



C
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Your
EVERYDAY
MAKE-UP
destination

Beauty is a journey with no end.



So why should you take Bell with you?

Beauty is intangible.

Not only because trends are constantly changing, but also because it means something else to everyone. This otherness and **freedom** of expression, also through makeup, is what makes the Bell brand strive to always meet even the most individual **needs**. Because every woman takes us on a different **journey** in the search of her definition of beauty and we have been by their sides for three decades, accompanying three generations of women (on their **adventure**...)

*Since the time
of our first iconic lipstick.*

in these travels we have met on many levels, creating a **wide range of products** that meet the **highest quality standards**, but also, and perhaps above all, give joy in **discovering new possibilities** of make-up art. Shapes, colors, textures, beautifully designed packaging and safety of use are the hallmarks of our collections that we are constantly working on to **meet the needs of even the most demanding women.**

For years we have enriched our offer with products that are **environmentally friendly** and healthier for the skin. Already **75% of our cosmetics are vegan, 95% are free of harmful mineral oils, 100% are free of lactose and almost as much free of gluten**, because what is important to our consumers is important to us.



MINERAL OIL FREE



VEGAN FRIENDLY



GLUTEN FREE



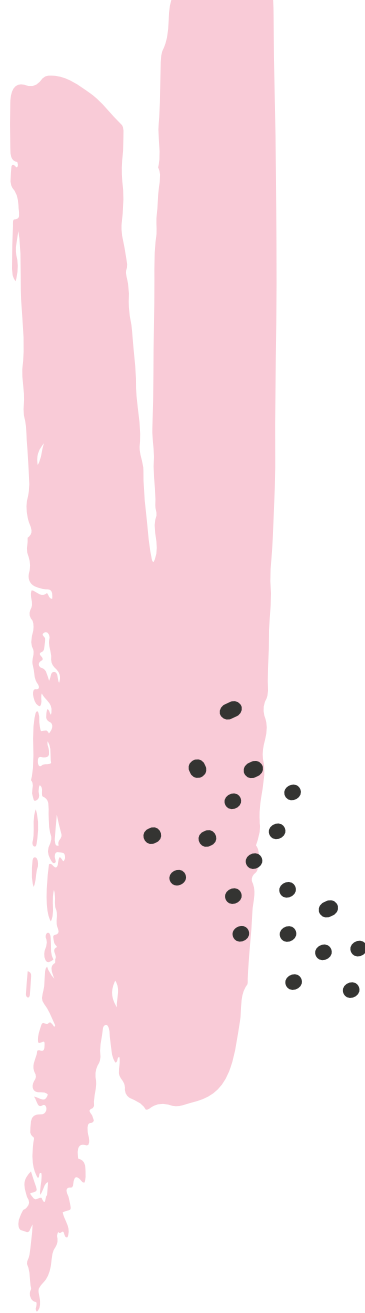
LACTOSE FREE

To get to this place on our journey we had to learn a lot, observing the **needs and behavior** of women who are as different as skin types, mouth shapes and eye color.

That is why, without forgetting our **tradition and the values** that underlie **Bell**, whilst developing our product offer we always try to be one step ahead. We use the **latest discoveries and technologies**, we work on durability and hypoallergenicity with a team of trusted specialists, but what we care about most is **catching up with the creativity** of our users. This creativity is the ticket on this journey. Thinking the unthinkable. Creativity is a constant adventure of creating **new connections, colors, textures, methods of application and innovative design** that are still surprising, but also those to which our consumers like to come back and permanently occupy a place in their beauty bags.

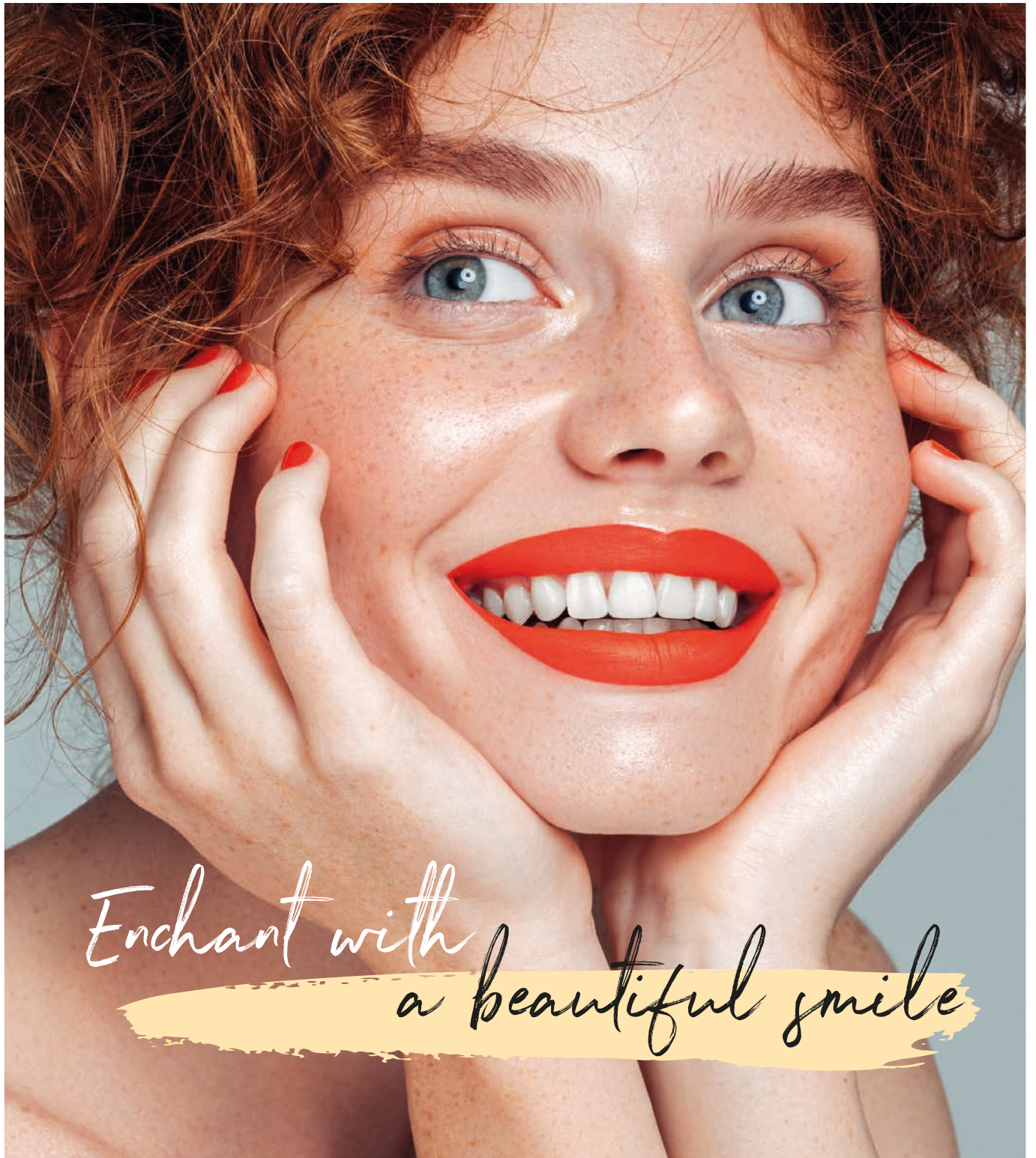
Creativity

is also the ability to ensure good value for money, so that our products can accompany every woman in her everyday life, not just on occasion.



As a brand, we continue to create better products, available already on 4 continents. We set off on this beautiful journey every day, because every day we care about women looking at themselves in the mirror, feeling more confident, boldly manifesting their image of beauty, being more creative and above all - enjoying themselves.











*Enchant with
a beautiful smile*

THE LIP OF TIME

Beauty is elusive, but a smile can be captured. Every smile starts with self-confidence. With the freedom to express your emotions. Color, shape, gloss, mat... lips can speak with more than just words. Bell is for those women who love to play with variety of colors. For those who like to experiment and those who appreciate the classics.

In pursuit of your smile, we are constantly expanding our palette and creating new recipes. We are always on time when you need to express yourself.








-  01. MONDAY
-  02. TUESDAY
-  03. WEDNESDAY.
-  04. THURSDAY
-  05. FRIDAY
-  06. SATURDAY

#MY EVERYDAY LIPSTICK Creamy Lipstick

Its gentle formula **moisturises and softens** the epidermis, giving the effect of **optically smooth and shiny lips**. Comfortable consistency facilitates application, leaving a **cover colour and a velvety finish**. Six natural and feminine shades will complement both day and evening make-up of any type.



-  01. TAUPE NUDE
-  02. CREAM BEIGE
-  03. ROSE WOOD
-  04. SMOKY PINK
-  05. STAGE RED
-  06. PASSION WINE

ULTRA MAT LIQUID LIPSTICK Matte Liquid Lipstick

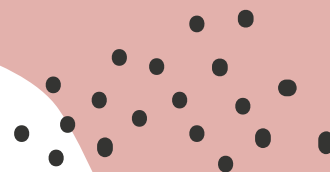
Intense pigmentation and even colour coverage already at the first application. The lipstick is **long-lasting** and does not dry your lips out. Thanks to its creamy and **liquid formula** the application is easy and precise. It has a **tempting blackberry scent** and is available in six trendy shades.



Tempting lips



- | | |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |
| 01. RED BERRY | 07. WILD GRAPE |
|  |  |
| 02. CLASSIC GERBERA | 08. MAUVE |
|  |  |
| 03. CHERRY RED | 09. ROSE WOOD |
|  |  |
| 04. ORANGE RED | 10. PETAL PINK |
|  |  |
| 05. RUBY RED | 11. TEA ROSE |
|  |  |
| 06. ELECTRIC PINK | 12. NUDE BEIGE |



COLOUR LIPSTICK

Lipstick

Lipstick never goes out of style and is an **inherent element** of many women's makeup set. A wide palette of shades with a **matte or satin effect** will make Colour Lipstick tough to part ways with. Its consistency ensures a comfortable application process and its **special formula** moisturizes and smoothens the lips.



Keep it classy!



01. NAKED
NUDE



02. SOFT
PRALINE



03. TAUPE
BEIGE



04. CHARM
PINK



05. TRUE
RED



06. BURGUNDY

VELVET MAT LIPSTICK

Matte Lipstick

High coverage lipstick which makes your lips look **smoother** and gives them a **velvety matte finish**. Its creamy consistency does not dry the lips out and does not make their structure more visible. The application is easy and precise and its **fruity mango scent** makes you want to try all six shades out.





01. NAKED
NUDE



02. SOFT
PRALINE



03. TAUPE
BEIGE



04. CHARM
PINK



05. TRUE
RED



06. BURGUNDY

PERFECT CONTOUR LIP LINER

Lasting Automatic Lip Liner

A **precise and thin stick** enables you to **perfectly** outline and adjust the **contour of your lips**. The lip liner prevents the lipstick from smudging and guarantees **long-lasting make-up** and **perfect looks**. Thanks to its formula with **intense coverage**, it can be applied either to cover the whole lips or as a base under a lipstick or lip gloss. Available in six **universal shades** that go well with the Velvet Mat Lipstick.





01. ICING



02. BISCUIT



03. LOLLIPOP



04. JELLY



05. CANDYFLOSS



06. COCOA

SHINY'S LIPSTICK

Shimmer Lipstick

A light-weight **moisturizing** lipstick that gives you the **effect of wet lips**. It has a **tempting fruity scent**. The lipstick **optically boosts** your lips and leaves them **smooth** without drying them out. Thanks to its **creamy formula** the application is easy and pleasant. Available in six extraordinary shades.



01. CREAM CAKE



02. FUDGE



03. STRAWBERRY ECLAIR



04. CHERRY PIE



05. RASPBERRY BROWNIE



06. PRALINE

Add some shine!

SHINY'S UP LIP GLOSS

Creamy Lip Gloss

Wet-look lips at the first application! This **intensely shiny** lip gloss makes them look **smoother and fuller**. The **comfortable formula** is not sticky and prevents the gloss from accumulating in the corners of the mouth. It contains **moisturizing shea butter** and has a pleasant **scent of yogurt**. Available in six shades.





PLUMP
YOUR
LIPS

MORE THE EYES CAN TELL

To find true beauty, you sometimes need to look deeper. Set out on a journey into the depth of your gaze, learn what understatements hide. It doesn't matter if you like a natural look or bold statements. What is important to us is your confidence each time you look in the mirror. That is why we have hundreds of products not only for eye makeup, but also for the care of lashes, brows and skin around the eyes. Choose something from the rich Bell palette and let your gaze tell hypnotising stories.



Take a look and
fall in love at first sight



01.

BIG VOLUME ULTRA LASHES MASCARA

Long-lasting Intensely Volumizing Mascara

The mascara **thickens and volumizes** eyelashes already at the first application. The rich, **intensely black formula** makes the look more expressive. The silicone brush combs eyelashes perfectly, preventing them from sticking together. The panthenol contained in the formula **moisturises and treats** eyelashes.

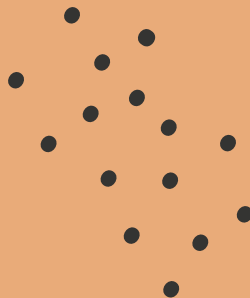


01.

MEGA LASHES LONG & CURLY MASCARA

Lengthening and Curling Mascara

Intensely black and long-lasting formula of the mascara both volumizes and **lengthens** eyelashes. A **spiral-shaped silicone wand** gives your eyelashes a spectacular, **doll-like effect**, sticking them together slightly and curling them. The mascara does not flake during the day, whereas **panthenol** contained in the product **moisturizes and cares for** eyelashes.





Focus on volume



01.

GLAM&SEXY VOLUME BLACK MASCARA

Extremely Volumizing Mascara

This extremely **volumizing** mascara gives you a **night time look** already at the first application. The **durable highly-pigmented formula** provides the effect of noticeably accentuated, lengthened and volumized eyelashes. A **special silicone wand** prevents your eyelashes from clumping together, whereas nutrients such as **olive oil**, **beeswax** or **panthenol** take care of their good condition.





01.

XXLASHES CURL&VOLUME MASCARA

Volumizing and Curling Mascara

The **intensely black** and creamy formula of the mascara gives you **highly volumized** and **curled lashes**. A **silicone wand** in the shape of an hourglass **curls eyelashes**, **lifts them up** and **curls the endings**. The wand transfers a perfect amount of the product, which prevents your lashes from sticking together.



XXLashes!



01.

XXLASHES LONG&VOLUME MASCARA

Lengthening and volumizing mascara

Get the **false lash effect** thanks to a specially developed formula which both **volumizes** and **lengthens** eyelashes intensively. The **intense black** colour gives your eyes **deeper look**. A silicone wand transfers exactly the required amount of the product and separates eyelashes perfectly. **Panthenol** contained in the product composition **moisturizes** and **cares for eyelashes**. The **long-lasting formula** prevents the mascara from flaking during the day.





01.

SO LONG NEVER ENDING LASHES MASCARA

Intensely Lengthening Mascara

A **creamy formula** enriched with black pigment **volumizes** and **lengthens** your eyelashes and adds **true depth** to your eyes. An incredibly **easy to use**, flattened silicone wand allows you to **reach even the shortest lashes** and covers them with the product. The wand transfers a perfect amount of the product, which prevents your lashes from clumping together. A **long-lasting formula** prevents the mascara from flaking during the day. **Panthenol** contained in the product composition **moisturizes and cares for eyelashes**.





LASHES
ON
BLAST



01.

BLACK SHOW MASCARA

Volume and Long Lash
Mascara

Intensely black, durable and creamy formula perfectly thickens, lengthens and curls eyelashes for a spectacular effect. A special silicone brush allows you to apply several layers of mascara, without the effect of sticking eyelashes. The mascara does not flake or stick to the eyelids during the day. The panthenol contained in the formula moisturises and treats eyelashes.



01.

BLACK SHOW WATERPROOF MASCARA

Volume and Long Lash
Waterproof Mascara

A waterproof version of intensely black and durable mascara that perfectly thickens, lengthens and curls eyelashes for a spectacular effect. The creamy formula allows you to apply several layers without the effect of sticking eyelashes. The mascara does not flake or stick to the eyelids during the day.





01.

PUSH UP MASCARA Volumising Mascara

The mascara contains waxes that wrap lashes, coating them precisely from root to tip. The lashes appear thicker and fuller over their entire length. With its light and elastic texture, the formula lifts lashes, leaving them naturally soft. The brush is specifically designed to not clump lashes together while adding maximum volume for XXL size!



01.

ZOOM ZOOM MASCARA Lengthening Mascara

Our special combination of waxes and styling ingredients ensures lashes are stunningly long and perfectly separated! The creamy texture of the mascara means that the product is very easy to apply and leaves no clumps. The brush with two lengths of bristles precisely defines lashes for a fabulously combed out look. It allows you to create full on attractive eye makeup.





01. LIGHT
BLONDE



02. DARK
BLONDE



03. BRUNETTE

PERFECT BROW WAX

Eyebrow Wax

The **special formula** of the wax provides a **long-lasting effect** on your eyebrows. Appropriate pigmentation enhances and accentuates their **natural colour**. A **precise tip** makes the application easy and gives you this **natural look of filled in and shaped eyebrows**. Available in three shades suitable for all types of looks.





01. BLONDE



02. BRUNETTE

PERFECT BROW GEL

Long-lasting Eyebrow Styling Gel

The product provides **intense coverage** and enables you to give your eyebrows a **perfect shape** and fill them in. Its creamy consistency allows **easy application** and gradual intensity of the eyebrow make-up. A **long-lasting formula** keeps the desired effect for many hours without smudging.



01. BLONDE



02. CHESTNUT



03. BRUNETTE

PERFECT BROW SET

Eyebrow Styling Set

A **set of two matte eyebrow shadows** with a precise applicator for shaping perfect eyebrows. The shadows do not spill out and their special **intensive coverage formula** enables you to apply the product in hairless areas. It provides a **powdery and long-lasting make-up effect**. Available in three shades suitable for **all types of looks**.





01. BLACK



02. GREY



03. BROWN



04. TAUPE



05. NUDE

SUPER STAY EYE PENCIL

Waterproof Eyeliner

Thanks to its **intensive coverage**, this eye pencil is **perfect as an eyeliner** and a **kohl eyeliner** for your waterline. Its **creamy consistency** makes it possible to apply it easily and precisely. Its **long-lasting** and **water-resistant** formula does not smudge during the day and does not transfer onto the eyelids. The **automatic eye liner** does not require sharpening. Available in five classic shades.





Deep black

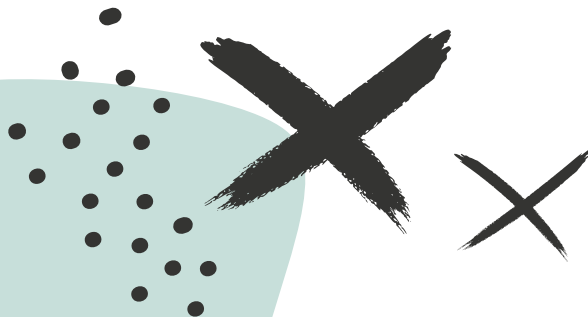


01. BLACK

SUPER SLIM EYE PENCIL

Long Lasting Thin Eyeliner

Super thin eyeliner allows for making **perfect, ultra-precise lines**. Provides **long lasting** makeup effect and **intense black colour** from the first stroke. **Soft** and **delicate formula** is easy to smudge, so it is great for eye makeup in the **smoky eye style**. Additionally it does not leave marks on the eyelid and it does not cause irritations.





01. BLACK EXTREME

PERFECT EYELINER

Long-lasting Pen Eyeliner

Intense pigmentation guarantees deep blackness already at the first application. A long-lasting and water-resistant formula prevents the eyeliner from smudging during the day. A special applicator gives your versatile finishes – from precise thin lines to thicker and more visible ones.



01. BLACK EXTREME

INTENSE PEN EYELINER

Lasting Eyeliner Pen

Its extremely black and waterproof formula provides high coverage already at the first application. A thin and flexible tip enables you to draw precise lines, both thick and thin. The eyeliner does not transfer onto the eyelids and does not fade during the day.





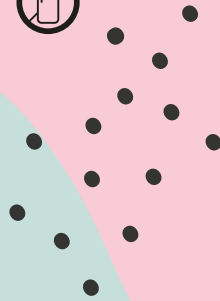


01.

PROFESSIONAL LIQUID EYELINER

Liquid Eyeliner

A **classic** liquid eyeliner in **intense black** which spreads evenly and adds depth to your eyes. An **extremely thin and flexible brush** ensures ease of application and is **perfect for drawing precise, fine lines** on the eyelids. The mascara does not smudge on the eyelids during the day.



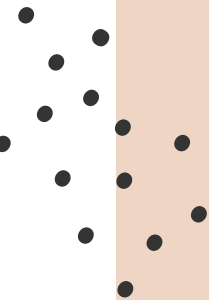
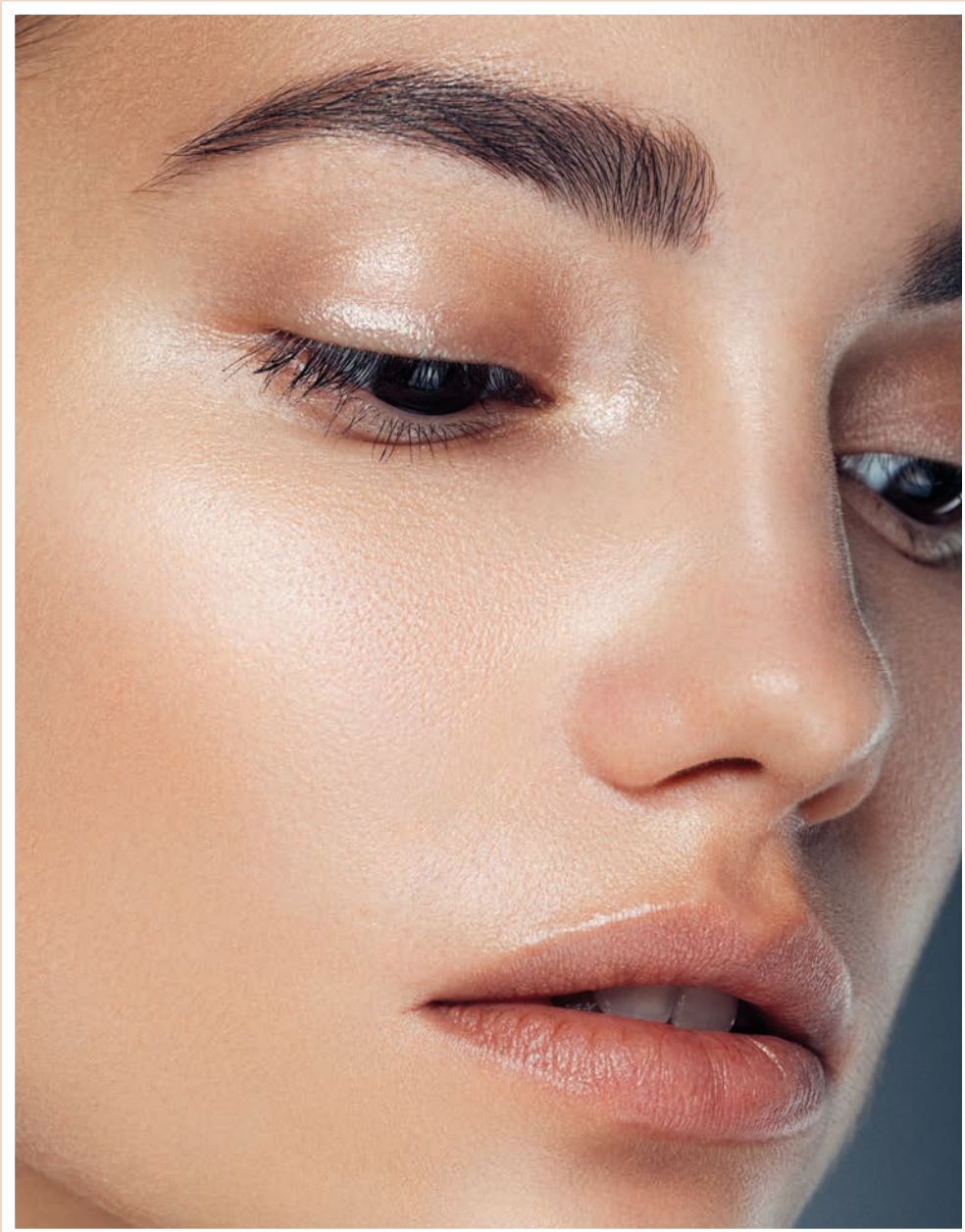
01. INTENSIVE BLACK

SUPER STAY GEL EYELINER

Long-lasting Gel Eyeliner

Intense black and **full coverage** already at the first application. The **water-resistant** formula makes your make-up last long and prevents fading during the day. The **creamy consistency** makes the application easier and enables you to draw both **thin and thick lines**.








01.

SUPER STAY EYESHADOW BASE

Eyeshadow Base

The base **intensifies eyeshadow colours** and makes them last **longer**. It makes the application of the eyeshadows easier and prevents them from creasing. The light shade **evens out the skin tone**, **neutralizes any redness**, and gives you a **matte finish**.



-  01. SOFT PORCELAIN
-  02. TRUE IVORY
-  03. TRUE BEIGE

STOP DARK CIRCLES EYE CONCEALER

Liquid Lightening Eye Concealer

Plant-based ingredients in the formula, such as: **wheat proteins and carob seeds extract** create the Lift - Active Complex which **slightly firms and brightens** skin under the eyes and immediately makes wrinkles appear **smoother** and eyes - **fresh**. The products blends with your skin perfectly and **intensively conceals** any types of imperfections. A **lightweight formula** for comfortable application. Available in three shades.





Be like a star!



01. CHAMPAGNE



02. GOLDEN



03. BORDEAUX



04. COPPER

STARLIGHT EYE PIGMENT Loose Eyeshadow

Thanks to **pearly pigments**, the eyeshadow gives you an **intensively shiny finish**. It can be applied in various manners: dry or wet, with a finger or an applicator, giving different effects. When **used together** with the **Starlight Eye Primer**, the eyeshadows remain intact for long hours. Available in four unique colours.

(01, 02, 04)





01.

STARLIGHT EYE PRIMER

Powdery Shadows and Brocades Base

Perfect for both loose and pressed eye shadows. Its special, slightly **sticky structure** helps seal pigments and glitters in place and **prevents flaking**. Enhances the durability and colour of your eye shadow. **Designed specifically for Starlight Eye Pigment.**





*Compact palettes that
you can take everywhere*

ALL YOU NEED IN ONE

In pursuit of beauty, we sometimes cross many different paths. These roads often lead far from home and your favorite mirror. It's worth having a reliable set with you at all times. A combination of colors and textures that make us feel confident and free to constantly keep self-expressing. Our palettes are so diverse that they will find a place in the purse of every woman.



01.



VANILLA
DREAM



COLORED
SUN



CORAL
REEF



OLIVE
GARDEN



COPPER
RING



CHOCOLATE
CAKE



BLACK
NIGHT



SAND
STORM



CHERRY
LADY



GOLD
FEVER

COLOUR ENJOY EYESHADOW PALETTE

Eyeshadow Palette

A compact palette with ten eyeshadows in **fashionable colours** for **different effects**. It offers endless possibilities of creating both day time and night time make-up looks. The eyeshadows are **highly pigmented**, which makes them easy to transfer and blend.



Trendy colours



01.



LEGAL
OBSESSION.



NAKED
TRUTH



NUDE
FASCINATION



COLD
LOVE



ROMANCE
AFFAIR



SHAPE
ILLUSION



DAYDREAM
FLIRT

BAD ROMANCE FACE & EYE PALETTE Face And Eyes Palette

A unique and **compact make-up palette** including blush and bronzer for face modelling, and five eye shadows with matte and glossy finish, for both **day and evening make-up**. All products have **soft and pleasant texture**, which makes them **spread excellently, blur easily** and create even tonal transitions. Uniform pigment distribution prevents the formation of smudges and ensures adequate colour intensity.



HELLO SUNSHINE!

FACE PALETTE

Face Modeling Palette



01.



GOLDEN SHINE



BEACH BEAUTY



BAHAMA BRONZE

A compact palette for daytime make-up will perfectly accentuate your suntan. The BEACH BEAUTY beautifying powder is in a universal golden and transparent colour which evens out the skin tone. It **optically smooths** your skin and makes **pores and wrinkles less visible**. Thanks to its even pigmentation, the BAHAMA BRONZE bronzer prevents any stains, whereas its **soft and pleasant consistency** makes the application easier. Perfect for **contouring and slimming your face** optically. The GOLDEN SHINE highlighter gives you this **amazing mirror-like finish** but at the same time does not accentuate skin imperfections.



Perfect for contouring

LET'S CONTOUR!

FACE PALETTE

Face Contour Modeling Palette



01.



GOLDEN VIBES



PINK DIAMOND



LOVELY CHEEKS



SCULPTING MASTER

A compact and universal palette containing two highlighters, a subtle blush, and a bronzer. The GOLDEN VIBES and PINK DIAMOND highlighters give you this intensive **mirror-like finish**, do not accentuate skin imperfections and make the **skin look smoother**. The LOVELY CHEEKS blush gives you both **radiant and healthy skin**. The SCULPTING MASTER bronzer has a **perfect shade for contouring** and slimming your face optically. The **unique formula** of the products ensures even and easy application without any stains, whereas the **intense pigmentation** offers **long-lasting** make-up.





01.



SURPRISE
ME



FEEL
THE SHINE



TOUCH
THE GLOSS



GIVE ME
GLOW

SHINE ME UP! HIGHLIGHTER PALETTE

Highlighter Palette

A palette with four face and body highlighters in various colours which guarantee versatile make-up effects. It beautifully highlights cheekbones, brow bones, the tip of your nose, Cupid's bow, shoulders, collar bones, cleavage and more. It is **perfect for strobing**. It provides **long-lasting glow** and makes your skin look smoother.



Perfect for strobing

Sweet blush



SWEET ROMANCE FACE PALETTE

Face Lightening and Beautifying Palette

A compact palette with three face make-up products. The ROMANTIC BLUR beautifying powder has a universal transparent colour, which makes skin appear smoother and brightens it slightly. It makes pores and wrinkles less visible. Even pigmentation of the SWEET KISS blush prevents any stains, whereas its soft and pleasant consistency makes application easier. Additionally, thanks to the pearly pigments contained in the product, your skin looks radiant. The SHADE OF LOVE highlighter gives you this amazing mirror-like finish but at the same time does not accentuate skin imperfections.

01.



SHADE
OF LOVE



ROMANTIC
BLUR



SWEET
KISS

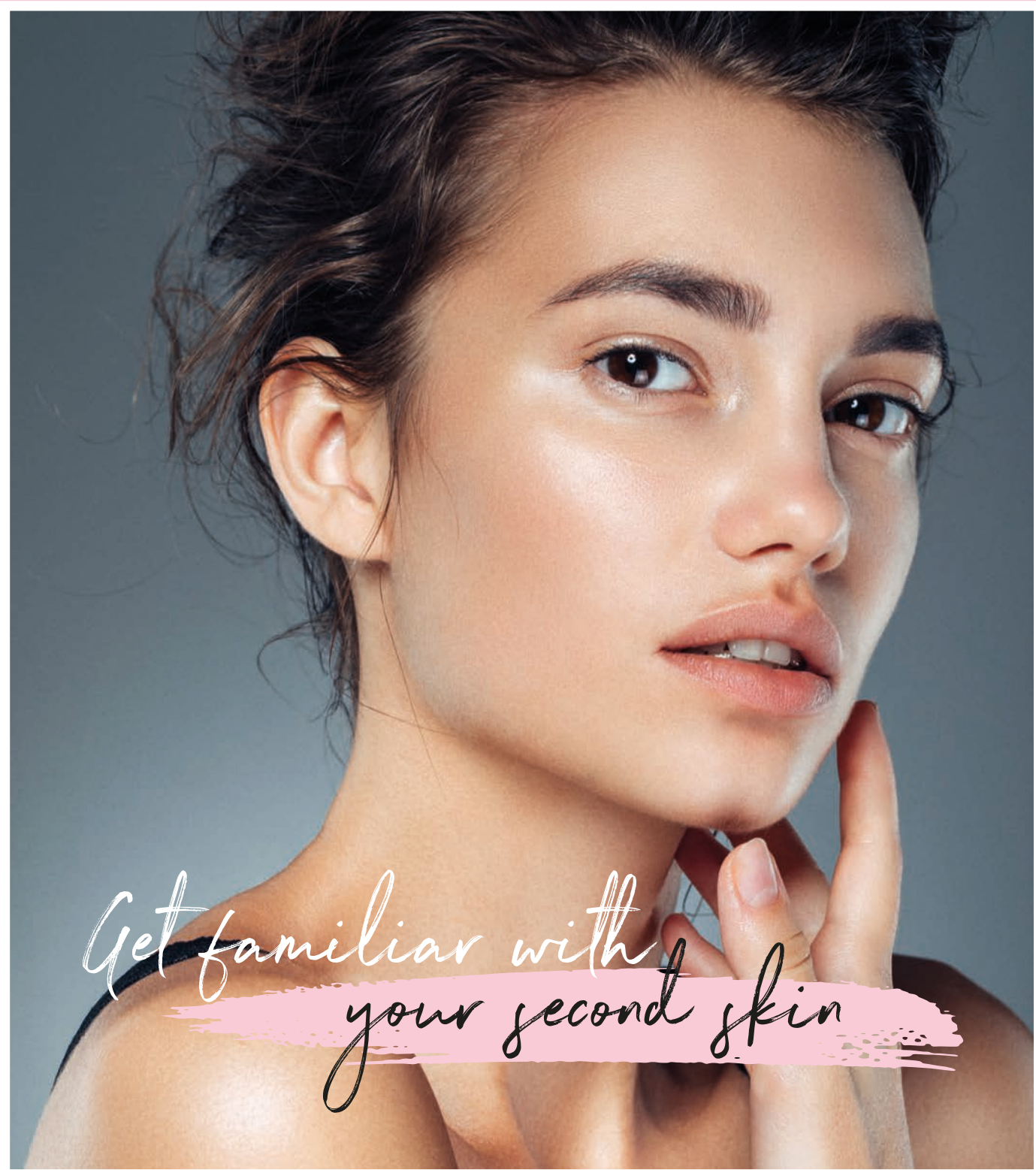


(ROMANTIC BLUR,
SWEET KISS)



LET'S FACE IT

It's not true that we only have one face. Our face changes as we do and during our journey through life it has different needs, just like we have different needs to express ourselves with makeup. A lot can happen between morning and evening. In makeup, and in care too. At Bell, our priority is to provide a wide range of products, because we know that every woman is different and her face needs a different type of treatment. Choose something for yourself, more than once. Keep choosing because there is something constantly changing in you.



*Get familiar with
your second skin*



Start with a base



01.

START GLOW MAKE UP BASE Illuminating Makeup Base

The **lightweight creamy formula** is perfect for every type of skin. The **peach-and-rose glow** makes grey and tired facial skin look smoother and brighter. It makes your **make-up last longer** and provides even application of the foundation. It can be applied on its own or **mixed with a foundation** in order to make it more lightweight and bright.



01.

STOP PORE & SHINE MAKE UP BASE Smoothing and Matting Makeup Base

The base makes skin imperfections such as large **pores and wrinkles look less visible**. The lightweight and **velvety consistency** provides even application of the foundation and makes your **make-up last longer**. It gives you a long-lasting matte and smooth look on your skin. The state-of-the-art formula works well with **all types of skin**.





01.

STOP REDNESS MAKE UP BASE

Anti-redness Makeup Base

It neutralizes any redness, dilated capillaries and skin imperfections. Its lightweight and velvety consistency provides an even application of the foundation. The product gives your skin a moisturized, visibly smoother and matted finish. The state-of-the-art formula makes your make-up last longer and works well with all types of skin.





01. IVORY



02. NUDE



03. BEIGE



04. PEACH
BEIGE



05. WARM
BEIGE



06. SAND

MY EVERYDAY MAKE-UP Skin Tone Evening Foundation

The **delicate formula** guarantees even application without streaks, and the **slightly covering texture** provides a **natural look** and adds a **velvety finish** to your make-up. The foundation **evens out the skin tone** and ensures perfect make-up, while maintaining the exceptionally natural effect of **radiant, beautiful-looking skin**.





ULTRA COVER MAT MAKE-UP

Intensely Covering and Matting Foundation

This foundation guarantees **coverage of any skin imperfections** for long hours and gives you a **matte and smooth finish**. It does not oxidize during the day and its pleasant and creamy consistency makes the application easier. It contains **aloe vera leaf juice** which boosts the **moisturizing and smoothing properties** of the product. It is perfect for daily use and for special occasions.

- | | |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
|  |  |
| 01. PORCLAIN | 05. SOFT BEIGE |
|  |  |
| 02. IVORY | 06. NATURAL TAN |
|  |  |
| 03. VANILLA | 07. GOLDEN BEIGE |
|  |  |
| 04. YELLOW BEIGE | 08. DESERT SAND |

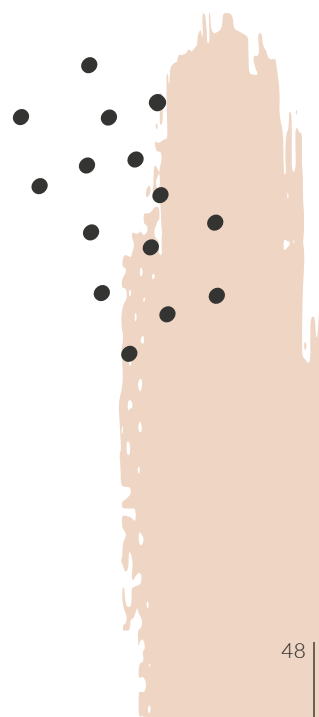


- | |
|-------------------------------------------------------------------------------------|
|  |
| 01. NUDE |
|  |
| 02. IVORY |
|  |
| 03. BEIGE |
|  |
| 04. TAN |

CREAMY TOUCH CORRECTING MAKE-UP

Cream Foundation Correcting Skin Imperfections

A smoothing foundation, ensuring the effect of **velvety skin**. Thanks to the **creamy application**, it does not leave streaks and perfectly **covers skin imperfections**. It **reduces skin shining**, leaving it mattified for many hours. Its **moisturising properties** give the skin a **natural, healthy look**, without the mask effect.





ULTRA COVER EYE&SKIN CONCEALER

Intense Covering Liquid Concealer



01. LIGHT IVORY



02. LIGHT SAND



03. MEDIUM BEIGE

This concealer **perfectly conceals** any redness, pigmentation spots, spots and dark under-eye circles. Thanks to its **creamy moisturizing formula** it allows you to **build up the coverage**, does not make wrinkles look more visible and is lightweight on your skin. It blends into your skin perfectly and provides a **matte finish**. Available in three shades.



No more imperfections



5 IN 1 PERFECT CONCEALER

Multi-purpose Concealer For Face



01.

A state-of-the-art concealer **adapted to every type of complexion**, whatever its needs may be. Each of the five colours in the set has a different function:
Green - **conceals redness**, imperfections and broken capillaries.
Pink - **brightens and optically smooths** the skin and ensures the rested eye effect.
Beige hues - **conceal skin imperfections**.
Yellow - **intensely illuminates** and conceals **dark circles** under the eyes.





01. BANANA

RICE ULTRA LOOSE POWDER

Loose Rice Fixing Powder

The rice powder optically smooths the structure of your skin and gives you a natural matt finish as well as makes your make-up last longer. Thanks to its finely ground formula it does not make skin pores more visible and leaves your skin smooth. The banana shade is used to colour-correct any redness and under eye circles and perfectly blends with your natural skin colour without the whitening effect. For all skin types.



NET WT. 0.52 OZ.



01. NEUTRAL LIGHT



02. VANILLA SOFT



03. PEACH BEIGE



04. DESERT SAND

PERFECT MAT POWDER

Makeup Fixing Mat Powder

Powder which prevents your skin from shining and gives you this **natural matte finish**. It makes your skin look visibly smoother and is **perfect for touch-ups** during the day. It does not make skin imperfections more noticeable and does not dry out your skin. It **sets make-up** without making your face look like a mask. Available in four shades.





01. BANANA STORY

BEAUTY FINISH POWDER

Fragrant Versatile Face Powder

Optically **smoothes the skin**, reduces sebum secretion and extends the durability of make-up. It leaves a **natural satin finish** with no mask effect. The transparent-yellow shade **improves the appearance of tired, grey skin** and fits each type of beauty. The sweet **scent of mango** will make everyday make-up ritual more pleasant.



01. SWEET PASTEL

ULTRA BLURRING POWDER

Beautifying Smoothing Powder

A **finishing powder** which gives you a **photoshopped effect**. Its comfortable and delicate formula makes the powder indiscernible on your face and gives you **perfectly smooth skin**, making **pores and wrinkles less visible**. Its **universal transparent peachy shade** slightly evens out the skin tone and leaves a **delicate sheen** on your skin.





01. LUSTROUS SUN

ULTRA BRONZING POWDER

Illuminating Bronzing Powder

Bronzing powder with delicate sateen consistency. Its optimum pigmentation and the **universal shade** will work perfectly both on tanned and on fair skin. It does not spill and gives your skin a **sun-kissed effect**. It blends with your skin, foundation and other face make-up cosmetics perfectly.



01. COFFEE TIME

FACE MODELLER POWDER

Face oval modeling powder

Bronzer for contouring face shape in a **universal cool tone** suitable for all skin tones. When applied properly, it makes your **face look slimmer**. Its creamy formula makes the application easier and prevents staining. The powder **blends with the skin perfectly** and does not fade as the day goes by.





01.

FULL SHINE HIGHLIGHTER

Face and Body Highlighter

This universal product visibly **brightening** both **face and body**, giving it a radiant look for many hours. It allows you to build the effect **from a delicate glow to a mirror-like finish**, which makes the product perfect for **strobing**. The product provides a **velvety finish** and **optically smooths** out your skin.





BLUSHING BEAUTY



BEAUTY BLUSH POWDER

Cheek Highlighter Blush

-  01. FANTASY
-  02. HARMONY
-  03. ECSTASY

The product perfectly highlights and brightens the cheekbones, lending them a delicate and subtle gloss. Its soft, pleasant consistency and uniform pigmentation ensure easy application and lasting effect of healthy-looking and radiant skin for a long time. The blush does not fade during the day, and its three shades match each type of complexion.



TRIO BLUSH POWDER

Cheek Modeling Set

-  01. PEACH ME UP!

Perfectly matching pastel colours. They can be applied in layers or used together to achieve a trendy colour-contouring effect. The formula enriched with pigments together with jojoba oil esters makes the product easy to apply, whereas its creamy consistency does not clog the pores. It provides a satin, slightly glowing finish and makes the make-up last for a long time. There is no spillage during application.





Everyday handy products



01. LIGHT BEIGE



02. NATURAL BEIGE



03. PASTEL GREEN

#MY EVERYDAY CONCEALER STICK

Concealer Stick

Effectively conceals skin discoloration and imperfections.

Available in three shades, each for different conditions: the light one **eliminates signs of fatigue** in the eye area; the beige one conceals minor **skin defects**, and the green **evens out hyper-pigmentation and conceals redness**.

With its light consistency, it blends perfectly with other cosmetics and does not dehydrate the skin.





#MY EVERYDAY HIGHLIGHTER STICK

Illuminating Stick

Handy highlighter stick, makes the **skin optically fuller**, with a plum-up effect. Thanks to its **non-greasy formula**, it does not wipe off make-up and leaves no smudges. Its creamy consistency facilitates application, and **pearlescent pigments** give the effect of a **delicate and natural illumination**.



01. I LIKE BRIGHT



02. GIVE ME MORE



(02)



#MY EVERYDAY CONTOUR STICK

Contour Stick

Handy bronzer stick, **perfect for face oval modelling**. With its **light formula**, it spreads easily and precisely, and **blends perfectly** with the skin without leaving smudges. Two shades match both the cold and warm complexion.



01. YOU'RE SO COLD



02. YOU'RE SO WARM.





Create a delightful
and long lasting manicure

NAIL THE PERFECT LOOK *perfect for you*

Perfect look? At Bell we stopped trying to find one recipe for it for a long time. It is perfect when when you feel perfect. It's a complex issue, because it's not just makeup and fashion. It is also attention to detail. Even as small as your pinky nail. Nail polish can sometimes change everything and express a lot. That is why our color palette and recipes allow you to travel wherever your imagination takes you.



01.

SO FLUO NAIL ENAMEL

Lasting Nail Enamel Uv Effect

The So Fluo Nail Enamel **removes the unaesthetic yellow shade** of the nail plate and gives your nails a **healthy and natural look**. The products is also irreplaceable when your French manicure needs **instant refreshing** and a **gloss finish**. Thanks to a specially developed formula nails **glow under UV lights**.



01.



02.



03.



04.



05.

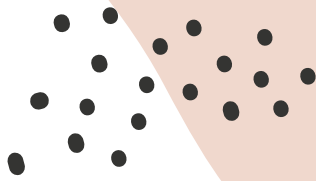
Classy colours

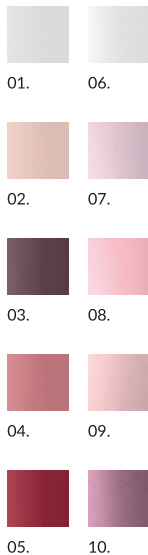
SO FRENCH MANICURE NAIL ENAMEL

Lasting Nail Enamel

Iconic French manicure is the most classical way to achieve beautiful nails. It gives them an **elegant look**. All shades of So French Manicure Nail Enamel enables you to create **stylish and timeless manicure** for any occasion. The distinguishing feature of the polish is its **long-lasting formula** and a **wide brush** which provides **easy application** without streaking or brush stroke lines. The polish **dries quickly** and gives your nails a **marvellous shine** which turns heads. Available in five shades, with each of them accentuating the **natural shade of your nails**.





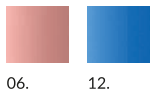
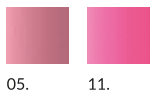
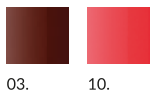
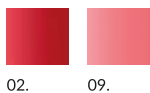


LONG STAY NAIL ENAMEL

Lasting Nail Enamel

Nail enamel giving nails **intense shine**. It is **extremely lasting** and does not chip or rub off. Thanks to a **flat brush** the application is very **precise** and **easy**. The enamel spreads evenly on the nail plate leaving **no streaks or stains**. The colour is deep and saturated. Due to polishing ingredients the layer on the nails seems like **surface of water**.





Intense colours

SHINE LIKE GEL NAIL ENAMEL Gel Effect Nail Polish

Thanks to a **quick-dry and long-lasting formula** of the nail polish, painting your nails will be pure pleasure. **Intense colours** provide **full coverage**, whereas a **comfortable brush** makes painting easier, without streaking and brush stroke lines. It gives your nails the shine characteristic of gel nail polish. Available in ten trendy shades.



Bell Certificates

MEASUREMENTS

ZERTIFIKAT ◆ CERTIFICATE ◆ 認證證書 ◆ CERTIFICADO ◆ CERTIFICAT


Management Service

CERTIFICATE

The Certification Body
of TÜV SÜD Management Service GmbH
certifies that



P.P.H.U. BELL Krzysztof Pałyska
ul. Graniczna 79g
05-410 Józefów
Poland

including the sites and scope of application
see enclosure

has established and applies
a Quality Management System.

An audit was performed, Order No. 73432214.
Proof has been furnished that the requirements
according to

ISO 9001:2015

are fulfilled.

The certificate is valid from **2019-04-08** until **2022-07-04**.
Certificate Registration No.: **12 100 57601 TMS**.


Product Compliance Management
Munich, 2019-03-21

Page 1 of 2

TÜV SÜD Management Service GmbH • Zertifizierungsstelle • Rüdigerstrasse 57 • 80339 München • Germany
www.tuev-sued.de/certificate-validity-check



DNV·GL

MANAGEMENT SYSTEM CERTIFICATE

Certificate No: 197899-2016-AQ-POL-RvA Initial certification date: 04 August 2010 Valid: 18 July 2018 - 07 April 2019

This is to certify that the management system of

PPHU Bell Krzysztof Pałyska

ul. Graniczna 79G, 05-410 Józefów, Poland
and the sites as mentioned in the appendix accompanying this certificate

has been found to conform to the Quality Management System standard:
ISO 9001:2015

This certificate is valid for the following scope:
Production and sales of the cosmetic packaging and color cosmetics.

Place and date:
Gdynia, 20 July 2018



The RvA is a signatory to the IAF MLA

For the issuing office:
DNV GL - Business Assurance
ul. Łużycka 66, 81-537 Gdynia, Poland


Tomasz Słupek
Management Representative

Lack of fulfillment of conditions as set out in the Certification Agreement may render this Certificate invalid.
ACCREDITED UNIT: DNV GL Business Assurance B.V., 2912 CL SCHIPHOL 4, 3994 UB, BARBROEDICHT, NETHERLANDS. TEL: +31-103932686. assurance-dnvgl.com



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