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B B C C C R E A M

FEEL THE BEAUTY
WITH SHEIDA

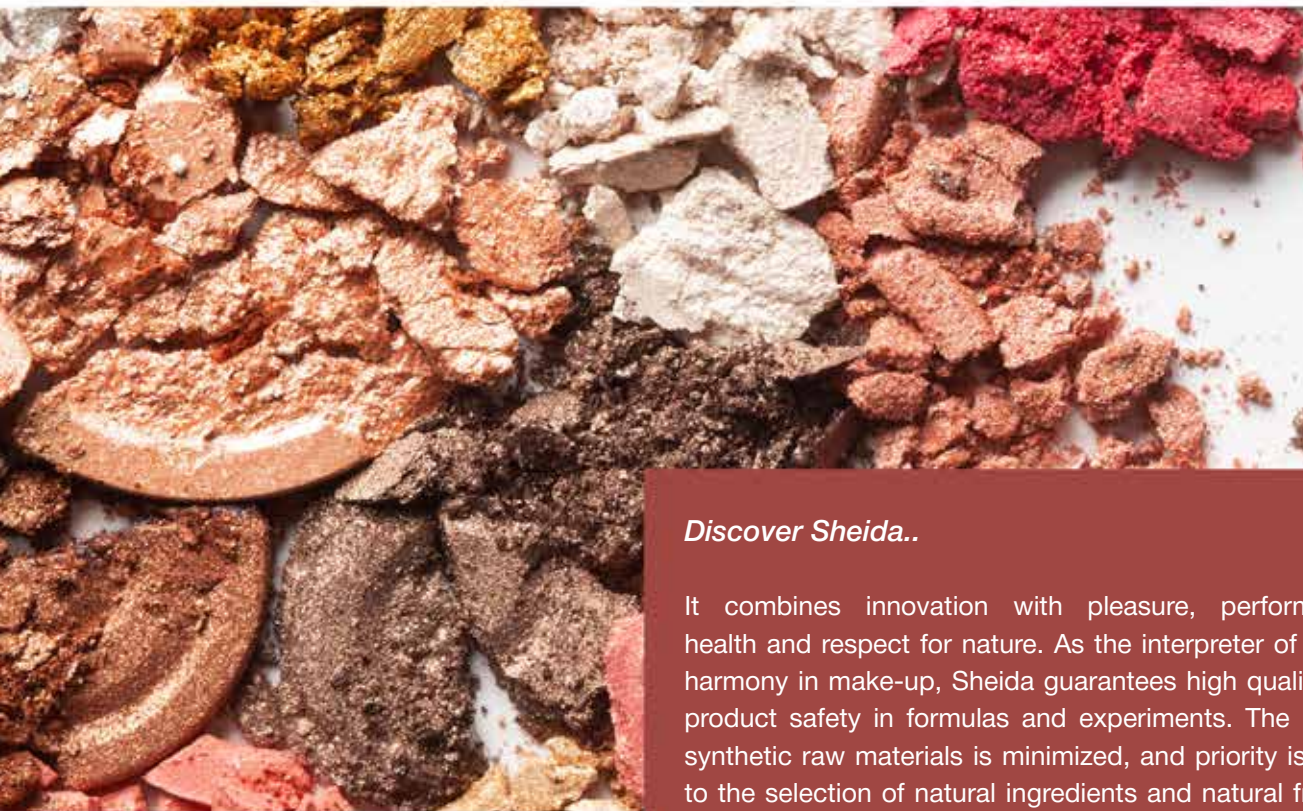
SHEIDA
make up

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*FEEL THE BEAUTY
WITH SHEIDA*

Discover Sheida..

It combines innovation with pleasure, performance, health and respect for nature. As the interpreter of a new harmony in make-up, Sheida guarantees high quality and product safety in formulas and experiments. The use of synthetic raw materials is minimized, and priority is given to the selection of natural ingredients and natural friendly formulas. No testing has been done on animals.

Modern technologies, continuous experimentation and stringent chemical-physical and bacteriological tests to which the entire product range is subjected guarantee the highest quality and product efficiency, compliance with international standards, as well as intense sensitivity from an ecological and environmental point of view. All products are hypoallergenic and formulated to eliminate the risk of sensitivity and allergies for even the most sensitive skin.

Color, performance, fashion, innovation, beauty, pleasure, and most importantly, practical use with its unique product and presentation are the keywords of Sheida's make-up series. The colors have unlimited tones, a pleasant and innovative structure, and are formulated to meet the needs and preferences. The packaging has been developed to transform each product into a unique design. In addition to being a very basic range of cosmetic products, it also has numerous suggestions suitable for seasonal trends. With Sheida, make-up turns into a real beauty life.



EURO GMP
CERTIFICATION



ISO 9001
CERTIFICATION



EYE

E Y E S H A D W

D I P L I N E R

M Y S C A R A

FEEL THE BEAUTY
WITH BEAUTY

EYE
SHIDA
make up

MYSCARA

Our Myscara contains ingredients such as natural beeswax, silk protein, Senegal acacia extract (Arabic Gum) and rice paste in its formulation. It offers a sharp application thanks to its unique brush, it separates the eyelashes one by one and lengthens them. Eyelashes become longer and look thicker. Special colored pigments provide an effect similar to the sophisticated effect of false eyelashes for an attractive look. Our Mascaras with a hypoallergenic and sensitive formula nourishes the eyelashes. The natural oils that it contains increase the durability of the product and provide a protective and regenerating effect on the eyelashes, helping them to become instantly thicker and stronger. You can use it safely with its herbal content. Eyelashes gain a dense and perfect stance thanks to professional applicators.

Product Features;

Suitable for those who want more voluminous eyelashes.

- Eyelashes Separation one by one,
- Intensive volume gain in a single coat application,
- Intense black color,
- Light texture so you don't feel heaviness.

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SUPER
THICKNESS

LENGTH

24 HOURS

INTENSE BLACK



MYSCARA ALL IN ONE

Contains ingredients such as natural beeswax, silk protein, Senegal acacia extract and rice paste in its formulation. It offers a sharp application thanks to its technical brush, it separates the eyelashes one by one and lengthens them. Eyelashes become longer and thicker. Special colored pigments provide an effect similar to the sophisticated effect of false eyelashes for an attractive look. Mascaras with a hypoallergenic and sensitive formula nourish the eyelashes. The natural oils that it contains increase the durability of the product and provide a protective and regenerating effect on the eyelashes, helping them instantly become thicker and stronger. You can use it safely with its herbal content. Eyelashes gain a dense and perfect stance thanks to professional applicators.

Product Features;

Suitable for those who want longer, individually separated eyelashes.

- Extra lengthening effect,
- Eyelashes Separation one by one,
- Intense black color,
- Lasting all day long,
- Light texture so you don't feel heaviness.

INTENSE BLACK
24 HOURS
LENGTH
THICKNESS



MYSCARA UNLIMITED

It is now easier to have strong looks. Its formula has been carefully developed to make your eyelashes look more voluminous and curled from root to tip. It grasps even the shortest eyelashes and gives them the desired length. Sheida Unlimited Myscara, which has the ability to separate one by one, it is water resistant and does not flow or disperse during the day, provides fullness and length and does not stick the eyelashes. The Unlimited Myscara with its special formula and brush is Specially designed designed to meet your expectations with its Dark Black, Brown and Blue color options.

Product Features;

- Available in three color options,
- Intense color application,
- Water resistance,
- Eyelashes voluminous and Separation one by one.



BLACK



BLUE



BROWN

IMPRESSIVE VOLUMINOUS LOOK

FOR EYELASHES

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MYSCARA *curl* UNLIMITED

NEW SUPER **LENGTHENING**
AND **THICKENING** FORMULA
WITH
ULTRA CURLING EFFECT



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DIPLINER

Our Dipliner, has an easy application feature thanks to its practical brushes, it is waterproof and provides intense blackness. This product dries quickly after application and does not run or smudge and able to provide intense coloring effect.

Product Features;

- Intense coloring,
- Practical brush for easy application,
- Waterproof,
- Fast drying.



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CREAM JEL EYELINER

Our Cream Eyeliner highlights your looks with intense and striking colors. Thanks to its long-lasting and creamy structure, it is waterproof and provides real color assurance by preventing colors from losing their properties with a smooth and evenly distributed application.

Product Features;

- Unique Creamy Texture,
- Easy application,
- Long-lasting permanence,
- Intense coloring,
- Waterproof.

How to Use;

Dip the tip of the brush into the eyeliner (get product on both sides of the brush head). Apply the product close to your lash line with short, even strokes. Close the lid tightly after each use. The brush should be cleaned after application. And use Sheida makeup remover to remove your makeup.

Unique Package;

Its innovative and convenient packaging, provides quick and easy use with its specially designed mini brush. You can achieve sharp look with its practical brush and creamy structure. The brush should be cleaned after application. Cream Eyeliner can also be used for minor touch-ups throughout the day and can be easily carried in a handbag.



kohl powder

ageless beauty

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KOHL POWDER

Kohl is the first known make-up product, it has been used for thousand years. It is practical to achieve a smokey eye look. Sheida kohl is long lasting and hypoallergenic product with known kohl properties and is offered to you in antibacterial unique packaging.

Product Features;

- Hypoallergenic formula developed for users with sensitive eye,
- Long-lasting permanence,
- Intense coloring,
- Does not leak from the eyes,
- Practical and easy to apply.

How to Use;

Place the applicator horizontally under the eyelid , Close your eyes and slide it across your eyelid several times. Repeat this several times for an effective result.

** If you are using lenses, remove the lenses before applying the Kohl Powder so it doesn't get on your lenses.*



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EYE SHADOW

Our eyeshadow gives a vibrant appearance thanks to the special pigments that it contains. The new color varieties have been prepared to achieve a natural and smoky eye look, including matte and pearlescent colors. The eyeshadow with ultra-soft powder texture is durable for 8 hours.

Matte Colors: With its high pigmentation it Offers matte color options without being dusty, easily distributed with instantly coloring effect. **Pearlescent colors:** Offer sparkling color options with smooth formulations and without casing patchy appearance on the eyelid.

Product Features;

- Does not cause dust,
- Light texture so you don't feel heaviness on the eyelid,
- High pigmentation,
- Can be applied wet and dry.



EYE BROW SHADOW

Our Eyebrow Shadow gives the eyebrows a lively and effective appearance thanks to the special pigments that it contains, it provides a natural and effective appearance and shapes your eyebrows without damaging the hair follicles.

Product Features;

- Non dusty formula,
- Lasts all day long,
- Does not smear,
- High pigmentation,
- Soft texture for easy application.



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FIXING GEL EYEBROW & EYELASH SERUM

Transparent gel Eyebrow & Eyelash repair serum, with its special formula, nourishes the eyebrows and fixing eyelashes all day long without putting extra weight on them, with the vitamins E and C that it contains to give a fuller appearance with regular use.

Product Features;

- Fixation lasts for 24 hour,
- Plumping and nourishing,
- Light and soft structure,
- Does not leave a sticky feeling.

**IMPRESSIVE VOLUMINOUS LOOK
FOR EYELASHES AND EYEBROWS**

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FACE

P R I M E R

P O W D E R

B B C C C R E A M

FEEL THE BEAUTY
WITH BEAUTY

FACE
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make up



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MAKE OVER MAKE UP PRIMER **SPF 30+**

Developed in our R&D laboratories, Sheida Make Over Make up Primer Base is designed as a new generation foundation base. Formulated as a skin surface smoother, this product meets the skin's moisture needs and does not grease the skin. It gives the skin a silky appearance. Thanks to its high protection feature, it will protect your skin against damages that can be caused not only by the sun but also by the atmosphere.

Product Features;

- SPF protection,
- Sebum control,
- Moisturizing effect,
- Skin Smoothing.



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MAKE OVER LIQUID FOUNDATION SPF 15+

Experience the perfect foundation with Sheida Make Over Liquid Foundation SPF15! Hot weather, humidity, intense activity, it doesn't matter! Perfect skin and all-day long-lasting, adjustable coverage levels are possible with Sheida Make Over Liquid Foundation. This foundation provides a perfect and fresh skin look all day long thanks to its long-lasting effective formula with SPF15. Its thin, light and ultra-comfortable texture offers adjustable coverage for a perfect, natural result every time. Mattifying and sebum regulating Liquid foundation, does not cause a greasy look. It is resistant to the strenuous activities, heat and humidity of the daily life. It maintains its form all day long. Its thin structure offers a perfect appearance with its superior coverage.

Be confident, you deserve it!

Product Features;

- Sun protection SPF 15,
- Fluid and light texture,
- Adjustable Medium-High coverage,
- Resistance to sweat and moisture,
- Controlling excess oil,
- Natural matte finish,
- 24 hour lasting effect,
- For all of skin types,
- Dermatologically tested.

How to Use;

Apply it to your face with the help of a sponge or foundation brush. use a sponge for a natural finish, and a foundation brush for a more high cover finish.

How do I find the right tone?

Color tones according to numbers, ranges from light (NO 10) to dark (NO 90) to meet the required tone.



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MAKE OVER CREAM FOUNDATION **SPF 15+**

You will love the satin textured finish of our Sheida Make Over Cream foundation and its perfect coverage that lasts for 24 hours. Sheida Make Over cream foundation offers the intense coverage you need on special occasions or in your daily life, it provides a smoother and more even appearance without drying your skin. It controls shine with its new generation formula, it keeps your skin moist all day long thanks to its creamy structure. It stays on your skin for a long time without causing acne, to allow you to have fresh and glowing skin. With its rich formula and SPF protection, it will protect your skin against the sun harmful rays. Sheida Make Over cream foundation is with you all day long with its perfect coverage.

Product Features;

- Full coverage,
- Satin finish/look,
- Sun Protection SPF 15+,
- Sebum control,
- Creamy texture,
- For all of skin types,
- Dermatologically tested.

How to Use;

Apply it to your face with the help of a sponge or foundation brush. use a sponge for a natural finish, and a foundation brush for a more high cover finish.

How do I find the right tone?

Color tones according to numbers, ranges from light (NO 10) to dark (NO 80) to meet the required tone.



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make up



COVER CREAM +HYDRATING

Developed in our R&D laboratories, Sheida Cover Cream is designed as a new generation concealer. It provides a thin application around the eyes with its water-based structure and oil-free formula. Thanks to the state-of-the-art pigments in its formula, it has high coverage that lasts for 24 hours. With Sheida Cover Cream, your skin tone will be equalized and you will have a smooth skin texture. It is suitable for all skin tones with different color options. This product can be used safely by those who have high sensitivities around the eyes without causing dryness around the eyes.

Product Features;

- Water-based oil-free formula,
- Lasts for 24 hours,
- Satin finish,
- Suitable for sensitive areas around the eyes.





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BB CREAM **SPF 30+**

While it regulates the moisture balance of your skin, it provides perfect integrity to your skin with the foundation effect provided by the coloring pigments it contains. With its carefully prepared formula, it repairs and covers the lines and wrinkles on your skin. Thanks to the UV protectors it contains, it provides protection against the sun harmful rays, while also brightening and coloring your skin. It is suitable for all skin types with its formula created by combining coloring pigments, minerals and vitamins.

Thanks to its fine texture, it is easily absorbed by the skin and distributes evenly on the skin surface, providing a matte appearance. It combines the right ingredients that your skin needs and gives it a flawless look. Vitamins E and C that it contains nourish and repair your skin. Also the Orange Peel Extract obtained by the Bio-Technological method in its content, corrects the spots on your skin and tones your skin. With SPF +30 protection, it protects the skin from the harmful rays of the sun and prevents the formation of new spots. It offers a long-lasting flawless look with its velvety touch and matte finish.

Product Features;

- Satin finish,
- Spf protection,
- Spot corrector,
- Unifying Skin tone.

How to Use;

Apply it to your face with the help of a sponge or foundation brush. use a sponge for a natural finish, and a foundation brush for a more high cover finish.



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SILKEN POWDER

Thanks to its wet and dry use feature, you can have both a matte and shiny look on your skin. The silk proteins that it contains provide a natural, smooth and silky appearance on the skin. It acts as both powder and foundation in one step. It controls shine and lasts up to 12 hours. It is a unique powder that gives an ultra-matte appearance with adjustable coverage levels from medium to high.

Product Features;

- Ultra matte finish,
- Controlling the shining look,
- Lasts up to 12 hours,
- Adjustable coverage levels.



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make up



SILKEN BLUSH ON

Thanks to its light structure and creamy formula, it completely integrates with the skin and provides a natural and fresh look on the cheeks. Its rich coloring pigments and structure adapt to the skin, they reveal facial contours by giving the desired coloring power. Containing ingredients that provide long lasting and oil controlling effect. Each of them has a special structure and different color options. dermatologically approved.



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TERRACOTTA BRONZER

This “TERRACOTTA” bronzer is baked on clay. Thanks to its production method, it gives the skin a soft, comfortable, covering and beautiful color that highlights the natural color of the face. Being enriched with Jojoba oil extracts and vitamin E, it protect the skin and constantly moisturize it. The special “mosaic” made of different color pieces allows you to arrange and select the color as you wish and adds a healthy glow to your skin.

The Contained Active Extracts;

Silk Powder: Softening effect.

Vegetable Waxes: A concentrate of nourishing natural extracts.



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METALS LIQUID GLOW HIGHLIGHTER

Liquid highlighter creates a lively, bright and luminous look on your face with its lightly tinted, creamy and thin texture. It adds moisture to your skin with its formula enriched with moisturizers, it adapts to the skin immediately with its light texture and gives a natural glow.

How to Use;

As a make-up base, it can be applied to your entire face before foundation or by mixing it with foundation. It also can be reapplied locally on the parts of the face that needs to be brighten more after foundation.



POWDER GLOW HIGHLIGHTER

With its silky texture and shiny look, it gives your face and cheeks a lively and attractive appearance all day long. It is an indispensable product for long lasting bright and perfect make-up with color options that match your make-up and skin.



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make up

LIP

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L	I	N	E	R	B	A	L	M	
L	I	P	S	T	I	C	K		

FEEL THE BEAUTY
WITH BEAUTY

LIP
SHEIDA
make up

LIPSTICK

Our matte lipstick is enriched with grape seed oil, Argan oil and Rice wax, which are effective against lines on the lips, at the same time it provides intense moisture with vitamins E and C and protects sensitive lip skin with SPF 15. It maintains its magnificent appearance on the lips for a long time.

Product Features;

- Special formulation that does not dry the lips,
- Lasts for all day long,
- Intense coloring,
- Matte finish.

The Contained Active Ingredients;

Vitamin C: Plays an important role in keeping collagen at optimal levels and supports collagen formation. It inhibits “tyrosinase” which causes pigmentation.

Vitamin E: Is an anti-oxidant that prevents oxidation which is the main cause of permanent aging, it also prevents skin dryness. It has a very strong anti-wrinkle effect. It destroys free radicals and provides a highly nourishing, elasticizing and repairing effect on the skin.

Argan Oil: Antioxidant & strong moisturizer.

Jojoba Oil: The Jojoba Oil in the Lipstick ingredients helps in plumping lips.

Rice Wax, Silk Powder.

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LIPSTICK

COLORS



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ULTRA LONG LASTING LIPCOLOR

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ULTRA LONG LASTING LIPCOLOR

Long lasting lips coloring series, that lasts all day long and gives color to your lips with its intense coloring pigment feature in the first application, it provides the desired color and does not dry the lips. Its silky matte feature gives the lips a velvety appearance, thanks to vitamin E, it makes the lips softer, smoother and easier to apply. It moisturizes your lips and prevents the formation of lines on them.

Product Features;

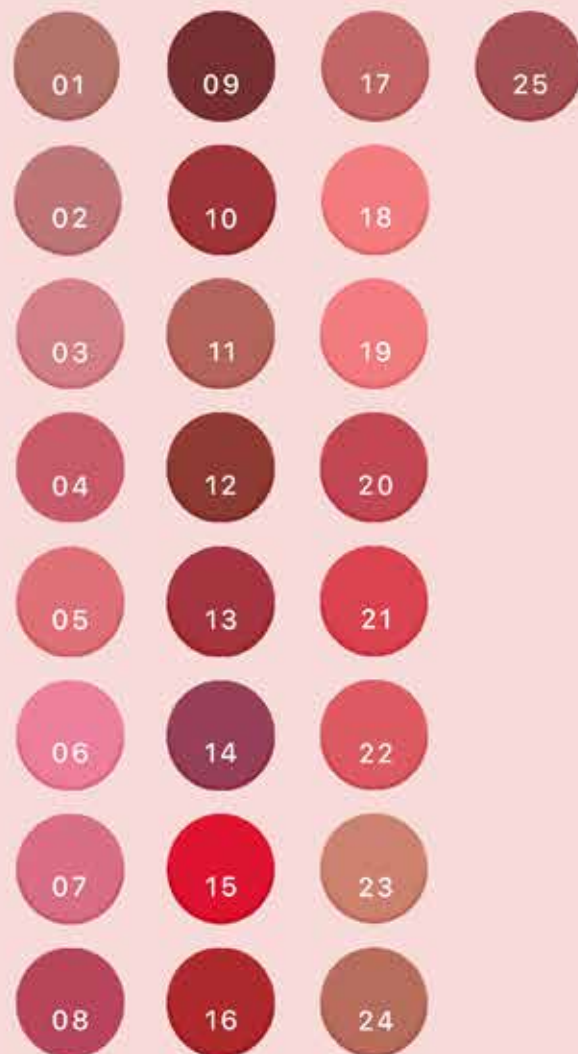
- Intense coloring even with a single coat application,
- Ultra-thin formulation,
- Matte finish,
- No sticky feeling,
- Does not dry lips or cause streaking.



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ULTRA LONG LASTING LIPCOLOR

COLORS



LIPGLOSS

The new lip gloss with its special ingredients gives volume to the lips, it also reveals the natural beauty of your lips with a fuller effect.

The avocado oil in the lip gloss series provides intense moisture to your lips and shines them all day long, and with its nourishing properties the avocado oil leaves your lips smooth, soft and preventing dryness and lines.

It protects the lips while giving them shiny look. From the first application, it gives your lips vitality with its rich pigments without leaving a sticky feeling.

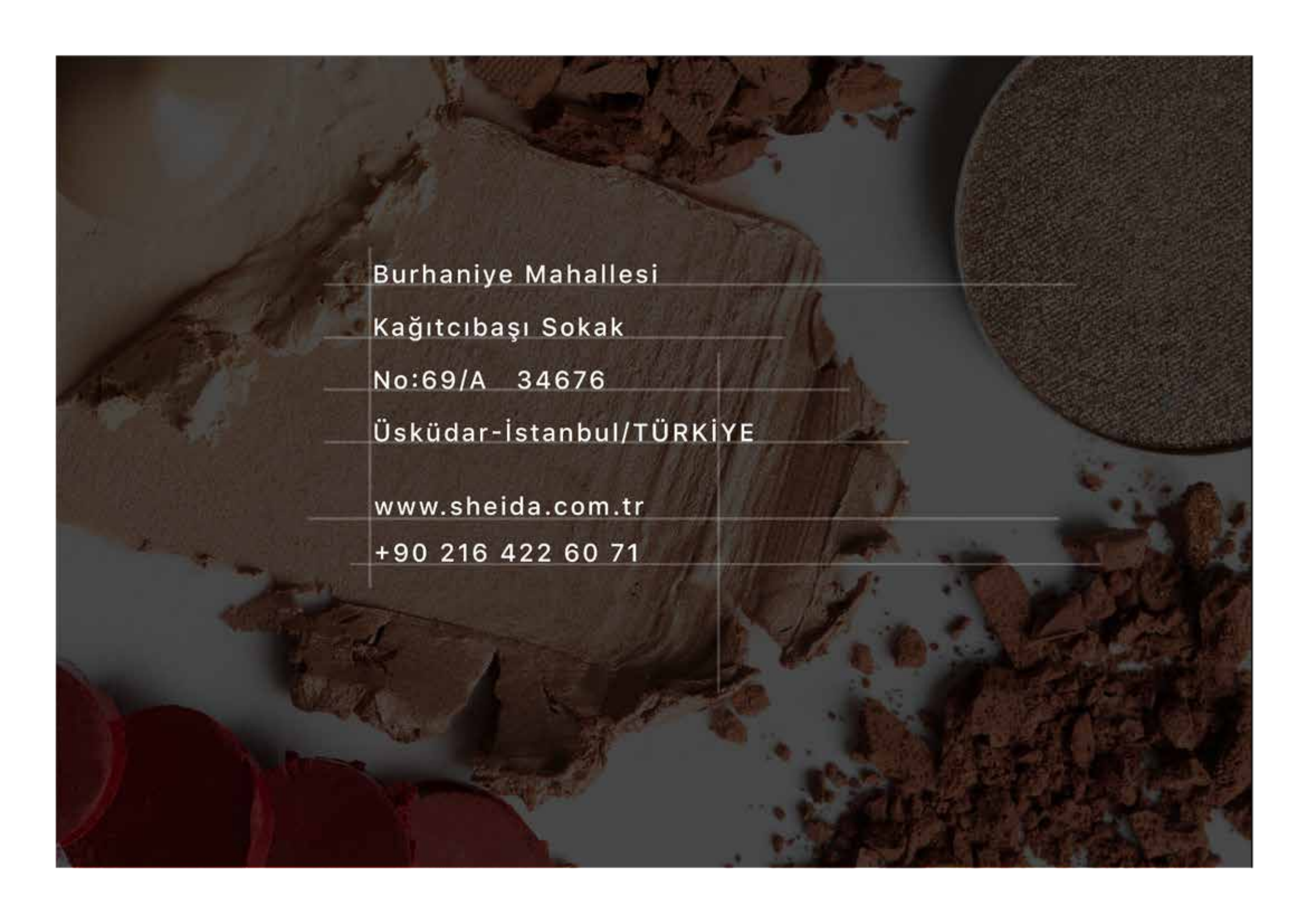
Product Features;

- Formula enriched with avocado oil,
- Lovely colors with a single coat application,
- Moisturizing and softening effect,
- Shiny finish lasts for all day long,
- No sticky feeling on the lips,
- Does not dry the lips or creates lines on them.



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Burhaniye Mahallesi

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