



TOYOLY
BEST-SELLERS
COLLECTION

Behind every brand lies
our dedication and precision.

SNOW-SOFT LIGHTWEIGHT COMPACT POWDER

One pat hides shine, stays
put even through sweat

Snow-soft
texture

Fine and
flawless,
never cakey



BEST SELLER
0 MOQ
CUSTOM SERVICE

TOYOLY

KEY SELLING POINTS:

➤ **Multi-Complex Oil-Control Powders**

Blended with multi-complex oil-controlling powders to effectively regulate sebum, delivering a breathable and lightweight finish. Long-lasting waterproof and sweat-resistant, keeping makeup fresh without dullness or patchiness.

➤ **Selected Spherical Silica Powders**

Silky and smooth to the touch, fine and adherent, instantly absorbing excess oil to reveal a clear, radiant complexion with a soft and elegant glow.

➤ **Specially Coated Powders**

Formulated with film-forming ingredients for long-lasting adherence and a smooth, spreadable texture. Locks in moisture and keeps skin hydrated and radiant.

OIL-CONTROL & BLURRING BALM

Blurs pores in one swipe,
stays fresh without caking

**Oil control
& blur**

Fresh all day,
no makeup
meltdown



**BEST SELLER
0 MOQ
CUSTOM SERVICE**

TOYOL

KEY SELLING POINTS:

➤ **Smart Oil-Control Technology**

Breaks away from traditional powdery textures with a lightweight formula that precisely controls oil. Delivers a long-lasting, fresh matte finish without dryness. •

➤ **Infused with Skin-Conditioning Actives**

Formulated with ethylene/propylene/styrene and butylene/ethylene/styrene copolymers to improve adhesion and spreadability. Smooths skin texture and minimizes pores for a silky-smooth, long-wearing finish. •

➤ **Translucent Glow Effect**

A single swipe brightens and evens the complexion, revealing a naturally radiant, lit-from-within glow.

GLOSSY LONG-LASTING LIP LACQUER

Glossy color-lock, one
swipe to juicy lips



BEST SELLER
0 MOQ
CUSTOM SERVICE

KEY SELLING POINTS:

➤ **One Swipe, Glossy Shine**

Glides on to form a lightweight color-locking film, delivering long-lasting, transfer-proof plump lips. Instantly reveals a mirror-like shine with a crystal-clear glow — non-sticky, radiant, and beautifully hydrated.

DUAL-ENDED, DUAL-FINISH LONG-WEAR LIP GLOSS

One stick for both matte and glossy looks
Easily switch up your lip style



KEY SELLING POINTS:

➤ **Innovative Dual-Ended Design**

Combines two finishes in one: a velvety matte tip for a soft, weightless blur without dryness, and a glossy end for a plump, dewy shine that's never sticky. High color payoff and long-lasting wear make it easy to switch from day to night looks. From work to date night, one swipe transforms your vibe and locks in color all day.

JELLY HIGHLIGHTER STICK

Hydrating, silky-smooth pearlescent texture — glides on effortlessly.



BEST SELLER
0 MOQ
CUSTOM SERVICE

COMPACT & PORTABLE

KEY SELLING POINTS:

➤ **Hydrating Jelly Texture, Effortless Radiance**

Lightweight and skin-adhering without disturbing base makeup. Infused with fine, natural pearlescence to create a sheer, dewy glow. Instantly brightens the complexion with a luminous finish. Smooth and easy to blend — buildable with zero heaviness.

HYDRATING PRIMER

Glides on seamlessly – no caking, no smudging, no heaviness



KEY SELLING POINTS:

➤ Innovative Aqua-Emulsion Technology

Lightweight and hydrating texture melts upon contact, glides smoothly without settling into fine lines. Refreshing and non-greasy, it's highly waterproof and resists fading for a long-lasting, flawless finish. Enriched with moisturizing ingredients to keep skin hydrated all day, revealing a dewy, radiant complexion.

ICE SKIN SOFT-FOCUS HYDRATING LOOSE POWDER

Cooling skin sensation, soft-focus
matte finish, stay fresh and flawless
all summer



BEST SELLER
0 MOQ
CUSTOM SERVICE

KEY SELLING POINTS:

- **Up to 45% Water Content**
Infused with advanced moisture-lock technology to release hydration upon contact. Delivers an instant cooling sensation and a refreshing “burst of water” effect, enhancing both hydration and comfort. •
- **Ultra-Fine, Smoke-Like Powder**
Lightweight and seamlessly blendable for a soft-focus matte finish. Doesn’t cake or feel heavy — perfect for achieving a natural, no-makeup makeup look.
- **Hydrating Formula with Hyaluronic Acid & Glycerin**
Combats the dryness often associated with traditional setting powders, leaving skin feeling moisturized and comfortable even after application.
- **Weightless Soft-Matte Finish**
Controls oil while locking in moisture for a long-lasting, fresh, and balanced complexion throughout the day.

VELVET LOCK COLOR LIP GLAZE

Lightweight velvety texture, vibrant color that stays fresh.



KEY SELLING POINTS:

➤ Feather-Light, Silky Texture for Sweet Lips All Day

As light as a feather, this ultra-smooth formula glides effortlessly over the lips. With rich pigmentation and high color retention, one swipe delivers vibrant, stay-all-day color. The soft matte finish feels velvety—not dry—giving you a fresh, youthful look without smudging or fading.

RADIANT SHINE LIP LACQUER



Non-greasy, non-sticky,
and long-lasting shine

KEY SELLING POINTS:

➤ **WKPEP LIPS Biomimetic Tripeptide**

Clinically proven to stimulate the synthesis of collagen and glycosaminoglycans in the lips. Enhances lip hydration and elasticity, resulting in a fuller, smoother, and more defined lip contour.

➤ **High-Transparency Gloss-Film Technology**

Forms a lightweight, even film upon application that locks in both color and shine. Delivers long-lasting, smudge-proof, and transfer-resistant performance for a professional-grade lip look.

DUAL-TONE SWIRL LIP GLOSS



KEY SELLING POINTS:

➤ **Innovative Dual-Swirl Design**

Two shades intertwined in a spiral—designed for instant gradient color and a fuller-looking pout with just one swipe.

➤ **Moisturizing Texture, Bold Color Payoff**

Smooth and hydrating with rich pigmentation. Lightweight and non-sticky, delivering both comfort and long wear.

➤ **Long-Lasting Color Lock, No Transfer**

Color-locking film technology keeps color in place for hours—resistant to smudging and transfer, even while eating or drinking.

➤ **Versatile Application, One Stick for Many Looks**

Use alone for dual-tone lips, or pair with a lip liner for defined edges. Perfect for ombré, full-lip, or bitten-lip styles.

➤ **Elegant Shades for Daily to Glam Looks**

A curated range from soft nudes to berry tones—flattering across different skin tones and makeup moods.

SMOOTH GLIDE, WEIGHTLESS COLOR

JELLY TEXTURE, DEWY
FINISH BOOST!



LIP & CHEEK JELLY BALM



KEY SELLING POINTS:

➤ **Dual-Use for Lips & Cheeks**

Blush and lip color in one—instantly brightens complexion and creates a harmonious monochromatic makeup look with ease.

➤ **Bouncy Gel Texture, Smooth Application**

Jelly-mousse formula feels cushiony and silky—melts upon contact, blends effortlessly without creasing or pilling.

➤ **Natural Pigment, Dewy Finish**

Delivers sheer, buildable color with a fresh, radiant look. No dryness on lips, no patchiness on cheeks—just long-lasting vibrance.

➤ **Travel-Friendly, Finger-Blendable**

No tools needed—dab on with fingers anytime, perfect for on-the-go touch-ups and busy lifestyles.

➤ **Versatile Shades for Every Mood**

From soft nude pinks to vibrant corals—variety of shades to match different skin tones and makeup styles.

LIGHTWEIGHT BLUSH (HIGHLIGHTER) STICK

ONE STICK, MULTIPLE USES



**ONE STICK,
MULTIPLE MAKEUP LOOKS**

TOYOLY



KEY SELLING POINTS:

➤ **One Stick, Multiple Effects.**

Swipe on a natural flush, add a radiant glow, or layer for dimension — all with one sleek stick. The lightweight, blendable formula melts into skin for a seamless finish. Perfect for cheeks, eyes, or anywhere you want to glow. Compact and easy to use, it's your on-the-go essential for effortless, multi-dimensional makeup looks.

Dazzle Glow Highlighter



Glassy-Sparkle, Instant Aura
Light-Reflecting Shimmer for a
Radiant Glow



KEY SELLING POINTS:

➤ **Intense Sparkle, Studio-Lit Effect**

Formulated with fine pearl pigments and high-reflective micro-crystals—instantly delivers a radiant, lit-from-within glow.

➤ **Ultra-Fine Texture, Smooth & Weightless**

Baked with high-heat technology for a silky finish—glides on effortlessly without caking, creasing, or emphasizing pores.

➤ **All-in-One Highlighting Palette**

Versatile glow for cheekbones, nose bridge, brow bone, collarbone—also layerable over eyes or lips for added shimmer.

➤ **Multiple Shades, Endless Possibilities**

From champagne gold and rose pink to icy silver—perfectly suited for a range of skin tones and makeup styles, from daily wear to bold statements.

➤ **Long-Wearing Radiance**

Glow-lock technology ensures a luminous finish that lasts all day—no fading, no dullness, just non-stop brilliance.

GLIDE IT ON, GLOW FROM WITHIN

Sheer Liquid
Blush



Sheer Liquid Blush



KEY SELLING POINTS:

➤ **Dewy Liquid Texture, Sheer Natural Glow**

Lightweight and hydrating formula melts into skin, creating a translucent flush that looks like it comes from within—perfect even for bare skin days.

➤ **Effortless Color Payoff, Easy to Blend**

With precision pigment dispersion technology, the color payoff is just right. Dab with fingertips or a sponge for a seamless, natural look.

➤ **No Dryness, No Patches, No Stickiness**

Infused with moisturizing ingredients to nourish while coloring—friendly for dry skin, and long-wearing without caking or fading.

➤ **Buildable for Mood-Boosting Looks**

Layer and blend to customize your vibe—from subtle everyday flush to bold, atmospheric glam.

➤ **Smart Bottle Design for Precise Control**

Equipped with a soft applicator or dropper design—ensures the perfect amount every time, even for beginners.

FREEZE-DRIED POWDER COMPACT

Freeze-dry makeup locking technology —
lightweight and seamless, no dryness, no creasing.



KEY SELLING POINTS:

➤ **Freeze-Dry Lock-In Technology for a Flawless Finish**

Powered by innovative freeze-dry setting technology, this powder locks your makeup in place while maintaining a breathable, translucent look. The ultra-fine texture melts into skin like an invisible veil — smooth, lightweight, and never cakey. It sets makeup without drying out the skin, offering long-lasting wear with a soft, hydrated feel. Blurs imperfections and pores for a clean, radiant complexion that lasts all day. Just one tap to set and perfect.

ONE PALETTE, ENDLESS GLAM

HIGHLIGHT • CONTOUR • EYESHADOW
– ALL IN ONE



Compact & Portable, Your
All-in-One Makeup Kit

TRAVEL MAKEUP PALETTE

KEY SELLING POINTS:

- **All-in-One Palette for a Full-Face Look**
Includes eyeshadow, blush, highlighter, and contour—your go-to for daily glam, photo-ready looks, or romantic date night makeup.
- **Expert Color Pairing, Beginner-Friendly**
Scientifically matched shades ensure effortless blending and harmony—no skills needed for a polished, high-end finish.
- **Silky, Long-Wearing Powder**
Pressed with precision, the fine, velvety texture adheres smoothly—no fallout, no creasing, just flawless wear all day.
- **Compact & Travel-Ready Design**
Lightweight palette with built-in mirror—ideal for travel, business trips, or daily touch-ups on the go.
- **Customizable Shade & Function Layout**
OEM-ready—customize shade combos and layout themes like “Daily Energy,” “Work-Ready,” or “Evening Glam” to align with your brand.

DUAL-LAYER UPGRADE, ONE TAP TO SET

CONCEAL + BASE IN
ONE COMPACT



DUAL-LAYER
CUSHION

KEY SELLING POINTS:

➤ **Innovative Dual-Layer Compact**

Top layer features a high-coverage concealer for targeted areas like dark circles and blemishes; bottom layer contains a lightweight foundation for an even, natural base—clear, breathable finish without heaviness.

➤ **Soft-Focus Coverage for Flawless “Cream Skin”**

Infused with light-diffusing particles to blur pores and imperfections while maintaining a natural radiance—never cakey or mask-like.

➤ **Enhanced Long-Wear Formula**

Waterproof, sweat-resistant, and crease-proof. With oil-control technology, it adapts to various skin types and climates for all-day wear.

➤ **Featherlight Texture**

Air-light balm melts into skin with a gentle tap—comfortable and seamless, for that barely-there, born-with-it skin effect.

➤ **Portable Cushion Packaging**

Your go-to for on-the-go touch-ups—dual-effect formula in one compact with a high-definition mirror and soft puff, perfect for quick refreshes anytime, anywhere.

HYDRATING FOUNDATION STICK



**MOISTURE
NO CAKING
BLENDS
EASILY**

TOYO LY



KEY SELLING POINTS:

➤ **Dewy Texture, Lightweight Fit**

Infused with hydrating essence, this silky, non-heavy formula glides on smoothly without caking—keeping your base fresh and moisturized all day.

➤ **3-in-1 High-Efficiency Makeup**

Foundation, concealer, and contour in one stick—perfect for creating a naturally even complexion, especially in fast-paced routines.

➤ **Soft-Focus Coverage, Pore Blurring**

Powered by soft-focus particles to even skin tone, reduce dullness, and blur fine imperfections—leaving skin flawless and radiant.

➤ **Portable Twist-Up Design**

Compact tube for easy touch-ups on the go—refresh your look anytime, anywhere.

➤ **Multiple Shades Available**

Tailored to suit various skin tones—ranging from natural to fair and neutral—meeting the diverse needs of global customers.

MOUSSE TEXTURE

DELICATE & SMOOTH FINISH



KEY SELLING POINTS:

➤ **Air-Light Mousse Texture for a Bare-Skin Finish**

As weightless as air, the silky mousse formula melts seamlessly into the skin, delivering breathable, zero-cake coverage. Naturally conceals imperfections and blurs pores for a flawless, your-skin-but-better glow. Waterproof and sweat-resistant for all-day wear — from office hours to date nights, your skin stays fresh and filter-free, anytime, anywhere.

INSTANT GLOW, NATURALLY RADIANT

Tofu Tone-Up Cream



Tofu Tone-Up Cream

KEY SELLING POINTS:

➤ **Skincare Meets Makeup**

Infused with hydrating ingredients and botanical extracts—nourishes skin while perfecting your complexion. A must-have for effortless beauty.

➤ **Natural Brightening, No-Makeup Glow**

Lightweight formula evens out skin tone, brightens dullness and redness—for a fresh, healthy look, even without foundation.

➤ **Silky Soft, Tofu-Like Texture**

Velvety-smooth balm melts into skin, leaving no caking or heaviness—just a soft, luminous finish.

➤ **Pore-Blurring, Weightless Feel**

Soft-focus technology helps blur pores and fine lines, delivering a smooth, radiant complexion with zero burden.

➤ **Multi-Use Formula**

Functions as a primer, cream, or tone-up base—perfect for quick routines, busy mornings, or travel days.

BODY TONE-UP SUNSCREEN

GLOW INSTANTLY,
SHINE NATURALLY



Body Tone-Up Sunscreen



KEY SELLING POINTS:

➤ **Dual Protection**

Physical + Chemical Sunscreen SPF35 PA+++ shields against UVA & UVB rays—perfect for daily wear and short-term outdoor exposure. Prevents tanning and sunburn effectively.

➤ **Instant Brightening for a Bare-Skin Glow**

Lightweight formula enhances and evens skin tone without white cast—delivers a natural, radiant “no-makeup” look for the body.

➤ **Hydrating & Non-Sticky**

Infused with botanical extracts and moisturizing agents—keeps skin nourished and smooth without greasiness, suitable even for dry skin.

➤ **Fast-Absorbing, Stain-Free Finish**

Quick-drying texture forms a clean film—no clumping, no transfer to clothes, no white marks. Ideal for hot and humid climates.

➤ **All-Over Use, Multi-Benefit in One Bottle**

Perfect for arms, legs, neck, and collarbones—swipe on before heading out for instantly brighter, milk-like skin.

LIGHT & TRAVEL-FRIENDLY

HIGH PROTECTION
WITHOUT THE WEIGHT

SPF50+ PA++++ | SINGLE-USE
DESIGN

NO BURDEN ON-THE-GO



SINGLE-USE SUNSCREEN

KEY SELLING POINTS:

- **Single-Use Packaging for Ultimate Hygiene**
Each stick is individually sealed—minimizes contamination risk and ensures fresh dosage every time. Perfect for travel, outdoor use, and easy reapplication.
- **High-Level Sun Protection SPF50+ PA++++**
shields skin from harmful UVA and UVB rays—ideal for strong sun exposure at the beach, outdoors, or in high-altitude environments.
- **Lightweight, Breathable Texture**
Gel-like, water-based formula glides on smoothly—non-greasy, non-comedogenic, no pilling. Suitable for both dry and oily skin types.
- **Skin-Friendly, Soothing Formula**
Infused with calming botanical extracts. Free from alcohol and mineral oil—gentle enough for sensitive skin.
- **Ultra-Portable, Travel-Ready Design**
Compact and convenient for on-the-go use—fits easily in your pocket, handbag, or carry-on. No worries about volume limits—designed for modern, fast-paced lifestyles.

FINE SCRUB, SILKY SKIN

Gentle Exfoliation · Smooth
Without Tightness · Renewed Radiance



BODY SCRUB



KEY SELLING POINTS:

➤ **Gentle Natural Exfoliants**

Formulated with plant-based scrub particles that effectively remove dead skin cells without irritating—safe even for sensitive skin.

➤ **Nourishing Ingredients for Hydration**

Enriched with shea butter, hyaluronic acid, and vitamin E to exfoliate while moisturizing—leaves skin soft, not tight or dry.

➤ **Brightens & Smooths**

With continued use, helps reduce rough texture, keratosis pilaris, and dry lines—restoring skin's natural glow and smoothness.

➤ **Luxuriously Creamy Texture**

Silky, dense balm spreads easily and rinses clean—ideal for a soothing massage in the shower with no greasy residue.

➤ **Multiple Fragrance Options**

Customizable scents including floral, fruity, creamy, and woody notes—enhances the sensory experience and brand identity.

STARLIGHT IN YOUR EYES, ENDLESS SPARKLE



STARLIGHT SHIMMER LIQUID EYESHADOW



KEY SELLING POINTS:

➤ **Dazzling Shine, Eyes That Captivate**

Packed with high-density, multi-angle reflective pearls—delivers a sparkling, galaxy-like shimmer that enhances eye depth and allure.

➤ **Liquid Formula, Smooth & Set in Seconds**

Lightweight, watery texture glides on effortlessly—dries quickly into a smudge-proof film without creasing or buildup.

➤ **Wear Alone or Layer for Dimension**

Perfect for a sheer, radiant glow or layered over powder shadow for enhanced depth and texture—versatile for any mood or occasion.

➤ **Precision Applicator, Beginner-Friendly**

Soft, flexible brush tip ensures easy, controlled application—no tools needed for flawless results.

➤ **Multiple Shades for Every Vibe**

From nude gold and champagne pink to rose brown and starlight silver—choose your shimmer for everyday elegance or bold party glam.

THREE-COLOR EYESHADOW STICK

One swipe for shaping, three tones for dimension — even beginners can achieve a refined eye look.



KEY SELLING POINTS:

➤ Effortless Gradient in One Swipe

Create dimensional eye looks in seconds with a single stroke. The innovative oval-cut tip is designed to fit the eye contour perfectly, blending highlight, mid-tone, and depth shade in a precise ratio — no skills needed. The silky-smooth formula glides on easily without fallout, making it perfect for daily wear, quick touch-ups, or effortless glam on the go.

LIQUID EYELINER

BOLD PIGMENT • PRECISION FLOW



WATERPROOF &
SMUDGE-RESISTANT

KEY SELLING POINTS:

➤ **Ultra-Precise Brush Tip**

Features a 0.01mm ultra-fine brush for effortless detailing—flexible yet firm for precise control over line thickness. Perfect for smooth wings and sharp cat eyes, even for beginners.

➤ **Smooth & Quick-Drying Formula**

Upgraded liquid ink flows evenly without skipping—dries quickly to a crisp, smudge-free finish for clean and defined eye looks.

➤ **Waterproof & Sweat-Resistant**

Long-lasting film-forming formula resists water, sweat, and oil—keeps your liner intact through heat and long wear.

➤ **Rich Black & Brown Shades**

Highly pigmented color payoff that doesn't fade or turn gray—available in intense black or soft brown to suit various styles and skin tones.

LIP LINER

Define Your Lips
Perfect Your Outline



Long-Lasting Color
Smooth Glide
LIP LINER

KEY SELLING POINTS:

- **Smooth Glide, Effortless Definition**
Soft, silky tip delivers seamless application—outlines lips in one stroke without tugging. Perfect for beginners and pros alike.
- **Sculpted & Defined Lips**
Shapes and enhances the lip contour—corrects uneven edges and creates a fuller, more dimensional look.
- **Long-Lasting Color Base**
Doubles as a primer to extend the wear of lipstick or lip gloss—prevents feathering, smudging, and fading throughout the day.
- **Versatile Shades for Every Look**
From nude pink and rose to berry and brick red—matches perfectly with a wide range of lipsticks and glosses to elevate any lip style.

1.5mm Brow Pencil

1.5mm ultra-fine tip for precise brow shaping



KEY SELLING POINTS:

- **Ultra-Fine 1.5mm Tip**
Allows for precise strokes to outline brows and mimic real hair—perfect for filling sparse areas and creating natural or defined brow looks.
- **Smooth, Skip-Free Application**
Balanced texture glides on effortlessly—rich pigmentation with no clumping or tugging for a seamless finish.
- **Auto-Twist Design**
No sharpening needed—convenient and portable for everyday use or quick touch-ups on the go.
- **Long-Wear, Sweat-Resistant Formula**
Smudge-proof and oil-resistant—keeps your brows in place all day with a natural 3D finish.
- **Multiple Shades for Versatile Match**
From soft brown to ash black—specially curated for Asian skin tones and various makeup styles.

Natural staining Misty Brows Water Eyebrow Pen



Water Eyebrow Pen

KEY SELLING POINTS:

➤ **Innovative Press-to-Dispense Design**

No twisting, no sharpening—just press to release the tip. Delivers precise dosage each time, reducing breakage and product waste for a smoother user experience.

➤ **Smooth Glide, Natural Hair-Like Strokes**

Balanced, creamy formula offers smooth application—mimics real brow hairs with ease, helping shape refined, realistic brows.

➤ **Customizable Tip Structures**

Available in triangle, oval, or micro-fine tips to suit various brow styles and drawing preferences—from feathered wild brows to soft Korean looks.

➤ **Long-Lasting, Waterproof & Sweat-Resistant**

Formulated for all-day wear—resists smudging, oil, and sweat while keeping brows defined and in place.

➤ **Built-In Spoolie for Blending**

Select models include a spoolie brush—ideal for grooming, softening lines, and blending for a more natural finish.