

NEW AND FABULOUS FOR 2019



COSMETICS LONDON
EYLURE



01/WELCOME TO OUR WORLD

Welcome to OUR WORLD

LOOK LIVELY!

With Eylure, you can decide who you want to be today – whether that's a fearless leading lady, a playful party girl or a fabulous fashionista – we can help you find your look.

IN THE KNOW

We were THE creators of the first false lashes for film stars, (not bragging...much!) including the likes of diamond-loving diva, Elizabeth Taylor. If they're fit for an Egyptian Queen (that's right, those cat-like Cleopatra eyes were brought to life with our Eylure lashes) then they're good enough for us!

Continuing to make friends with talents who love beauty and fashion as much as we do, we've gone on to collaborate with global superstar Katy Perry, British sweetheart, Cheryl and seriously stylish blogger, Fleur de Force... there are loads more, how long have you got? But at our heart, we're all about finding you your best look – that's why we've got SO many different products for you to choose from!

TREND SETTERS

Whether you're longing for a touch of everyday allure, a dazzling nighttime look or a finishing touch to your festival outfit, give your eyes the wow-factor with our products and step up your glamour game a notch or two. With brilliant brows and pretty peepers, we say go forth and beautify!



timeless



experts

Our HISTORY

1947

Our story began with two brothers David and Eric Aylott, who worked in the make-up teams of some of the biggest films of the silver screen era. When it came to creating fabulous, stay-put lashes for their leading ladies, they realised what they had available just didn't hit the mark. So the pair took the bold move of creating their own 'super lashes', using a mixture of rubber latex glue and real hair. Add to that a smattering of glamour and the Eylure lash was born! Not long after, it became a staple among Hollywood movie starlets, our beloved Elizabeth Taylor included.



1956

In the late fifties, our brand began to spread its wings. The Aylott brothers were still immersed in the film industry, with David working on 'Anastasia' with Ingrid Bergman, and Eric on the iconic film 'Ice Cold in Alex' with John Mills. Full of ideas, the driven duo continued to experiment with new beauty solutions, which led to the creation of 'Lipfix', the very first anti-smudge lippie (much needed to keep those smackers looking pretty and pristine after a cheeky on-screen kiss!)



1968

This was the decade that put lashes centre stage (typified by the fearless gaze of British supermodels Twiggy and Jean Shrimpton) and Eylure was THE lash brand for girls to sport with their platforms and tunic dresses (groovy!). And to get that sultry 'cat's eye' look, we also brought out the first ever liquid liner in the UK (yes, that was us!). Based in Welwyn Garden City, we were also making waves in the US and abroad, creating lashes for Max Factor amongst other major brands.



1973

Just like fashion, we're always evolving; this was the year we became a one stop shop for complete 70's babe beauty, bringing out first-class false nails, as well as cosmetics kits for girls to get creative!

Eylure®



Our HISTORY

2005

This was the year that lashes really started to get noticed again! Eylure had a new Logo (their distinct purple swirl came out in 2004) and our lashes were popping up on more celebrity faces than ever before.

MARIE CLAIRE

VOGUE



2009

2009 saw the launch of our now famous 'Girls Aloud' by Eylure' range of lashes – the playful personalities of the girls capturing the essence of the brand. This range showed beauty lovers that Eylure was the only way to go for longer, thicker, more fabulous lashes. We celebrated the launch with the band in April 2009, with a huge press conference and a signing at Westfield shopping centre in London.



2012

2012 was an amazing year for the whole of the UK and Eylure was no exception. It started with the launch party in sunny L.A. for the Katy Perry by Eylure range, with a huge crowd of Ms Perry's fans! Plus, it was Girls Aloud's 10th anniversary, so we marked the occasion with the new 'Limited Edition Lash' created especially for them.

This year was also the 65th birthday of the original false lash brand, which we celebrated in style with a stunning new range of heritage inspired lashes – channelling fearless old-school glamour at its finest!



2014

This year marked a brand new look for the Eylure brand – a tribute to our fabulous heritage teamed with a contemporary, more sophisticated feel. 2014 also marked our expansion into brow make-up – a rapidly growing category that's showing no signs of slowing down.



Our FUTURE

2016 & beyond

With a stunning collection of products and accessories for that beauty addict in us all, we're excited to share all the essentials and finishing touches for creating that perfect showtime look whether your 'stage' be a job interview, a first date, or a night out with the girls. Luscious lashes or bold brows, we've got you covered.

From your natural daytime look to your all out glam goddess, we're always there to give you the tools and tricks (with a pinch of confidence!) you need. Think of us as your personal 'go to' eye beauty guru a.k.a. the BFF you can count on, to help you be the best YOU!

COSMETICS LONDON
EYLURE



A little lash luxury



Our FUTURE

Continuing to partner with inspiring vloggers, fierce fashionistas and chic celebs, we're clued up on the latest trends to keep you on point.

'I am a woman, what's your superpower?'



2016 & beyond

COSMETICS LONDON
EYLURE
X



Hey, I'm SOPH

Here's a little snapshot of my London life!

Welcome to my WORLD



#Monday Coffee



TOPSHOP friendships



ASOS discover fashion online

#selfie



COSMETICS LONDON EYLURE

Brand
PROMISE

*we're your
best friend for*
EYE BEAUTY

(We'll tell you
what Google can't!)



Our POSITIONING
Your REASONS TO
BELIEVE

N° 1 for EYE BEAUTY

As the original lash brand, only we – Eylure Cosmetics London – can tap into our history of innovation and expertise to give you the best quality products (including our lovingly handmade lashes) and tips for your eyes with the latest trends in mind.

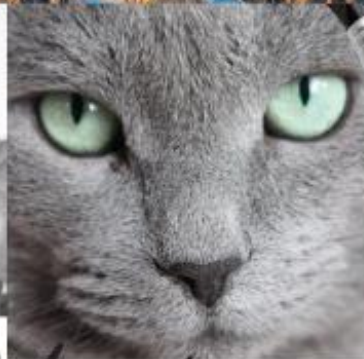


Brand
PERSONALITY

COSMETICS LONDON
EYLURE



Vivacious



Adventurous



expressive



playful

A LITTLE BIT CHEEKY AND
ALWAYS UP FOR A LAUGH.
HAPPY-GO-LUCKY.



17



RADIATES CONFIDENCE.
RELISHES A CHALLENGE. NOT AFRAID
TO EXPERIMENT WITH HER LOOK.

fearless



18





fabulous

STEP OUT THE FRONT DOOR
WITH A SMILE IN YOUR EYES
AND A SPRING IN YOUR STEP.
READY TO MAKE AN ENTRANCE
WHEREVER THE DAY OR NIGHT
TAKES YOU.

You've got this!





[DRUM ROLL PLEASE]





01/LASHES

ACCENTS

Our Accents collection are so quick and easy to apply – ideal for the lash novice!



N° 001



N° 003



N° 005



N° 007

Super cute 3/4 lash



NATURALS

Minimal lashes with maximum impact! These styles are subtle & light but really pack a punch.



N° 015



N° 020



N° 031



LENGTHENING

We go to great lengths to give you fabulous lashes!
Try Lengthening for a light but long lash style.



N° 035



N° 080



N° 105
(N° 115)



N° 116



N° 118
KIMBERLEY



N° 155



VOLUME

Our Volume collection gives you wished-for length with great depth.



N° 070



N° 083



N° 100



N° 101



N° 107



N° 109



DEFINITION

Definition is about lashes with a sassy spikiness and serious beauty attitude.



N° 120



N° 121



N° 125
NADINE



N° 126



N° 129

↖
Spikyey!



TEXTURE

Twisty, wispy fabulousness! These styles are game-changers in our world.



N° 117



N° 152



N° 157



N° 158
KIMBERLEY



N° 160



N° 163

Sooo gorg! ↗



EXAGGERATE

Exaggerate lashes are everything! Length & depth aplenty,
Exaggerate is the last word in lash loveliness.



N° 140



N° 141



N° 143



N° 145



N° 149



DRAMATIC

Save your drama for your lashes!
The dramatic category is chock full of our most daring styles!



N° 201



N° 202

↖ Go big or go home!



FLUTTERY

Our Fluttery collection is the right kind of wild-
Fierce, fabulous and fashion-friendly- live your best #lashlife....



No.170



No.171



No.173



No.175



No.177



No.178



Now also available in a Look Book

INTENSIFY

Our Intensify collection mixes black & blue fibres in your favourite styles to create a brilliantly bold look.



No.100



No.101



LUXE

A little bit of luxury for your lashes! Soft and rich, this is a fabulous collection of mink effect styles.



Cameo



Solitaire



Bauble



Trinket



Opulent



Baroque



Gilded



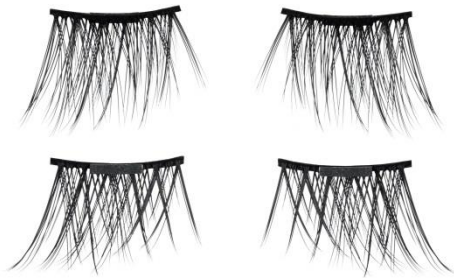
Filigree



↪ Soooooo soft

MAGNETIC LASHES

A little bit of luxury for your lashes! Soft and rich, this is a fabulous collection of magnetic mink effect styles



Baroque
Corner



Opulent
Accent



MOST WANTED

A range of styles made of **premium** synthetic fibres and crafted into styles so intricate and pretty that they are practically **works of art!**



Lust List



Gimme
Gimme



I (Heart)
This



#FeedTheNeed



You Want it



#Have2Have



Gorgeous metallics

CASHMERE

Luxuriously soft and utterly weightless, Luxe Cashmere lashes are artisan crafted from 1000+ dainty fibres.



No.4



No.6



No.9



LASH PRO

These guys have all the tricks – you want to know what's in a Pro's make -up kit, have a look at the Lash Pro collection.

THE MAKE UP ARTIST'S SECRETS REVEALED

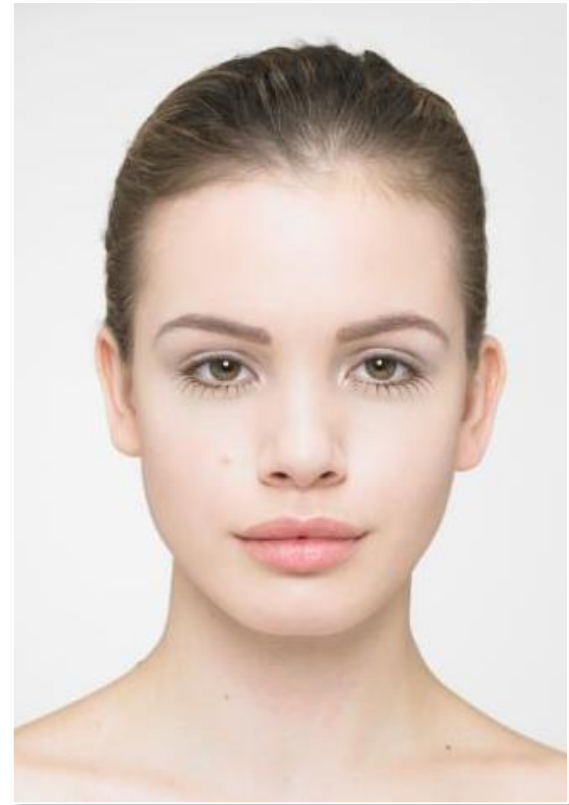
Lash pieces, underlashes and flares – a selection that any A-list MUA simply can't be without.

UNDERLASH

The perfect lash for creating under eye drama.



N° 040



LASH PRO

These guys have all the tricks – you want to know what's in a Pro's make -up kit, have a look at the Lash Pro collection.

THE MAKE UP ARTIST'S SECRETS REVEALED

INDIVIDUALS

Long lasting individual lash flares. Perfect for a custom lengthening and volume. Designed to last for over a week on the lashes.

AVAILABLE IN

Lengths: Short Medium & Long length (Knotted), Short length, Medium length.

Trend: Fine to Full (lash flares of varying thicknesses designed to give fullness where needed and a lighter touch where desired)

Innovation: Short, Medium & Long (Knot Free), Duos & Trios, Extra Full.

Value: Multipack



PRE-GLUED LASHES

INSTANT APPLICATION LASHES – AVAILABLE IN SOME OF OUR BESTSELLING STYLES

with no glue, no mess & no stress, the new formula pre-glued band has been created to last longer than all other pre-glued lashes, with a guaranteed 15-hour wear!



N° 003
ACCENTS



N° 031
NATURALS



N° 117
TEXTURE



N° 100
VOLUME



N° 101
VOLUME



N° 141
EXAGGERATE



PETITE LASHES

ONE OF OUR BESTSELLING STYLE IS NOW AVAILABLE WITH A SHORTER LASH BAND

Volume petite lashes have a 27mm lash band, much shorter than our standard lash and perfect for customers with smaller eyes or those who prefer a $\frac{3}{4}$ length lash.



N° 100



STARTER KIT

OUR BEST FIRST TIME LASHES, NOW SO MUCH EASIER TO TRIAL

Our research revealed that if we can make trial, so much easier, we can recruit and maintain new users more easily.

The new kit contains a bespoke applicator, a pair of top selling lashes and crucially, a 'practice lash'.

The practice style is gifted and reassures the consumer.



N° 101
VOLUME



N° 118
LENGTHENING



MULTIPACKS

OUR TOP STYLES OFFER MORE VALUE FOR MONEY

Existing multipacks are given a new look with a very visual pack.

Consumers can instantly see the pack offers three pairs of their favourite style.

Adding in new multipacks for successful styles.



N° 117
TEXTURE



N° 100
VOLUME



N° 101
VOLUME





02/LIMITED EDITION

ENCHANTED SS19

Our new Enchanted collection is inspired by sweet, sunny days and gorgeous meadow flowers

COLLECTION:



Bloomin' Lovely

Let the sun shine down on the sweet & light lash with a wispy yet natural finish



Oops-a-Daisy

here's no mistaking how fabulously cute this angled & defined little lash is.



Flower Ranger

Spring into action! This lavish lovely is wild, wispy & ready to take on the world

Also available in a Look Book



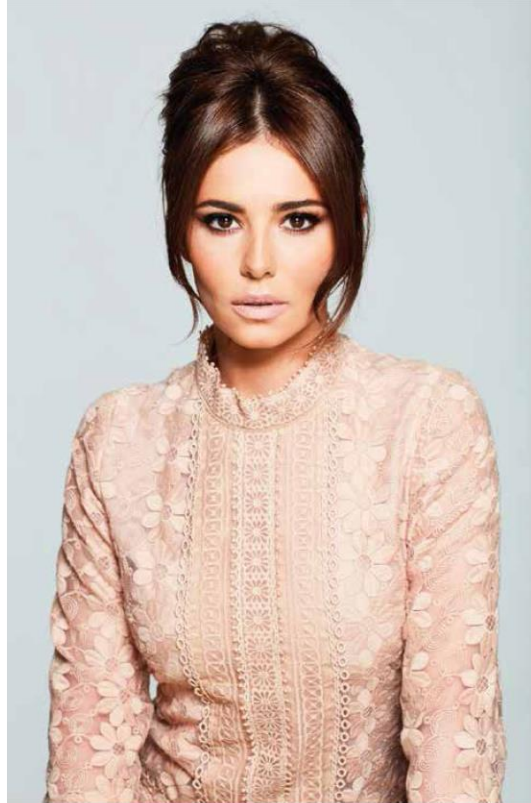
03/LICENCE

EYLURE X CHERYL

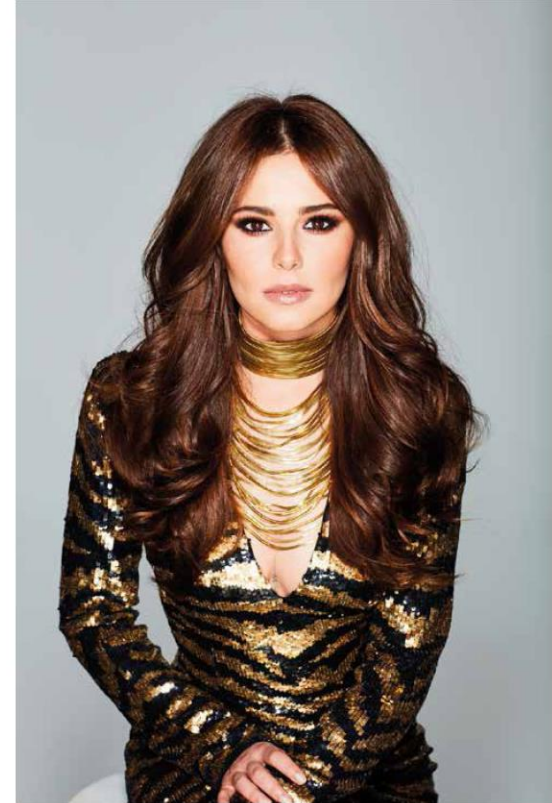
BRAND NEW IMAGES – BRAND NEW CATEGORIES...



CATEGORY:
IT'S A DATE



CATEGORY:
DESK TO DANCEFLOOR



CATEGORY:
YOU SHALL GO TO THE BALL

EYLURE X CHERYL

Eylure x Cheryl's collaboration is both sweet and edgy. With her range categorised into three occasions, finding the perfect lash match couldn't be made any easier. Our lashes also have petite lash bands which are perfect for most eye-shapes!



First Date

Two short and sweet lashes, a perfect look for lunch dates with your bestie.



FIRST DATE



FLOWER GIRL
(No.114)



Desk To Dancefloor

Two lash lovelies that will effortlessly take you from desk to dancefloor with their fuller lash flair.



SEXY SENORITA



GIRL'S NIGHT



You Shall Go To The Ball

Two fabulous lashes that dress your eyes modern-day-Cinderella-style.



OH MY GODDESS



BELLE OF THE
BALL

VEGAS NAY – CORE LASH STYLES

The styles feature six unique and beautiful strip lashes and a tapered tip lash flare for a long lasting and customised look.



Classic Charm

A delicate looking, shorter length lash for a perfectly beautiful finish



Shining Star

A cool, textured style with pointed tips for a fabulously full lash



Grand Glamour

An alluring and original lash for full-on glamor, make a statement in this beautiful style



Easy Elegance

An elegant, textured lash with a kick at the outer corner, this style will elongate the eye beautifully.



VEGAS NAY – CORE LASH STYLES

The styles feature four unique and beautiful strip lashes and a tapered tip lash flare for a long lasting and customised look.



Absolute Allure

A cool and punchy style created in textured sections for a fabulous look on the eye.



Fiercely Fabulous

A rich layered style with great length and a glossy finish!



Pretty Perfect

"A beautiful new selection of lash pieces designed to build up your lashes into cool, customized looks."



Lash Adhesive

A 8.5ML clear finish glue with a dipper for easy application.



VEGAS NAY – FAUX MINK

Eylure x Vegas Nay Mink effect lashes are full, fluffy and fabulous. Synthetic and cruelty free, the Stunning metallic packaging in precious metal tones give a luxurious look.



Platinum Princess

Elegance personified! Platinum Princess is a royally beautiful & wispy style handcrafted in discrete sections



Bronze Beauty

Get gorgeous in Bronze Beauty. It's a light but longer length style packed with gorgeous wispy layers. You'll be palace-ready in no time!



Golden Goddess

Every day is a beautiful day when you're a Golden Goddess! Try these fancy & fluttery lash style once and you'll be smitten forever!



EYLURE X FLEUR DE FORCE

A curated range of gorgeous, taped tip lashes and must have brow products in a gorgeous, soft-toned packaging designed to reflect an artistic watercolour brush; this range is the perfect reflection of Fleur's Style and artistry.



FLEUR LOVES



PETIT FLEUR



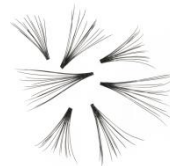
SIMPLY FLEUR



FULLY FLEUR



**FLEUR &
FABULOUS**



COUTURE FLEUR



EYLURE X FLEUR DE FORCE

Brow Tamer

The Brow Tamer is a **double ended brow gel** for taming on the go.

In each tone there is a clear, flexible hold brow gel, on the other is a coloured gel to **add depth and tone**.

Available in 3 tones



LIGHT MEDIUM DARK

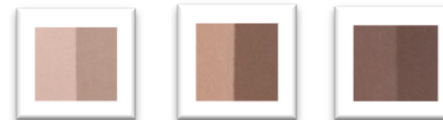


Brow Define

Eylure & Fleur de Force is brings you **ultimate** versatility in one spectacular dual-ended product.

Enriched with coconut oil, the Brow Define is a long-lasting, 2 tonal brow crayon that will help you create the perfect brow.

Available in 3 non-budge, non-smudge colours- Dark, Medium and light.



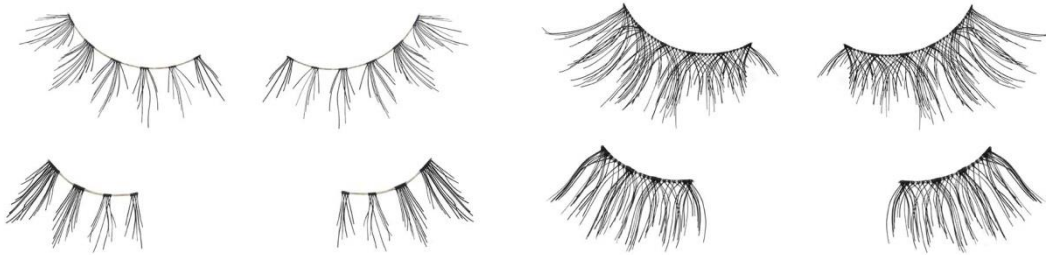
LIGHT MEDIUM DARK



EYLURE X EMMA WILLIS

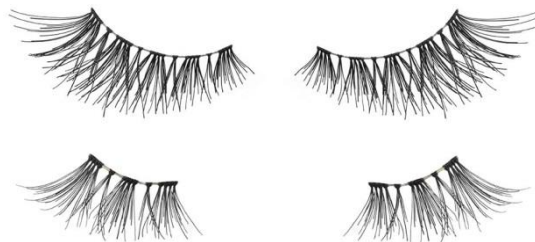
THINK YOU CAN'T WEAR FALSIES? THINK AGAIN...

A brand new range by Eylure X Emma Willis. 3 sets of gorgeous Accent & Corner lashes! This mean easier application, no need to customise, practically mistake-proof. You've got this!



Insta-Belle

Trix-A-Lashious



All-The-Aces



EYLURE X JORDYN WOODS

Eylure X Jordyn Woods brings you a lash collection you'll be dying to get your hands on! The extra curl collection was designed by Jordyn herself and was created to replicate the look of 'Lash Extensions'.



LA BABY



SUMMER
HEIR



BEACH PLEASE



EYLURE X C-LASH

A strip lash with a soft, flexible & invisible band that aids application- created specifically for lash replacement.



NATURALS



LENGTHENING



VOLUME





04/ACCESSORIES, ADHESIVES & DYES

LASH ACCESSORIES



LASHFIX

Long lasting latex based lash glue for all day wear. Now in a no-mess bottle with a larger ML fill.

Available in Clear and Black



LATEX FREE LASH ADHESIVE (CLEAR FINISH)

Long lasting adhesive. Dries quickly. Safe and effective. For use with Eylure strip lashes. The glue is completely Latex-free, perfect for allergy sufferers

LASH ACCESSORIES



SUPERFIX

Long lasting Individuals and Extend lash adhesive. Quick drying.

Available in Clear and Black



LIFT OFF

Quick acting lash remover to gently remove Individuals lashes from natural lashes.

DYLASH

BRAND NEW INNOVATION

The longest lasting Silver Nitrate lash dye developed.

BETTER colour than previous Dylash

A NO MIXING formula

Simply apply the colour, then apply the developer.

8 minutes to deep and glossy lashes for up to 6 weeks



BLACK



DARK BROWN



*No mix,
no mess!*

BODY ACCESSORIES



NIPPLE COVERS

Nipple concealers cover breast nipples for a discreet and smooth look in clothing, natural looking and feeling, they are ideal under even sheer garments.

Available in disposable or reusable silicone.

BODY TAPE

Eylure Body Tape is the ideal answer to making this season's essentials completely wearable. Body Tape is pre-shaped for maximum versatility. Each pack contains 27 pieces, curved and straight, ideal for any and all garments.

LASH ACCESSORIES

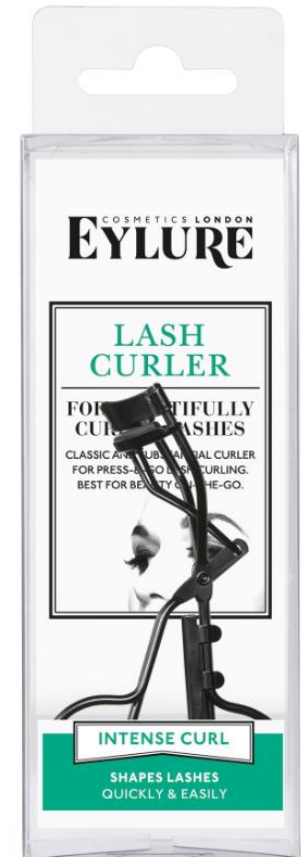
LASH APPLICATOR

A custom designed applicator, based on our new mini applicator. The new applicator has been designed to have tension-free grip. It gets really close to the lash line for a perfect application. Black with cushioned tips



LASH CURLER

Classic and substantial curler for press-&-go lash curling. Best for beauty on-the-go.





05/BROWS

FULLY FRAMED EYES

THE MODERN BROW MAKES A BOLD STATEMENT

One of the most important aspects of a finished make-up look are the brows. Full, dark and defined, there is nothing that caps a beautiful look better.

Getting a complete look for brows has been, up till now, a salon offering. However getting this look is easily achieved at home.

This full service range from Eylure is about getting the most professional brow look possible.



THE RANGE



4 STEPS TO HIGH IMPACT BROWS

SIMPLE STEPS TO ACHIEVE THE LOOK AT HOME

COLOUR

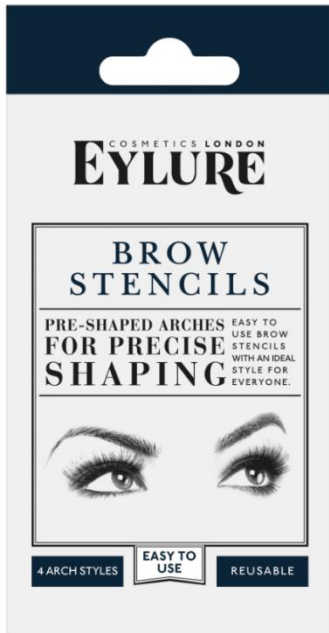
SHAPING

SHADE & DEFINE

FIXING

TAKING SHAPE

GETTING AND KEEPING BROWS IN THEIR IDEAL SHAPE



BROW STENCILS

- Specially shaped brow templates.
- 4 different arch shapes in each pack.
- Each style is reusable.



BROW SHAPERS

- The ever popular cold wax style brow shapers.
- Removes fine hairs from the brow area.
- Shaped pieces work below, between and above the brows.
- Contains up to 9 applications.

DEFINING AND SHADOWING

BEAT THE BROW BLUES WITH OUR SHADE AND DEFINITION KIT

BROW PALETTE

- A complete and long lasting brow collection, designed to sculpt, shape and define.
- *Sculpt:* with the firm hold **wax**
- *Colour:* with the intensely pigmented **powder**
- *Define:* with a sweep of the matt **highlighter**
- **Powder:** Encapsulated Vitamins A and C, Antioxidant Vitamin E & Silicone fluid gives enhanced smooth application.
- **Wax:** Contains waxes to give transfer resistance and long wear, Rosemary oil and Sweet almond oil moisturise and care for the hair.

Waterproof



DARK BROWN



MID BROWN



BLONDE

DEFINING AND SHADOWING

SHAPE, SCULPT AND COLOUR PRODUCTS FOR BROWS THAT WOW!

BROW PENCIL

Firm brow pencil for a build up of colour. Waterproof, conditioning and nourishing, this little lovely is Enriched with Rosemary Oil, Vitamin E and RepHair



DARK BROWN



MID BROWN



SOFT BROWN



BLONDE



BROW CONTOUR

A Two-in-one colour & highlighter

A long-lasting firm pencil enhanced with Rosemary. The pencil is in a 'chubby' style for a quicker brow application.

The matt highlighter is sleek and silky and is the perfect brow contouring tool



DARK BROWN



MID BROWN



BLONDE



BROW LUMINIZER

A double ended brow highlighter to create luminosity at the apex of the brow. The duo pencil has a bone-toned matt at one end and a sheer shimmer at the other.



DEFINING AND SHADOWING

SHAPE, SCULPT AND COLOUR PRODUCTS
FOR BROWS THAT WOW!

BROW PAINT

Get flawless brows with the simplest of ease with the Brow paint. This one-step brow cream is a lightweight wonder that creates flawless smudge-proof brows that will last as long as you do!



BROW DESIGNER

A long-wear brow tint without any mixing or mess. The precise grooves in the pen allows you to seamlessly add colour to your brows without the stress of getting any dye on the skin.

A brilliantly mistake-proof product



BROW MAGICIAN

A unique and innovative new brow product. A complete brow kit - a two in one line that adds colour, definition and hold.

The wedge-shaped brow colour is designed for precision on one side and in-filling sparse brows on the other. The tinted gel gives light colour, sets and holds the brow in shape.



Available in 3 colours:



DARK BROWN



MID BROWN



BLONDE

COSMETICS LONDON
EYLURE

DEFINING AND SHADOWING

SHAPE, SCULPT AND COLOUR

PRODUCTS FOR BROWS THAT WOW!

BROW PRECISION CRAYON

The Precision brow crayon is a must have for all brow lovers. This slim line beauty is not only water proof but creates intense colour for long lasting brows. With no need to sharpen, the Precision Brow Crayon is always ready to go!

10
DARK BROWN20
MID BROWN30
BLONDE

BROW AMPLIFIER

A long-stay gel that builds, colours and tames the brows. Available in Dark Brown, Mid Brown and Blonde this is a one-stop product for beautifully full brows

10
DARK BROWN20
MID BROWN30
BLONDE

DEFINING AND SHADOWING

SHAPE, SCULPT AND COLOUR PRODUCTS
FOR BROWS THAT WOW!

BROW POMADE

A creamy, long-lasting brow colour.

Provides colour, sculpting and shading for the brows.

Creates a buildable brow with fabulous and natural colour.

Water and humidity-proof



*Use me with the
brush & wand duo.*



KEEPING IN SHAPE

PRESERVING THE BROW SHAPE WITH
LONG LASTING FIXERS

BROW CONTROL & SHAPE GEL

- A long-hold brow fixer gel
- Treats the follicle whilst keeping the brow shape
- Enriched with Aloe Vera, Panthenol, Nettle Leaf Extract, and ProCircul8.



BROW TAME & DEFINE WAX

- A durable and effective fixing wax
- Conditions, nourishes and helps promotes healthy hair growth
- Enriched with Rosemary Oil, plant waxes and Sweet almond oil
- Contains RepHair to strengthen and restructure the hair



IMPLEMENTS COLLECTION

TOOLS TO SHAPE AND TIDY

Brow Comb Tweezers

Shape and tame on the go with this gorgeous combo tool. Slant edge tweezers give precise shape and the added comb defines and tidies the brow.



Brush & wand Duo

Our double-ended brow tool is ideal for brow maestros! A slim, shaped brush is perfect for adding colour whilst the graduated wand will tame & tidy.



Brow Sharpener

A cool, functional pencil sharpener which will function for all pencil sizes.



Use me with the Pomade ↗

DYBROW

LONG LASTING BROW DYE

The Pro-Brow Dybrow Creates dark, glossy brows that last up to 45 days. A silky colour and easy-mix developer create a non-drip, easy to work with colour for brows. Each kit includes a mascara applicator and will give up to 12 applications.

Available in Dark Brown and Black



BLACK



DARK BROWN



The background features several broad, dark, textured brushstrokes in shades of black and dark grey, set against a white background. The strokes are layered and have a rough, painterly texture. White geometric shapes, including rectangles and lines, are overlaid on the brushstrokes, creating a modern, architectural feel.

06/IMAGERY



COSMETICS LONDON
EYLURE