

BEAUTY ^{PR}

ISSUE I
MAY 26

News



NEW ARRIVALS

ROSE *Poetry*

COLLECTION

EST. ^{PR} 2019

The Pastel Roses
COSMETICS

@iamthevel

NEW

COVER STORY
Rose Poetry

Collection

A collection inspired by the beauty of roses

Rose Poetry is a collection inspired by the timeless beauty of roses — their delicacy, depth, and elegance. Every detail has been carefully refined, from the texture of the eyeshadows to the way they blend seamlessly onto the skin. For the first time, the collection introduces completely new matte formulas: creamy, intensely pigmented, and exceptionally easy to work with.

The collection also features three mini pressed eyeshadows housed in rose-shaped cases, along with a compact mirror.

All products are available individually or as part of a bundle.

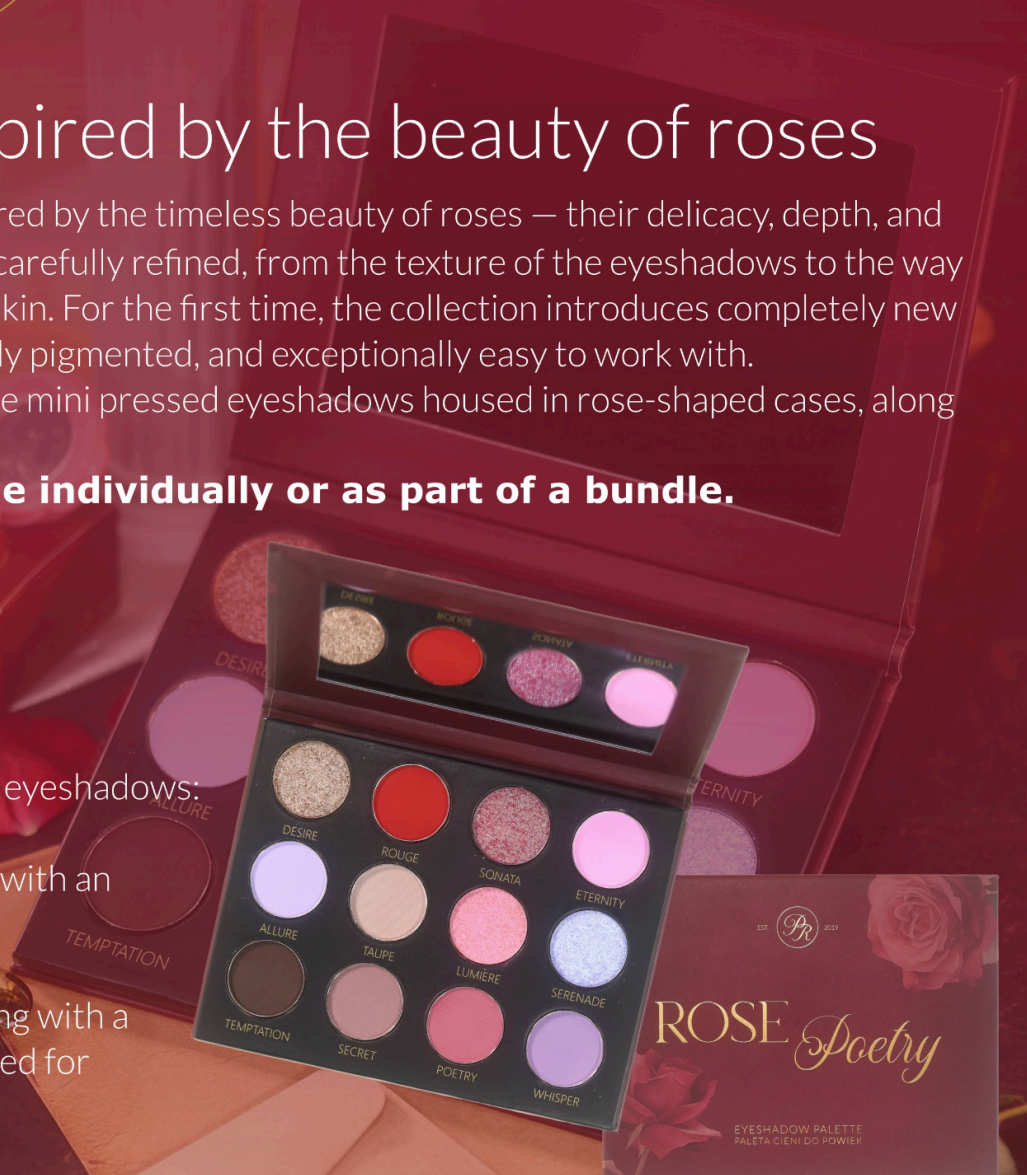
ROSE POETRY PALETTE

The palette features 12 pressed eyeshadows:

- 8 velvety matte shades
- 4 multidimensional shimmers with an elegant finish

The palette is housed in packaging with a glass mirror, thoughtfully designed for comfortable everyday use.

Each shade was carefully selected to create complete, harmonious looks.



IMPROVED QUALITY

The new matte eyeshadow formula in the Rose Poetry palette was created with seamless blending and ease of use in mind. The shadows have a velvety, creamy texture that allows them to glide smoothly across the eyelid and blend effortlessly together. Their intense pigmentation delivers rich color payoff from the very first application, while the buildable formula makes them perfect for both soft everyday looks and more dramatic makeup styles.

MINI PRESSED EYESHADOWS

The Rose Poetry collection also includes three mini pressed eyeshadows with 20 mm pans, presented in signature rose-shaped packaging. Designed to add a distinctive finishing touch, each shade brings an extra dimension to any makeup look. The mini eyeshadows can be purchased separately or as part of a bundle.



@rama_scott_bloom



The eyeshadows work perfectly as toppers, adding the perfect finishing touch to your makeup look.

- **Red Rose** — an intense metallic red shade
- **Pink Rose** — a luminous metallic pink
- **Mystery Rose** — a mysterious blue-grey hue



ORDER NOW!

The collection launches on May 13th and will be available in our official stores:

Poland / European Union:
www.thepastelroses.pl

UK & Worldwide:
www.thepastelroses.com



ROSE

Poetry



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