



With **attitude**<sup>™</sup>  
Colors





Net weight – 2g | \*Inclusive of taxes

# 5 NEW SHADES Matte Lipsticks

The Matte Lipstick range is back with 5 new shades. This time, it is fuller with prettier, snazzier colors. One swipe and it gets you perfectly dressed for the mood you are in. It still has qualities like **no smudging, no uneven patches** and a **smooth even coverage**. Yes, this time too, it's absolutely **preservative free**.

GO AHEAD, TAKE YOUR PICK

AVAILABLE IN THIS SEASON'S 5 TRENDIEST SHADES

1. Cheeky Coral (SKU ID - 288203ID) 2. Mauve Magic (SKU ID - 288201ID) 3. Ravishing Red (SKU ID - 288202ID)

4. Pink Burst (SKU ID - 288205ID) 5. Caramel Brown (SKU ID - 288204ID)

Net weight – 2g | MRP - ₹389\* | \*Inclusive of taxes

# 5<sup>NEW SHADES</sup> Crème Lipsticks

Good things never go out of style. That's why, our **creamy, luscious crème lipsticks** are still in-vogue. Infact it's about to get bigger and better with **5 more awesome, absolutely brilliant colors**. Like always, it's **preservative free** and gives **high coverage**.

GO AHEAD, TAKE YOUR PICK

OUR CRÈME LIPSTICKS ARE AVAILABLE IN 5 VIBRANT COLORS

1. **Chocolate Cherry** (SKU ID - 288206ID) 2. **Coral Pink** (SKU ID - 288208ID)

3. **Candy Floss** (SKU ID - 288209ID) 4. **Red Velvet** (SKU ID - 288207ID) 5. **Naughty Nude** (SKU ID - 288210ID)

Net weight – 2g | MRP - ₹299\* | \*Inclusive of taxes



Net weight – 2g | \*Inclusive of taxes





1  
Red  
Beauty

2  
Frosted  
Toffee

6  
Coral  
Love

3  
Pink  
Blush

4  
Raspberry  
Sorbet

5  
Aqua  
Horizon

MRP  
₹169\*  
each

Net weight – 6ml | \*Inclusive of taxes

# 6 NEW SHADES Nail Enamels

Our nail enamels have been winning a lot of hearts. Now we are back with 6 new shades that have a rich shine. Oh yes, it dries really quickly, has **good coverage** and an **improved chip resistant coating** that helps the color stay for longer. So here's the list. Go crazy.

GO AHEAD, TAKE YOUR PICK

HERE'S AN ECLECTIC MIX OF OUR 6 NAIL COLORS

1. Red Beauty (SKU ID - 288197ID) 2. Frosted Toffee (SKU ID -288198ID) 3. Pink Blush (SKU ID -288196ID)  
4. Raspberry Sorbet (SKU ID -288195ID) 5. Aqua Horizon (SKU ID -288199ID) 6. Coral Love (SKU ID -288200ID)

Net weight – 6ml | MRP - ₹169\* | \*Inclusive of taxes



# Travel Pack

Attitude Lipstick Travel Pack is your ideal friend on the go. Packed with 3 of our bestselling Crème & Matte Lipsticks, this Travel Pack has an attached mirror as well.

It comes in 3 exciting shades of Matte Lipsticks

1. Cheeky Coral (1.1g) 2. Mauve Magic (1.1g) 3. Ravishing Red (1.1g)

It comes in 3 exciting shades of Crème Lipsticks

4. Naughty Nude (1.1g) 5. Red Velvet (1.1g) 6. Candy Floss (1.1g)

SKU ID - 288211ID | MRP - ₹999\* | \*Inclusive of taxes



DON'T FORGET TO  
COMPLETE YOUR  
LOOK AS PER  
YOUR MOOD WITH  
OUR ONGOING  
COLOR COSMETICS.

## Compact

Attitude Compact – Light / Medium gives you the perfect flawless look with its powdery, oil-free, shine absorbing pressed powder. Its ultra-sheer texture is perfect for an amazing matte appearance. So choose between medium and light shades!

SKU ID – 266125ID (Light), 266126ID (Medium) | Applicator 1N | Mirror 1N | Net weight – 9g | MRP – ₹699\* | \*Inclusive of taxes

## Eye Shadow

Attitude Eye Shadow Palette is absolutely brilliant. Try your hands at shading. Create the dry effect by using the shades as is. Outline your eyes with the wet effect by using the wet brush. It's super comfortable to wear and makes your eyes look beautiful.



### The palette consists-

1. Pearl Candy 1N (1.2 g) 2. Golden Brown 1N (1.2 g)
3. Copper Pink 1N (1.2 g) 4. Silver Gold 1N (1.2 g)
5. Bronze 1N (1.2 g) 6. Black Velvet 1N (1.2 g)

SKU ID - 280862ID | Applicator 1N | Mirror 1N | MRP – ₹599\* | \*Inclusive of taxes





## Blusher Duo

Attitude Blusher Duo with 2 muted elegant shades can be used for a versatile finish. It blends in beautifully with the skin and gives a natural, rosy glow to the cheeks.

Take your pick from

1. Peach Whisper Blusher 1N (2g)
2. Barely Pink Blusher 1N (2g)

Net content 1N (4g) | Applicator 1N | Mirror 1N

SKU ID 280861ID | MRP ₹499\* | \*Inclusive of taxes



## Eyeliner

Beautify your eyes with Attitude Eyeliner. Attitude smudge-free long wear eyeliner dries quickly. Its superior skin compatibility gives a lush black look to your delicate eyes. Now use this instant settling liner and let your eyes do the talking.

SKU ID - 266128ID | Net weight – 2.8ml | MRP – ₹599\* | \*Inclusive of taxes



## Kajal Pencil

Attitude Pencil creates art out of your eyes. It defines your eyes with its soft, smooth, rich luxurious color and a velvety texture. It highlights your eyes and makes them look brilliant.

SKU ID (Kajal Pencil) - 266129ID1 | Net weight – 1.2g | MRP – ₹415\* | \*Inclusive of taxes

## Sharpener

Now sharpen Attitude Kajal Pencil on the go with Attitude Sharpener and get stunning eyes easily. It comes with a manganese steel blade for better sharpening. Easy to clean design. Easy to carry.

SKU ID (Sharpener) - 281011ID | Net weight – 1N | MRP – ₹99\* | \*Inclusive of taxes



# MOOD to INDULGE

Pampering is a girl's best friend. Whether it be a quiet moment just by herself or simply painting the town red, every girl likes to do what she loves best. So next time you are in the mood to indulge, remember to do it in style.



## STEP 1 (EYES)

Powder your inner eyelid with **Golden Brown(2)** eye shadow. Spread it evenly on your eye base and blend it nicely. Follow it with the **Silver Gold(4)** eye shadow on your brow bone. Now, blend it evenly. On the outer corner smoke out with **Black Velvet(6)** eye shadow. Apply some **Attitude Kajal Pencil** and blend well with the golden brown in the lower lid and blend with some **Black Velvet(6)**. Add lots of Mascara to complete the look.



## STEP 2 (LIPS)

Apply **Ravishing Red Matte Lipstick(1)**, as applied on the model or **Chocolate Cherry Crème Lipstick(2)** to create an exciting look that highlights your lips.



## STEP 3 (CHEEKS)

Swipe the tones of **Peach Whisper(1)** and **Barely Pink(2)** shades of Blusher together on your cheeks.

## STEP 4 (NAILS)

Apply **Red Beauty** (as applied on the model) or **Raspberry Sorbet** to complete the glam look.





### STEP 1 (EYES)

Apply **Copper Pink(3)** eye shadow on the eyelid area and spread. Blend well. Apply the shade **Silver Gold(4)** softly on the brow bone and blend. Apply some **Attitude Kajal Pencil** and keep the colors subtle in this look.



### STEP 3 (CHEEKS)

Swipe the tone of **Barely Pink Blusher(2)** on your cheeks softly.

### STEP 2 (LIPS)

**Naughty Nude Crème Lipstick** adds that precise amount of color that looks natural even during work-outs.



### STEP 4 (NAILS)

Apply the **Raspberry Sorbet** (as applied on the model) to add glamour to your gym look or **Frosted Toffee** color to keep it natural.



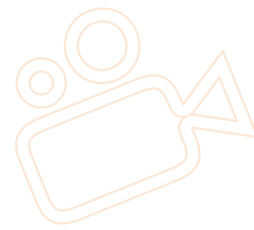
# Mood to Sweat

Fitness makes your world go round. And who said, you can't look gorgeous while you break sweat? Here are a few steps that'll simply make you look gorgeous when you work out.



# Mood to Unwind

In this fast, vibrant world, it's important to slow down once in a while and feel the beauty all around. It could be a lazy afternoon browsing through quaint streets of the city or simply going for a pampering day out. So all you pretty ladies, doll-up even when you unwind.



## STEP 1 (EYES)

Apply **Silver Gold(4)** eye shadow with a swipe on the brow bone. Take the **Copper Pink(3)** shade and blend it on the eyelid base and in the corners. Blend it with **Golden Brown(2)** shade. Apply the shade **Copper Pink(3)** on the lower lid. Finish off with lots of Mascara.

## STEP 2 (LIPS)

Apply the **Ravishing Red Matte Lipstick** on the lips. The beautiful color adds heaps of prettiness to the look and uplifts your mood.



## STEP 3 (CHEEKS)

Swipe the tone of **Peach Whisper Blusher(1)** on the cheeks.

## STEP 4 (NAILS)

Apply **Frosted Toffee** on the nails. It will add charm to your pretty look.





### STEP 1 (EYES)

Apply the **Copper Pink(3)** on the inner lid area. Blend the shade **Golden Brown(2)** in the middle of the crease line to give a transmission color. Apply the shade **Pearl Candy(1)** in the centre of the eyelid and blend well with the **Golden Brown(2)** in the corners. Add some **Silver Gold(4)** on the brow bone. Apply the **Attitude Kajal Pencil** and blend with **Pearl Candy(1)** and **Bronze(5)** in the lower lid and mix them all together. Add **Attitude Eyeliner** and lots of Mascara to complete the look.



### STEP 2 (LIPS)

Apply **Pink Burst Matte Lipstick**. It's bright, it's fun and it keeps you looking really pretty.



### STEP 3 (CHEEKS)

Apply the **Peach Whisper Blusher(1)** on the apple of your cheeks.



### STEP 4 (NAILS)

Apply the **Coral Love** color on your nails to finish this fun look.



# Mood to Explore

Exploration leads to revelation of beautiful things in life. It could be a new way of life where you simply find something offbeat in your everyday routine. Whatever it is, looking beautiful on your journey is what you should always start with.

# Mood to Celebrate

Celebration is the best reason to dress up. A best friend's wedding or a festival, whatever it might be, always know the right steps to look great.



## STEP 1 (EYES)

Apply the **Golden Brown(2)** color in the middle of the crease line to give the transmission color. Apply the shade **Copper Pink(3)** in the centre of the eyelid base and blend it with **Golden Brown(2)** in both corners to give the halo effect. Apply the shade **Pearl Candy(1)** in the extreme inner corner of the eyes to make them look bigger. Apply the **Attitude Kajal Pencil** in the inside rim of your eyes and blend in the shade **Golden Brown(2)** and smudge out on the lower lid. Apply the **Silver Gold(4)** eye shadow on your brow bone.



## STEP 3 (CHEEKS)

Swipe the tones of **Peach Whisper Blusher(1)** and **Barely Pink Blusher(2)** together on your cheeks softly.



## STEP 2 (LIPS)

Apply the shades **Red Velvet Crème Lipstick(1)** or **Ravishing Red Matte Lipstick(2)** to have the perfect pout.

## STEP 4 (NAILS)

Apply the shade **Red Beauty** to make your hands look glam.





### STEP 1 (EYES)

Apply the shade **Bronze(5)** in the centre of your eyelid. Blend it with **Golden Brown(2)** in the outer corner and add **Black Velvet(6)** softly in the outer corner. Blend well. On the brow bone add some **Silver Gold(4)** and blend. Apply the **Attitude Eyeliner** to accentuate the eyes. Finish off with the eye shadow **Golden Brown(2)** on the lower lid and apply loads of mascara.



### STEP 2 (LIPS)

Apply the **Mauve Magic Matte Lipstick** to keep the gorgeous quotient going.



### STEP 3 (CHEEKS)

Swipe the **Barely Pink Blusher(2)** on the cheeks.



### STEP 4 (NAILS)

Apply the shade **Pink Blush** on the nails.



# MOOD to STUN

It's nice to feel like a diva for no reason at all.  
And apart from a winning attitude, all you  
need is great make up.



# Mood to Chill

No plans work out as the best plan at times. Simply laze around and enjoy the bliss of doing nothing at all. But of course, it's important to do that in style too.



## STEP 1 (EYES)

Apply the shade **Pearl Candy(1)** in the centre of your eyelid. Blend it well and apply the **Golden Brown(2)** in the corners. Mix it well. Apply the shade **Silver Gold(4)** on the brow bone and blend. Apply some **Attitude Kajal Pencil** and Mascara to complete the look.

## STEP 2 (LIPS)

Apply **Coral Pink Crème Lipstick(1)** or **Cheeky Coral Matte Lipstick(2)** to add the dramatic effect.



## STEP 3 (CHEEKS)

Apply the shade **Peach Whisper Blusher(1)** on the cheeks.

## STEP 4 (NAILS)

Apply the shade **Aqua Horizon** to complete the fun look.



### STEP 1 (EYES)

Apply the shade **Silver Gold(4)** on the brow bone. Take the shade **Golden Brown(2)** in the middle of the crease line to give the transmission colour. Add some **Copper Pink(3)** in the centre of the eyelid and blend well. In the lower lid add some **Copper Pink(3)** and **Golden Brown(2)**. Add **Attitude Eyeliner** to accentuate the eyes and add lots of Mascara to complete the look.



### STEP 2 (LIPS)

Apply the beautiful **Naughty Nude Crème Lipstick(1)** and **Caramel Brown Matte Lipstick(2)** and you are ready to rock the office look.



### STEP 3 (CHEEKS)

Apply the shade **Peach Whisper Blusher(1)** on your cheeks softly.



### STEP 4 (NAILS)

Apply the shade **Pink Blush** on the nails.



# MOOD to LEAD

You are born to lead with confidence and charisma. Be it impressing the client or the boss with your brilliance or walking the talk. So here's a little tip on how to look great while doing everything.



### STEP 1 (EYES)

Apply the shade **Silver Gold(4)** on the brow bone and the corners and blend well. Apply the shade **Bronze(5)** in the centre of the eyelid. Blend that well too. Apply the shade **Black Velvet(6)** softly in the outer corner and mix. Apply the **Attitude Kajal Pencil** in the lower lid and mix with **Golden Brown(2)** and some bright eye shadow. Apply the **Attitude Eyeliner** to accentuate the eyes and add lots of Mascara to complete the sensual look.



### STEP 2 (LIPS)

**Candy Floss Crème Lipstick(1)** and **Pink Burst Matte Lipstick(2)** are classic picks to flaunt your attractive lips which will compliment your dancing mood.

### STEP 3 (CHEEKS)

Apply the **Peach Whisper Blusher(1)** on the cheeks.



### STEP 4 (NAILS)

Apply the shade **Red Beauty** to complete the look.



*Mood  
to  
Dance*

In the middle of the week, when work and life take a toll on you, go tapping. Because nothing feels better than moving your body to the sound of beats. We've made a few steps to get ready for the occasion.



# Mood to Get Away

The sameness of life gets boring at times. That's why we have vacations. And holidays mean tons of selfies and gorgeous photographs. So don't forget to pack in everything on this list.



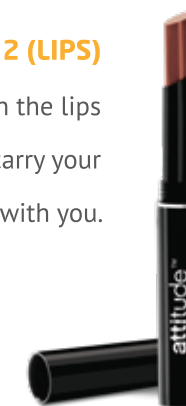
## STEP 1 (EYES)

Apply the shade **Silver Gold(4)** on the brow bone. The shade **Pearl Candy(1)** in the centre of the eyelid. Follow with the shade **Golden Brown(2)** in the corners and blend well. Apply **Golden Brown(2)** in the lower lid and add some **Pearl Candy(1)** in the extreme inner corner of the eyes. Add **Attitude Eyeliner** and lots of Mascara to complete the look.



## STEP 2 (LIPS)

Apply the shade **Chocolate Cherry Crème Lipstick** on the lips and get the desired look. Don't forget to carry your **Attitude Travel Pack** with you.



## STEP 3 (CHEEKS)

Apply the **Barely Pink Blusher(2)** on the cheeks.

## STEP 4 (NAILS)

Apply the shade **Raspberry Sorbet** on the nails.





*“Makeup is art.  
Beauty is spirit.”*

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