

15

ANNIVERSARY EDITION

MakeUP *in* Paris

SKINCARE & MAKEUP INSPIRATION

YOU**RG**NEWS



棉花堂
MARSHMALLOW
Beautiful Inside



ABOUT US



● ● ● ● ● ● ● ● ●
YOURGNEWS

YOURGNEWS customizes your specific formulas and creates your differentiating make up and clean beauty concepts.

Hybrid formulas, active ingredients complexes and targeted cosmetic properties, let's create together your unique formulas combining performance and naturality.



棉花堂
MARSHMALLOW
Beautiful Inside

Marshmallow is an Original Design Manufacturer (ODM) for cosmetic products in Shanghai, China. Our company is one of the few new beauty factory in China dedicated to researching and developing raw materials. We offer turnkey services ranging from idea generation to finished product delivery using a Contract Development and Manufacturing Organization (CDMO) model. Our mission is to provide comprehensive solutions to our clients.



We are an international product and business development agency offering a holistic approach to supporting brands and companies with unique beauty solutions.

BRAND STRATEGY

PRODUCT STRATEGY

Formula sourcing & development
Packaging sourcing & development
Production

LIST OF PRODUCTS

Matrix Fix Up	04	Lip Oil	24
Luminous Loose Powder	05	Mat Lip Cream	25
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SET UP

MATRIX FIX UP

MATTE LOOSE POWDER

LUMINOUS LOOSE POWDER

SET UP POWDER

MATRIX FIX UP

THIS IS
**ULTRA-LIGHT MIST FOR ALL-DAY
HOLD**

WE LIKE
**POMEGRANATE AND LEMON EXTRACTS
FOR GLASS SKIN EFFECT**

**INNOVATIVE NEW
FORMULA**



MAKEUP FIXING

MACRO BIO POLYSACCHARIDE HA



GLASS SKIN EFFECT AND GLOW



COMFORT

POLYOL



NATURALITY

EAU FLORALE DE BLEUET



LUMINOUS LOOSE POWDER

THIS IS
**LIGHT LOOSE POWDER, NATURAL
RADIANCE,
SILKY FINISH, BLURS IMPERFECTIONS**



WE LIKE
WE LOVE ITS RADIANT, AIRY FINISH

SHINY RESULTS
PLANT-ORIGIN EMOLLIENT



HYDRATION and COMFORT
HYALURONIC ACID



SOFT FOCUS & LONG LASTING
SILICA POWDER



MATTE LOOSE POWDER

THIS IS

**MATTE POWDER, VELVETY FINISH,
SMOOTH COMPLEXION, LONG-LASTING
WEAR**

WE LIKE

NATURAL AND TRANSLUCENT FINISH



MAINTAINS SKIN'S HYDRATION

NIACINAMIDE



SOFT FOCUS & LONG LASTING

BAMBOO SILK POWDER



SOFT MATTE FINISH

LAMELLAR MICA and LILAC EXTRACT



SET UP POWDER

THIS IS

A LUMINOUS AND MATTIFYING
POWDER SUITABLE FOR ALL SKIN TYPES

WE LIKE

SOFT AND BLURRING

MATTIFYING

PHYTO PLANCTON GLASS POWDER



UNDRYING EFFECT

PHYTO SQUALANE



HEALTHY SKIN

PLANT ORIGIN PIGMENTS





EYE

EYE BROW DEFINER

CLOUDY CREAM EYESHADOW

MASCARA

EYE BROW DEFINER

THIS IS
TINTED EYEBROW MASCARA

WE LIKE
FILLS IN GAPS AND HYDRATES



LONG-LASTING

LIPO AMINO ACID COATED PIGMENTS



DEFINE THE EYEBROWS

POLYSACCHARIDE GUM WITH MICRO SILICA BEADS



NOURISH

D PANTHENOL



CLOUDY CREAM EYESHADOW

THIS IS
EYE PEARLY CREAM

WE LIKE
VERY COMFORTABLE CREAM
SHIMMERY LIGHT COLOR
LONG LASTING



FIX PEARLS ON THE LIDS FOR LONG
HOLDING HOLD

NATURAL ORIGIN POLYMER MATRIX



UNDRYING EFFECT

PHYTOSQUALANE



NOURISHING

JOJOBA ESTER



SOFT TOUCH

MICRO SPHERICAL SILICA POWDER



COMFORTABLE AND GLIDING
APPLICATION

CUSHION EFFECT NATURAL OIL



ADHESION FOR BETTER LASTING AND NO
TRANSFERT

FLEXIBLE POLYMER FILM



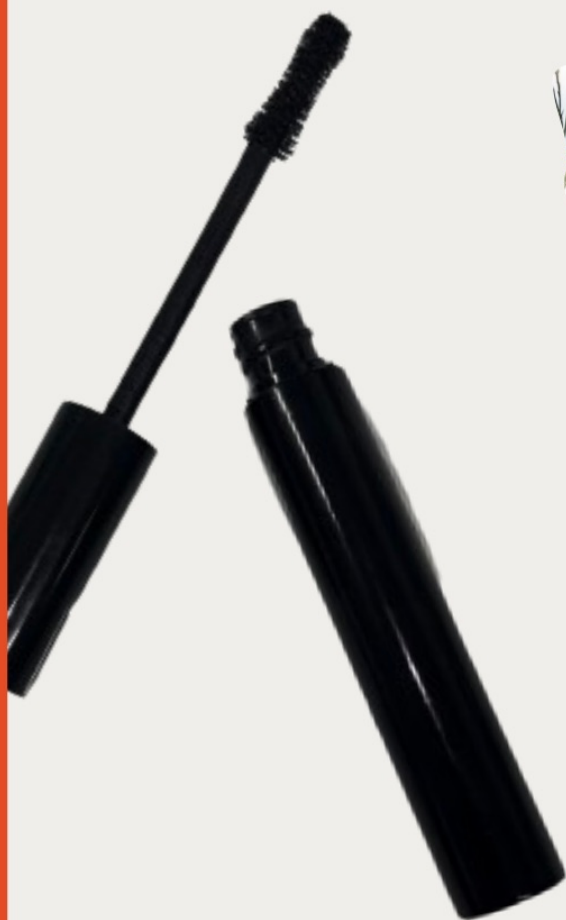
CLEAN
beauty



MASCARA

THIS IS
AN INTENSE BLACK MASCARA FOR
MAXIMUM LENGTH AND PERFECT
LASH SEPARATION.

WE LIKE
PROMOTES LASH GROWTH
AND NOURISHMENT



SOOTHING AND CALMING PROPERTIES

CORNFLOWER WATER



LASH GROW AND DENSITY

POLYPEPTIDE ACID



NOURISH

D-PANTHENOL



THICKENS AND NOURISHES THE LASHES

BEHENATE & JOJOBA BUTTER



WRAPS EACH LASH TO
ENHANCE ITS NATURAL CURL

PULLULAN POLYSACCHARIDE
& ACACIA SENEGAL GUM





CONTOURING

LIQUID BRONZER

LIQUID BLUSH

JELLY HIGHLIGHTER

BLUSH

HIGHLIGHTER

CONTOURING PALETTE

CLOUDY BLUSH CREAM

LIQUID BRONZER

THIS IS

A LIGHTWEIGHT LIQUID BRONZER FOR A SUN-KISSED, NATURAL-LOOKING GLOW.

WE LIKE

WE LOVE HOW EASILY IT BLENDS FOR A SEAMLESS, SECOND-SKIN FINISH—NO STREAKS, NO EFFORT



EASY GLIDING and BLENDABLE

NATURAL EMOLLIENT OIL



BRINGS RADIANCE AND LIGHT

NATURAL MICA PEARLS



LONG LASTING & WATER RESISTANCE

PLANT AMINO ACIDS COATED PIGMENTS



LIQUID BLUSH

THIS IS
A HIGHLY PIGMENTED LIQUID
EMULTION



HUMECTANT FEELING

POLYOL



GOOD TO SKIN AFFINITY, COLOR
STABILITY & LONG LASTING

LIPO AMINO COATING PIGMENT



WE LIKE
SUCH A GLIDING APPLICATION
HIGH COLOR FINISH PAY OFF

ADHESION FOR BETTER LASTING

NATURAL ORIGIN POLYMER FILM



COMFORTABLE AND GLIDING
APPLICATION

CUSHION EFFECT NATURAL OIL



NO TRANSFER

NATURAL ORIGIN VOLATILE OIL



LUMINOUS FINISH AND VIVID
COLOR

SATIN MICA



JELLY HIGHLIGHTER

THIS IS

**INTENSE GLOW HIGHLIGHTER
FOR RADIANT, LUMINOUS SKIN**



ENHANCES GLOW AND LUMINOSITY

POLYMER NATUREL



GLOWY EFFECT

ESTER EMOLLIENT



HUMECTANT

GLYCERINE



BLUSH

THIS IS
**STICK BLUSH FOR AN INSTANT
HEALTHY GLOW**

WE LIKE
WE LOVE ITS RICH, BUILDABLE PIGMENT



NON GREASY FINISH

ILLIPE BUTTER



ANTIOXYDANT

TOCOPHEROL



HYDRATING SMOOTH

HYALURONIC ACID, PANTHENOL



HIGHLIGHTER

THIS IS
STICK HIGHLIGHTER
FOR A LUMINOUS GLOW

WE LIKE
**WE LOVE ITS INTENSE, LIGHT-
CATCHING SHINE**



LONG LASTING

CARNAUBA, SUNFLOWER, BERRY WAXES



MOISTURIZING

JOJOBA BUTTER



LUMINOSITY AND SHIMMER

NATURAL PEARLY MICA



CONTOURING PALETTE

THIS IS
**PALETTE FOR SCULPTING
AND DEFINING THE FACE**

WE LIKE
**WE LOVE ITS BLENDABLE SHADES FOR
NATURAL SHADOWS – NATURAL MATTE
FINISH
EVEN SKIN TON**



HIGHLIGHTER
MOISTURIZING
JOJOBA BUTTER



BLUSH
NON GREASY FINISH
ILLIPE BUTTER



CONTOURING
LONG-LASTING

AMINO ACID COATED PIGMENTS



FOUNDATION
HEALTHY SKIN

FERMENTED GREEN TEA OIL



CLOUDY BLUSH CREAM

THIS IS
CREAMY BLUSH FOR
A FRESH, DEWY GLOW

WE LIKE
WE LOVE ITS SMOOTH,
BLENDABLE TEXTURE



WATER RESISTANCE

LIPO COATID PIGMENTS



EASY GLIDDING and BLENDABLE

LIGHT EMOLLIENT ESTER



NOURISHING

FERMENTOIL EVENING PRIMROSE



CLEAN
beauty





PRIMER

GLOW GLASS PRIMER

MATTE PRIMER

PRECIOUS SERUM

BB CREAM TO POWDER

GLOW GLASS PRIMER

THIS IS

A LUMINOUS PEARLY EMULSION

WE LIKE

SUCH A COMFORTABLE FLUID
ITS GLASS SKIN EFFECT

PLAY TIME

LOW VOLATILE EMOLLIENT



SHINING

PLANT ORIGIN VISCOUS POLYMER



GOOD TO HEALTHY SKIN

PHYTOSTEROL+ GRAPER SEED
OIL + OLIVE OIL +
MICROBIOME FRIENDLY
BACILLUS FERMENT



RADIANT LUMINOUS EFFECT

DRAGON FRUIT EXTRACT



GLASS SKIN EFFECT

COMPLEX OF MICRO
SPHERIVAL SILICA +
ULTRA FINE PEARLY MICA



MATTE PRIMER

THIS IS
PREPS THE SKIN AND
REDUCES SHINE

WE LIKE
SKINCARE-POWERED
INGREDIENTS



MOISTURIZING
PRICKLY PEAR SEED OIL



ANTIOXYDANT
VITAMIN E



INTENSE GLOSSY and VINYL EFFECT
NATURAL POLYMER



CUSHION EFFECT
ESTER EMOLLIENT



PRECIOUS SERUM

THIS IS
IT PREPARES THE SKIN
FOR MAKEUP

WE LIKE
HYDRATING ASPECT



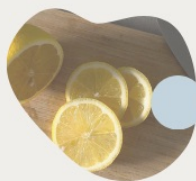
BOTOX EFFECT AND ANTI-WRINKLE

MICRO-PROTEINS



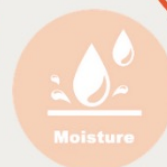
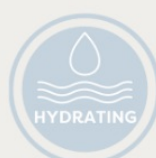
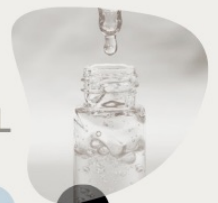
BRIGHTENING

POMEGRANATE AND LEMON EXTRACTS
FOR GLASS SKIN EFFECT



MOISURIZING

HYALURONIC ACID, PANTHENOL



BB CREAM TO POWDER

THIS IS
**REVOLUTIONARY BB CREAM THAT
TRANSFORMS INTO A LIGHTWEIGHT
POWDER**

WE LIKE
**A CREAMY TEXTURE WITH
THE LIGHTNESS OF A
POWDER**

INNOVATIVE NEW FORMULA



VELVET FINISH

MICRO SPHERICAL SILICA BEADS



MATIFYING

PLANT ORIGIN ELASTOMER



GOOD TO HEALTHY SKIN

NEW TECHNOLOGY CERAMIDS
COATED PIGMENTS



SMOOTHING and BLURRING

DIMER DILINOLEATE COPOLYMER



MOISTURIZING & ANTIOXIDANT

VITAMIN E & SQUALANE





LIP

CLEAR GLOSS

SPARKLING GLOSS

LIP OIL

MAT-LIQUID LIP CREAM

LIP STICK

SHEER BALM

CLEAR GLOSS

THIS IS
A CLEAR LIP GLOSS

WE LIKE
NON-STICKY



MOISTURIZING

PRICKLY PEAR SEED OIL



ANTIOXYDANT

VITAMIN E



GLOSSY INTENSE ET EFFET VINYL

NATURAL POLYMER



EFFET CUSHION

ESTER EMOLLIENT



SPARKLING GLOSS

THIS IS

A HIGH-SHINE GLOSS THAT
COMBINES RADIANCE, CARE,
AND GLAMOUR

WE LIKE

NON-STICKY COMFORT &
SUBTLE, ELEGANT
SHIMMER

REPARING

SUNFLOWER PHYTOSTEROL



VINYL SHINE

PLANT ORIGIN POLYMER



NOURISHING

SHEA BUTTER



HYDRATION

PRICKLY PEAR OIL



锦花棠
MARSHMALLOW
Beautiful Inside

YOURGNEWS
Matière grise pour palette de couleurs



LIP OIL

THIS IS

**HYBRID PRODUCT THAT
HYDRATES LIPS WHILE ADDING A
NATURAL GLOSSY SHINE**

WE LIKE

**ENHANCE YOUR LIPS' NATURAL
COLOR WITH A SUBTLE, RADIANT TINT**



COMFORTABLE & GLIDING APPLICATION

CUSHION EFFECT NATURAL OIL



HYDRATATION & SOOTHING

PRICKLY PEAR OIL



NOURISHING & REPARING

PHYTOSTEROL



ADHESION FOR BETTER LASTING

NATURAL ORIGIN POLYMER FILM



MAT-LIQUID LIP CREAM

THIS IS
HIGH PIGMENTED CREAM

WE LIKE
INTENSE COLOR
NATURAL MATTE FINISH NON TRANSFER
NON DRYING CREAM



FIX PIGMENTS and LONG HOLDING

NATURAL ORIGIN POLYMER MATRIX



**ADHESION and
NO TRANSFER**

NATURAL DEXTRIN POLYMER FILM



NOURISHING & REPARING

PHYTOSTEROL



**COMFORTABLE AND GLIDING
APPLICATION**

CUSHION EFFECT NATURAL OIL



NO TRANSFER

NATURAL ORIGIN VOLATILE OIL



LIP STICK

THIS IS
PIGMENTED STICK



WE LIKE
SO NOURISHING LIKE A BALM
SUCH VIVID COLOR
LONG LASTING

CARNAUBA, SUNFLOWER, BERRY WAXES



MOISTURIZING

JOJOBA BUTTER



LUMINOUS FINISH AND VIVID
COLOR

LUMINOUS MICA POWDER



SMOOTHING and FILLING

HYALURONIC ACID



COMFORTABLE AND GLIDING
APPLICATION

CUSHION EFFECT NATURAL OIL



SHEER BALM

THIS IS
LOW PIGMENTED BALM

WE LIKE
EASY GLIDING
SO LUMINOUS SHINE



UNDRYING EFFECT

PHYTOSQUALANE



GLIDDING APPLICATION

CUSHION EFFECT NATURAL OIL



LIGHT & NON-STICKY

PLANT ORIGIN POLYMER GEL



COMFORTABLE

BERRY WAX



ELASTICITY

LIPO AMINO ACID





FACE

NEW SKIN CONCEALER

HYDRA SKIN CONCEALER

BLUR BOOST FOUNDATION

WAVE OF FOUNDATION

SOFT MAT FOUNDATION

CONCEALER STICK

GLASS SKIN FOUNDATION

SKINIFICATION TINTED SERUM

NEW SKIN CONCEALER

THIS IS
**A SOFT MATTE CONCEALER WITH
MEDIUM COVERAGE**



2nd SKIN EFFECT

PLANT ORIGIN ELASTOMER and
ULTRA FINE SILICA BEADS



WE LIKE
**ITS EYE CONTOUR ACTIVE
INGREDIENTS**

LUMINOUS COVERAGE

LIPO AMINO ACID PIGMENTS



REVIVES TIRED EYES

REGENERATIVE POLYPEPTIDES



REDUCES DARK CIRCLES

DATE EXTRACT



COMBATS EYE-AREA AGING

ORGANIC WILD YELLOW GENTIANE ROOT



HYDRA SKIN CONCEALER

THIS IS

**LIGHTWEIGHT YET FULL-
COVERAGE CONCEALER**

WE LIKE

DOESN'T SETTLE INTO FINE LINES



GOOD TO HEALTHY SKIN

LIPO AMINO ACID PIGMENTS



REVIVES TIRED EYES

EYE PEPTIDES



REDUCES DARK CIRCLES

DATE EXTRACT



GLOWY HYDRATED LIKE FINISH

EMOLLIEN ESTER and LIGHT GLASS
POWDER



COMBATS EYE-AREA AGING

ORGANIC WILD YELLOW GENTIANE ROOT



BLUR BOOST FOUNDATION

THIS IS

**NATURAL FINISH
MEDIUM COVERAGE
SMOOTH FLUID FOUNDATION**

WE LIKE

SUCH ITS SMOOTHING EFFECT



LONG LASTING

NATURAL ORIGIN VOLATILE OIL
NATURAL ORIGIN MATRIX FILM



BLURRED

NATURAL ORIGIN SILICON-LIKE ELASTOMER



REFRESHING EFFECT

ALOE VERA POWDER



MATTIFYING

MICRO SPHERICAL SILICA POWDER



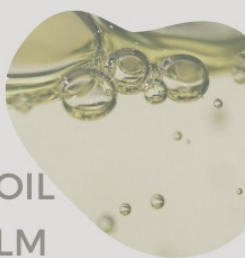
HYDRATING

HYALURONIC ACID



GOOD TO HEALTHY SKIN

LIPO AMINO ACID PIGMENTS



WAVE OF FOUNDATION

THIS IS
NATURAL FINISH
MEDIUM COVERAGE
SMOOTH FLUID FOUNDATION



WE LIKE

ITS ALGAE EXTRACT **HYALURONIC**
ACID LIKE
AND SUCH ITS SMOOTHING EFFECT

CELLULAR RENEWAL

OLIGOSACCHARIDES
LIKE HYALURONIC ACID



LONG LASTING

NATURAL ORIGIN VOLATILE OIL
NATURAL ORIGIN MATRIX FILM



BLURRED

NATURAL ORIGIN SILICON-LIKE ELASTOMER



REFRESHING EFFECT

ALOE VERA POWDER



GOOD TO HEALTHY SKIN

LIPO AMINO ACID PIGMENTS



HYDRATING

HYALURONIC ACID



SOFT MAT FOUNDATION

THIS IS
PIGMENTED FLUID EMULSION



WE LIKE
NATURAL MATTE FINISH
EVEN SKIN TON

LONG-LASTING

LIPO AMINO ACID COATED PIGMENTS



NO TRANSFER

NATURAL ORIGIN VOLATILE OIL



COMBATS EYE-AREA AGING

ORGANIC WILD YELLOW GENTIANE ROOT



BLURRED

NATURAL ORIGIN SILICON-LIKE ELASTOMER



SKIN PROTECTOR AND ANTIRADICAL PROPERTIES

AFRICAN WILD GRAPE EXTRACT



CONCEALER STICK

THIS IS
HIGH PIGMENTED STICK

WE LIKE
NATURAL MATTE FINISH
EVEN SKIN TON



GOOD TO HEALTHY SKIN

LIPO AMINO ACID COATED PIGMENTS



LONG LASTING

CARNAUBA, SUNFLOWER, BERRY WAXES



COMFORTABLE AND GLIDING APPLICATION

CUSHION EFFECT NATURAL OIL



LIGHT EMOLLIENT OIL

GLIDING & BLENDABLE APPLICATION



LUMINOUS FINISH AND VIVID COLOR

NATURAL MICA



GLASS SKIN FOUNDATION

THIS IS
A LIGHTWEIGHT AND RADIANT
FOUNDATION

WE LIKE
GLASS SKIN EFFECT ALL
DAY LONG

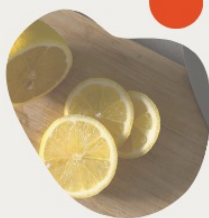


BOTOX EFFECT AND ANTI-WRINKLE,
MICRO-PROTEINS



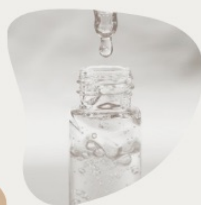
BRIGHTENING

POMEGRANATE AND LEMON EXTRACTS
FOR GLASS SKIN EFFECT



MOISURIZING

HYALURONIC ACID, PANTHENOL



SKINIFICATION TINTED SERUM

THIS IS
A LIGHTWEIGHT HYDRATING AND
COMPLEXION-EVENING
SERUM WITH LIGHT COVERAGE

WE LIKE
ITS ACTIVE INGREDIENTS

ANTI-DRYNESS
HYALURONIC ACID

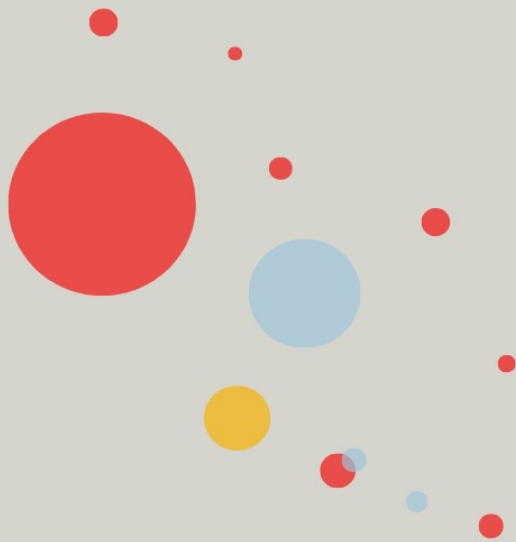


MOISTURIZER
ARGAN OIL



HEALTHY SKIN RECOVER
PHYTO COLLAGEN





CLEANSER

IDEAL DEMAKE

NATURAL MICELLAR WATER

NATURAL CLEANSING OIL

IDEAL DEMAKE

THIS IS
RICH CLEANSING CREAM



WE LIKE
SUITABLE FOR ALL SKIN TYPES

HEALTHY SKIN

EVENING PRIMROSE OIL



MAKE-UP DISSOLVING

LIGHT EMOLLIENT ESTER



NOURISHING

FERMENTOIL EVENING PRIMROSE



NATURAL MICELLAR WATER

THIS IS
A NATURAL PURIFYING AND
SOOTHING MICELLAR
CLEANSING WATER

WE LIKE
GENTLE AND BALANCED TO THE
SKIN'S NATURAL PH



DISSOLVE MAKEUP

POLYGLYCERYL



SOOTHES AND REBALANCES

ORANGE BLOSSOM FLORAL WATER



CLEANSE AND PRESERVE HYDRATION

POLYOL MIXED



DEEP CLEANSING OF MAKEUP AND POLLUTION PARTICLES



CLEANSING OIL TO MILK

THIS IS

A NATURAL OIL TO MILK



WE LIKE

SUITABLE FOR ALL SKIN TYPES,
EVEN THE MOST SENSITIVE

NON-GREASY FINISH



REMOVES WATERPROOF



“OIL-TO-MILK”

EMULSIFIES WITH WATER



HYDRATION

PRICKLY PEAR OIL

CUSTOMIZABLE OIL BASED ON YOUR NEEDS



ORGANIC CONCEALER

**A NATURAL CONCEALER
THAT BRIGHTENS AND
BLENDS SEAMLESSLY FOR A
FRESH, BARE-SKIN LOOK.**

**PIGMENTS ARE BUILDABLE TO
SUIT ALL SKIN TYPES**



MOISTURIZING AND NOURISHING

HYALURONIC ACID

MACADAMIA OIL



REDUCES DARK CIRCLES

DATE EXTRACT



GOOD TO HEALTHY SKIN

CERAMID COATED PIGMENT



SOFT MATTIFYING EFFECT

ULTRA FINE PEARLY MICA



YOU**RGREEN**



ORGANIC TINTED SERUM

**AN ORGANIC TINTED SERUM
MADE WITH CLEAN, GENTLE
INGREDIENTS FOR A
HEALTHY, NATURAL GLOW**

**NO TITANIUM DIOXIDE PIGMENT
JUST NATURAL,
GENTLE COVERAGE**



MOISTURIZING AND NOURISHING
HYALURONIC ACID
MACADAMIA OIL



ANTIOXYDANT and BRIGHTNESS
POMEGRANATE and LEMON EXTRACTS



GOOD TO HEALTHY SKIN
CERAMIDE COATED PIGMENT



NATURAL SOFT MAT

LUMINOUS SILICA POWDER



YOURGREEN****

