

OBVIOUSLY.

COSMETICS CATALOGUE





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**THE
OBVIOUS
CHOICE.**

ABOUT.

Obviously cosmetics is a UK based beauty brand that provides safe, transparent and accessible beauty products.

We offer a wide range of fun, bold and affordable cosmetics for all makeup lovers.

Obviously cosmetics is designed for people who want honesty and directness. We are a no-bullshit brand that delivers what we promise first time.



**MEET
THE
TEAM.**





CEO & FOUNDER

Beth manages the overall operations for **OBVIOUSLY** cosmetics. Beth is in charge of all creative direction, delegation, strategy and communication with teams.

VP PRODUCTION

Naomi plans and directs the development and manufacturing of all **OBVIOUSLY** cosmetics products. Naomi ensures we produce the best quality and follow the most efficient production methods.

VP MARKETING

Holly develops and implements cohesive marketing plans for **OBVIOUSLY** cosmetics. Holly uses graphics, social media and content creation to increase brand awareness.

OUR MISSION.



Our mission as a beauty brand is to provide our customers with safe, transparent and accessible cosmetic products.

We believe in being obvious! To ensure you can make the obvious choice!



OUR BRAND VALUES.

TO BE BOLD

To take risks! Be confident and courageous. Have a strong, clear and vivid vision!



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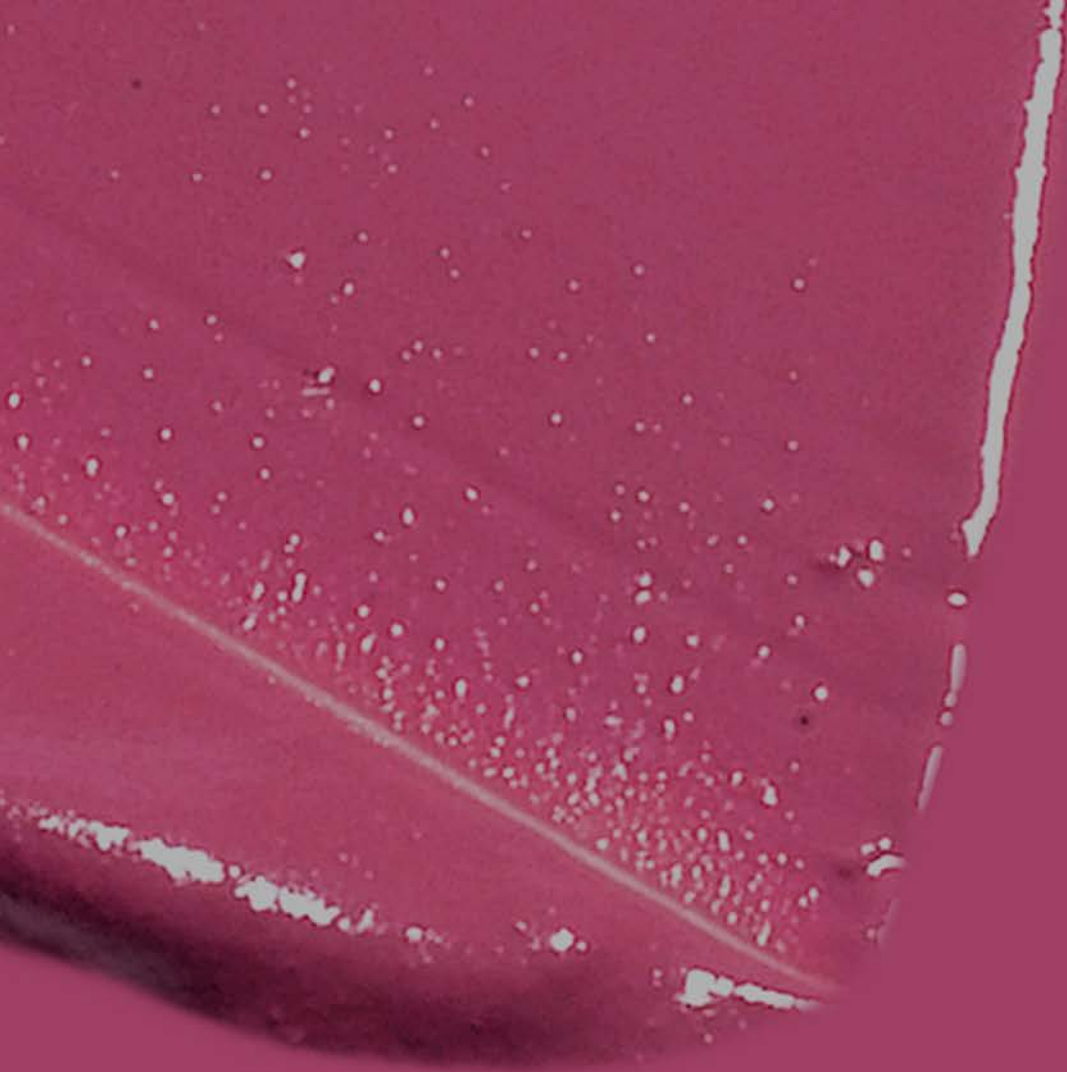
TO BE OBVIOUS

To be clear and distinct!
To have easy access to information
and straight-forward communication.

TO BE VERSATILE

To be able to adapt, learn
and allow all kinds of people
to use our products!





**BE AS
BOLD
AS YOUR
LIPSTICK.**

— OBVIOUSLY.

OBVIOUSLY.

C O S M E T I C S

PRODUCTS.





OBVIOUSLY. foundation

The **OBVIOUSLY** liquid foundation helps to create an even and uniform complexion on the face.

The liquid foundation has a creamy, satin finish, that is easy to blend with either a brush, sponge or fingers! It has mid coverage to enhance your natural beauty.

You can use this foundation to provide a great base for the skin, to even out any discolouration or imperfections. The **OBVIOUSLY** liquid foundation can be matched perfectly to your skin tone for the best results!

Available in 40 shades from 001 - 040



£18.50

OBVIOUSLY.

concealer

The **OBVIOUSLY** liquid concealer helps cover up blemishes, dark circles and other imperfections on the skin.

The liquid concealer has a creamy, satin finish, that is easy to blend with either a brush, sponge or fingers!

You can use this concealer to provide coverage or brightness to the skin. The **OBVIOUSLY** liquid concealer can help you achieve a flawless complexion and enhance your natural beauty.

Available in 40 shades from 001 - 040

£12.50







OBVIOUSLY.

blush

The **OBVIOUSLY** powder blush gives a natural-looking flush to the cheeks. It creates a youthful, healthy glow that adds a pop of colour to the skin.

The powder blush has a matte finish, that is easy to blend with either a brush or fingers!

The **OBVIOUSLY** powder blush comes in a range of **10** different colours! Blush can add dimension or warmth to your face, chose the best tone to perfectly compliment your skin!

Available in 10 shades from Bubblegum Pink, Fuchsia, Pink Rose, Peach, Coral, Mauve, Berry Red, Apple Red, Berry Purple, Golden Bronze.



£10.50







OBVIOUSLY.

mascara

The **OBVIOUSLY** mascara helps enhance the appearance of your natural eyelashes!

To apply, use the wand applicator to darken, thicken and lengthen your lashes! Our unique blend of ingredients help dramatically define your lashes!

The **OBVIOUSLY** mascara is available in 5 different shades, for the best result choose the right colour for you!

Available in 5 shades from Black, Dark Brown, Brown, Dark Blonde, Natural Red.

£15.50



OBVIOUSLY. eyeliner

The **OBVIOUSLY** liquid eyeliner helps emphasize the natural shape of your eyes by defining your lashline.

Our eyeliner is smooth and easy to apply, use the brush applicator to colour and line your lashline! Our product is long-lasting and can dramatically define your eyes!

The **OBVIOUSLY** mascara is available in **10** different shades, get creative and be bold with your eyeliner!

Available in 10 shades from Midnight Black, Cool Brown, Electric Blue, Firetruck Red, Bubblegum Pink, Forest Green, Carebear Blue, Regina George Pink, Mustard Yellow, Stark White.





£10.50



DUH.



£10.50

OBVIOUSLY.

liquid lipstick

The **OBVIOUSLY** liquid lipstick enhances the colour and appearance of your lips!

Our liquid lipsticks are highly pigmented and provide rich, vibrant colour to the lips! To apply the liquid lipstick use the wand applicator, the lipstick will dry to a long lasting matte finish that can last several hours!

The **OBVIOUSLY** liquid lipstick is available in thirty **35** different shades, be as bold as your lipstick!

Available in 35 shades, visit our website for more information.





OBVIOUSLY.

lipstick

The **OBVIOUSLY** lipstick enhances the colour and appearance of your lips!

Our lipsticks are highly pigmented and provide rich, vibrant colour to the lips! To apply, use the classic-shaped applicator directly on the lips. Our lipsticks are creamy and extremely moisturising!

The **OBVIOUSLY** lipstick is available in **35** different shades, be as bold as your lipstick!

Available in 35 shades, visit our website for more information.



£10.50

The background is a close-up of a pink, textured fabric, possibly velvet, with diagonal ridges. Overlaid on the right side are several abstract, rounded rectangular shapes in a darker shade of pink. A white circle is positioned in the middle-right area, containing the text '£8.50'.

£8.50

OBVIOUSLY.

lipgloss

The **OBVIOUSLY** lipgloss enhances the colour and appearance of your lips by adding shine and colour!

Our lipglosses give a sheer finish that adds the perfect natural tint to your lips! To apply, use the wand applicator directly on the lips. Our lipglosses are smooth in texture and perfectly formulated to hydrate your lips!

The **OBVIOUSLY** lipgloss is available in **35** different shades!

Available in 35 shades, visit our website for more information.



NO SHIT SHERLOCK.

OBVIOUSLY. COSMETICS



THE 'NO SHIT SHERLOCK' PALETTE.

OBVIOUSLY cosmetics new eyeshadow palette 'No Shit Sherlock'!

The "No Shit Sherlock" eyeshadow palette is a mysteriously stunning collection of nine highly pigmented shades. The palette features a mix of matte, shimmer, and metallic finishes; the secret to the perfect day and night look!

Inspired by the famous detective Sherlock Holmes, make the obvious choice and add this palette to your basket!

The new obviously cosmetics palette is amazing!

no shit sherlock.

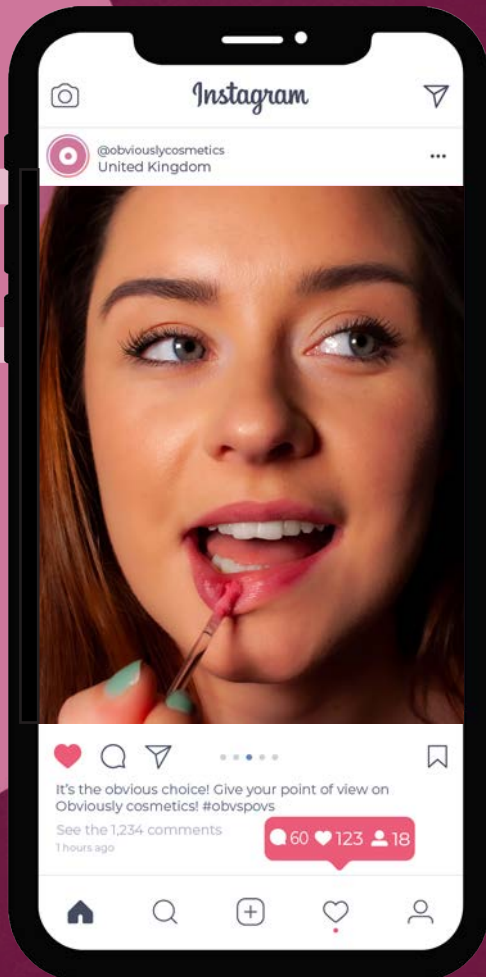


NEW PRODUCT

NEW PRODUCT

NEW PRODUCT

It's the obvious choice!



#OBVSPOVs

Honest and simple makeup!



**GIVE YOUR
POINT OF VIEW.**

#OBVSPOV



@obviouslycosmetics

