of natural-looking
bangs

Scenario

Dating, friend gathering, spring trekking





Two Color

Lip Makeup young people of Gen Z are more courageous

Expressing themselves, clothing and makeup is their language. Two-tone lip makeup is an innovative and bold look that creates a unique visual effect by using different colors on the upper and lower lips. This look is perfect for cool and sassy Spice Girls-inspired outfits, such as bold and personalized designs that combine the minimalism of the '80s with the rock 'n' roll trend of the '90s, and can show a fearless fashion attitude. Short, crisp hair can accentuate the edginess of this makeup look, especially for weekend getaways!

Suffer a musical feast.

byword

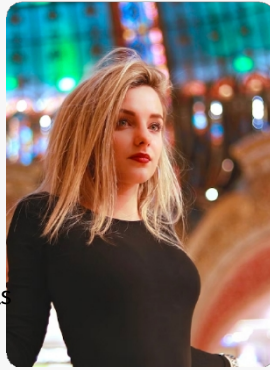
Hotties, personalities, coolness

hairstyle

Crisp, short or straight hair

Scenario

Going to concerts and music festivals



2024 Next Beauty Trend

Next 新妆计划

人鱼贝母妆

先锋潮流
宝石色调
一抹显色

主推产品 ·
TOM FORD 经典幻魅四色眼影
44 DARK OPULENCE 蓝血

巨量引擎 | NYLON 尼龙



mermaid shellfish makeup

Looking back on this year, every challenge and hurdle The bump is all about lighting up your life. Put a perfect end to this year with the mermaid mother-of-pearl makeup to light up the romantic winter sparkle, which is highlighted by the use of its slightly polarized pearlescent mother-of-pearl eyeshadow, which not only creates a dreamy and mysterious effect, but also presents a unique and glamorous sheen under different lights. This look is perfect for matching with sequined outfits, such as a sparkly little dress skirt for an end-of-year party, and can make you stand out from the crowd. Fairy braids add a touch of fantasy and elegance, ideal for PARTY and end-of-year social occasions. In every proceeding. Infinite Shine.

byword

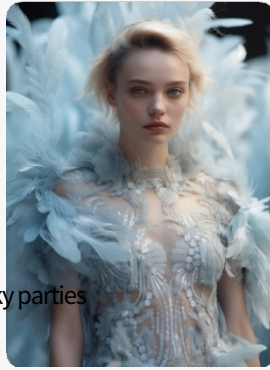
Sparkling, dreamy

hairstyle

Braided, Fairy Hairstyles

Scenario

Friends' gatherings, all kinds of funky parties



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Flying Book
Community

herald

STATEMENT

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