



SÉRY

CLEAN BEAUTY WITH CARE

ABOUT

At SÉRY we firmly stand for clean beauty. Each product is enriched with a skin-loving ingredient that cares for the skin while providing a high-performing makeup finish. As a futuristic and conscious brand, we are committed to sustainability, that's why the products at SÉRY are **Paraben-free, Cruelty-free, Vegan** and encased in **Paper Packaging**. Our collection provides one-of-a-kind makeup formula that enhances your look, while moisturising and illuminating your skin. Infused with care ingredients like Jojoba Oil, Vitamin E, Shea Butter, Hyaluronic acid, and much more, we are indulged in creating a line of versatile beauty products that bridges the gap between beauty and care. Discover the products that radiate the spirit of Bold, Glamorous, and Fun with the beautiful hues of SÉRY colors.

CLEAN BEAUTY



At SÉRY We believe in being
Clean & Kind to you - Always

THE TZN CON

FACE

- Perfect Finish Face Primer
- Fade It Color Corrector
- Fix 'N' Click Foundation Stick
- Satin Flawless Longwear Foundation
- Hi-cover Super Coverage Concealer
- Go Bare Compact Powder
- Translucent Face Powder
- ILLU-MATTE Blush Highlighter Duo
- Oh-So-Nice Face Palette
- Bold Liquid Sindoor
- Glow Dots Illuminating Highlighter
- FlashLite Highlighter Stick
- Set It All - Makeup Setting Spray
- Melt Up Makeup Remover

EYES

- Day to Night Eye shadow Palette
- Aurora Eye Shadow Palette
- Stay On Matte Liquid Eyeliner
- Panache Eyeliner Pen
- Spectacular Color Eyeliner
- Statement Eye Definer
- Black Pro Ultimate Kajal
- Definition Micro Brow Pencil
- Browfidence Eyebrow Duo Kit
- Xpresslash Volumizing Mascara
- Lash Laminate Mascara

LIPS

- Edge It All Lip Liner
- Matte Care Lipstick
- Rouge Creamy Lipstick
- Stay On Liquid Lipstick
- Mattish Lip Color
- Stay On Matte Lip Crayon
- Butter Shine Lip Gloss

⁰¹ NAILS

- Color Flirt Glossy Nail Paint
- Color Shifting Nail Paint
- Color Flirt Glitter Nail Paint
- Color Flirt Matte Nail Paint
- Color Flirt Pastel Nail Paint
- Color Flirt Celebration Collection Nail Paint
- Coat It With Care Top Coat
- Move On Nail Enamel Remover Wipes
- Nail Polish Remover



FACE

SÉRY

PERFECT FINISH FACE PRIMER

Enriched with Vitamin E for intense hydration

- Effortless blending
- Matte finish & lightweight
- Blurs pores and fine lines
- Suitable for all skin types



FACE PRIMER - PP -01



MRP
₹649/-

SÉRY

FADE IT COLOR CORRECTOR

Enriched with the goodness of Tropical Oil that provides skin conditioning benefits

- Orange: dark circles & pigmentation
- Green: redness, pimple & acne spots
- Smooth and satin finish
- Effortless blending
- Crease resistant
- Buildable coverage with natural finish

Available in 02 shades



ORANGE - CC-01



GREEN - CC-02



MRP
₹399/-

SÉRY

FIX 'N' CLICK FOUNDATION STICK

Enriched with Kaolin Clay, Vitamin E & SPF 15, to keep the skin nourished & protect from harmful rays

- Suits every skin type
- Easy application with built-in-applicator
- Buildable & lightweight
- Long-lasting & hydrating formula

Available in 05 shades

F1
IVORY

F2
NATURAL

F3
SAND

F4
SOFT TAN

F5
TAN



MRP
₹649/-

SÉRY

SATIN FLAWLESS LIQUID FOUNDATION

Formulated with Hyaluronic Acid for intense moisturisation

- Easy application
- Effortless blending
- Medium to buildable coverage
- Long-lasting results
- UVA-UVB filters for sun protection

Available in 05 shades

SLF-01
IVORY

SLF-02
LIGHT

SLF-03
LIGHT MEDIUM

SLF-04
MEDIUM

SLF-05
TAN



MRP
₹549/-

SÉRY

HI-COVÉR SUPER COVERAGE CONCEALER

Enriched with Caffeine, Macademia Oil, Squalane, Evening Primerose Oil & Marula Oil that helps in boosting circulation & conditions the skin.

- Soft matte finish
- Crease-proof
- Buildable coverage
- Easy & smooth blending

Available in 05 shades

CON-01
PORCELAIN

CON-02
LIGHT WEIGHT

CON-03
GINGER

CON-04
NATURAL

CON-05
WARM BEIGE



MRP
₹549/-

GO BARE COMPACT POWDER

Enriched with Vitamin E & SPF 15 to hydrate & protect skin from UV damage

- Lightweight formula
- Buildable coverage
- Natural finish
- Comes with sponge applicator

Available in 04 shades

CP-01
CLASSIC IVORY

CP-02
NATURAL BEIGE



CP-03
TRUE CARAMEL

CP-04
WARM GOLDEN



MRP
₹250/-

SÉRY

TRANSLUCENT FACE POWDER

Sets the makeup base with mattifying effect and evens the complexion

- Natural finish
- Smooth velvety texture
- Blurs the face imperfections
- Long-lasting
- Sheer coverage and ultra lightweight



TP-01
FACE POWDER



MRP
₹599/-

ILLU MATTE

BLUSHER & HIGHLIGHTER DUO

Glow with the power of 2 in 1 - Highlighter & Blush, that is infused with hyaluronic acid to retain the hydration of skin

- Blusher: Extreme matte finish
- Highlighter: Ultra Shimmery finish
- Lightweight formula
- Effortless blending
- Highly pigmented

Available in 04 shades palette

BH-01
DAZZLING NUDE



BH-02
PINK GLOW



BH-03
MAUVE SHEEN



BH-04
CORAL SHINE



MRP
₹649/-

SÉRY

OH-SO-NICE FACE PALETTE

3 in 1 product - contour, 2 shades of blusher & a highlighter

- Effortless blending
- Lightweight formula
- Highly pigmented
- Long-lasting results
- Built-in mirror
- Sustainable packaging

Available in 02 shades palette



FP-01
JUST PEACHY



FP-02
SUGARLACIOUS



MRP
₹699/-

SÉRY

BOLD **LIQUID SINDOOR**

Enriched with Coconut oil, rosehip oil, and rose extract for a nourishing and soothing effect.

- Highly pigmented
- Waterproof and long-lasting
- Suitable for all skin types
- Applicator for precise application



LS-01



MRP
₹125/-

SÉRY

FLASHLITE HIGHLIGHTER STICK

Formulated with Red Raspberry to keep the skin hydrated

- Soft shimmery finish
- Ultra-smooth & creamy texture
- Easy application with built-in applicator
- Long-lasting
- Perfect for all skin types

Available in 02 shades

H1
GLEAM GIRL

H2
SUN BEAM



MRP
₹699/-

SÉRY

GLOW DOTS ILLUMINATING HIGHLIGHTER

Enriched with Vitamin E & Shea butter to keep the skin moisturised & soft

- Lightweight formula
- Highly pigmented
- Blends easily
- Long lasting
- Multi-functional product
- Smudge proof

Available in 03 shades



GDH-01
GOLD

GDH-02
ROSE

GDH-03
CHAMPAGNE



MRP
₹499/-

SÉRY

SET IT ALL MAKEUP SETTING SPRAY

Enriched with the goodness of 7 Botanical extracts to maintain skin's health

- Non-Sticky and refreshing
- Makes makeup long lasting
- Lightweight formula
- Gives smooth finish
- Prevents creasing



MSS-01
TRANSPARENT



MRP
₹599/-

SÉRY

MELT UP MAKEUP REMOVER

Comes with the goodness of Aloe Vera, Cucumber, Lavender Oil, and Green Tea to keep the skin away from drying

- Nourishing makeup remover
- Lightweight with non-drying formula
- Effectively removes waterproof makeup
- Safe for removing face, eyes and lip makeup
- Free from harmful chemicals



MW-01
TRANSPARENT



MRP
₹350/-



EYES

SÉRY

DAY TO NIGHT EYE SHADOW PALETTE

4 in 1 Eye Shadow Palette with the combination of Shimmer, Pearl & Matte

- Smooth application
- Long wearing formula
- Lightweight formula
- Easy bendability
- Highly pigmented
- Silky & creamy texture

Available in 04 shades palette



DNE-01
WAKE ME UP



DNE-02
DRESS ME UP



DNE-03
WISH ME POP



DNE-04
TAKE ME OUT



MRP
₹499/-

AURORA EYE SHADOW PALETTE

A versatile eye shadow palette with 9 universally flattering shades

- Matte, shimmer & high sheen finish
- Long-wearing formula
- Ultra pigmented
- Eco-friendly packaging
- Easy Blending

Available in 03 shade palette



ESP-01
COSMO DELIGHT



ESP-02
BEYOND BEAUTY



ESP-03
GOLD SHOW



MRP
₹799/-

SÉRY

STAY ON LIQUID MATTE EYELINER

Enriched with the goodness of Argan Oil to provide moisturisation

- Long-wearing
- Smudge-proof & waterproof
- Highly pigmented
- Lightweight formula
- Quick drying
- Matte finish
- Comes with brush applicator



LEL-01
BLACK



MRP
₹299/-

SÉRY

PANACHE EYELINER PEN

Intense, bold black finish for deeply defined eyes

- Quick dry long wearing formula
- Up to 24 hours stay
- Waterproof and smudge-proof
- Highly pigmented
- High shine and jet black finish



EL- 01 MIDNIGHT BLACK



MRP
₹499/-

SÉRY

SPECTACULAR COLOR EYELINER

Enriched with the goodness of Argan Oil to prevent the eyes from inflammation

- Lightweight formula
- Intense color in one stroke
- Comes with a felt-tip applicator
- Smudge-proof and water resistant
- Long wearing formula

Available in 05 shades



SEL-01
GOLD



SEL-02
MOCHA



SEL-03
INDIGO



SEL-04
EMERALD



SEL-05
ELECTRIC



MRP
₹499/-

SÉRY

STATEMENT EYE DEFINER

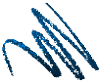
Ideal for sensitive eyes and gives velvety smooth finish

- One stroke application
- Highly pigmented
- Up to 24 hours stay
- Waterproof & smudge-proof

Available in 09 shades



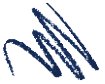
EP-01
SPARKLING FOREST



EP-02
SAPPHIRE



EP-03
AQUA GRACE



EP-04
COOL INDIGO



EP-05
TOO BLACK



EP-06
DEEP BROWN



EP-07
BRONZE



EP-08
SILVER SHINE



EP-09
PURPLE PLAY



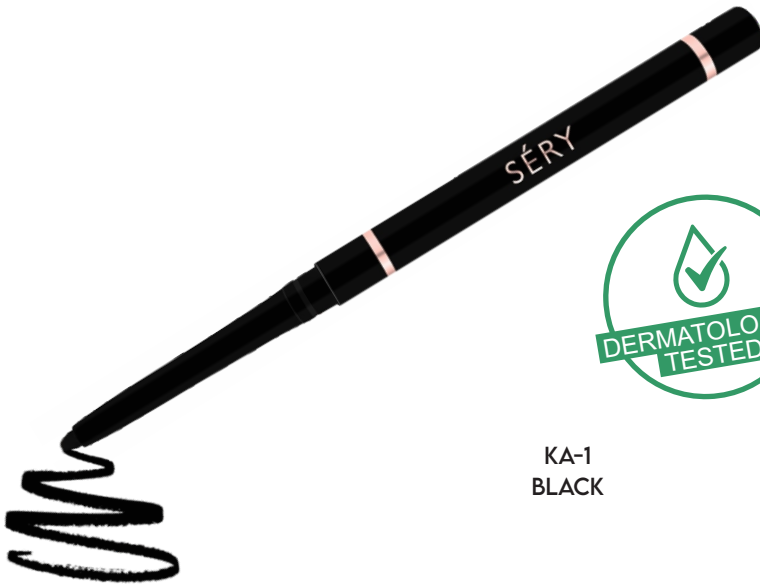
MRP
₹499/-

SÉRY

BLACK PRO ULTIMATE KAJAL

Enriched with Rosehip Oil to soothe and hydrate the eyes

- Up to 24 hours stay
- Waterproof and smudge-proof
- Suitable for contact lens users
- Dual application - waterline and eyelids



KA-1
BLACK



MRP
₹179/-

SÉRY

DEFINITION MICRO BROW PENCIL

Enriched with Vitamin E & Argan Oil to boost the hair growth

- Deeply pigmented with dark color
- Gives dense & sculpted eyebrows
- Up to 11 Hrs stay
- Waterproof
- Comes with spoolie brush



BP-01
CHESTNUT



MRP
₹499/-

SÉRY

BROWFIDENCE EYEBROW DUO KIT

Formulated with Vitamin E to strengthen the eyebrow hair

- 2 in 1 shade palette
- Natural matte finish
- Buildable and lightweight formula
- Comes with a brush & spoolie applicator

Available in 02 shades palette



BED-01
NATURAL



BED-02
DARK



MRP
₹499/-

SÉRY

XPRESSLASH VOLUMIZING MASCARA

Comes with the goodness of Castor Oil that prevents the breakage of lashes

- Lightweight
- Long lasting
- Ultra volumizing
- Smudge-proof & Water resistant formula



M-1
BLACK



MRP
₹450/-

SÉRY

LASH LAMINATE MASCARA

Enriched with Jojoba Oil, Calendula & Biotin extracts to prevent the breakage of lashes and boost their growth

- Lightweight
- Lengthening effect
- Ultra buildable and creamy
- Long lasting



LM-01
BLACK



MRP
₹749/-



LIPS

SÉRY

EDGE IT ALL LIP LINER

Get ready to create fuller-looking and defined lips

- Creamy matte formula
- Dual-usage: lip liner & lipstick
- Waterproof & smudge-proof
- Highly pigmented
- Long-lasting & lightweight

Available in 06 shades



LL-01
PLUM



LL-02
BLUSH



LL-03
MAUVE



LL-04
ROSE NUDE



LL-05
NATURAL



LL-06
WINE



MRP
₹499/-

SÉRY

MATTE CARE LIPSTICK

Enriched with Vitamin E, Candelilla wax, Carnauba wax, & Castor oil to keep the lips soft, smooth & supple

- Creamy matte finish
- Weightless
- Rich color play-off
- Highly pigmented
- Soft & nourished lips
- Sustainable packaging

Available in 12 shades



CLM-01
TENDER LOVE



CLM-02
EMBRACE



CLM-03
AFFECTION



CLM-04
EMPATHY



CLM-05
GENTLE



CLM-06
COMPASSION



CLM-07
KIND-HEARTED



CLM-08
THOUGHTFUL



CLM-09
DOTING



CLM-10
GRACIOUS



CLM-11
WARMTH



CLM-12
IRRESISTABLE



MRP
₹299/-

SÉRY

ROUGE CREAMY LIPSTICK

*Enriched with Castor Oil, Carnauba Wax, Candelilla Wax, and Vitamin E
which gives nourished and super soft lips forever*

- 8 hrs of comfort on lips
- Highly Pigmented
- Lightweight formula
- Creamy Texture
- Sustainable packaging

Available in 12 shades



RCL-01
HAZEL



RCL-02
FLAMINGO



RCL-03
TAWNY



RCL-04
RAVEN



RCL-05
SULTRY



RCL-06
ROSE



RCL-07
SASSY



RCL-08
SCARLET



RCL-09
GARNET



RCL-10
MERLOT



RCL-11
SWEETHEART



RCL-12
BRUNETTE



MRP
₹299/-

SÉRY

STAY ON LIQUID MATTE LIP COLOR

Enriched with Vitamin E to keep the lips hydrated

- One stroke application
- Matte finish
- Highly pigmented
- Stays for up to 12hrs
- Quick drying formula

Available in 24 shades



MRP
₹499/-

CABANA SUNSET - LSO -01

CORAL WAVE - LSO -02

PEACH TART- LSO -03

SAND NUDE - LSO -04

FOREVER NUDE - LSO -05

WANDER LUST - LSO -06

AUTUMN WIND - LSO -07

CALL ME CHOCOLATE - LSO -08

DELIGHTFUL NUDE - LSO -09

ELECTRIC ORCHID - LSO -10

PINK SOUFFLE - LSO -11

HOT DAMN - LSO-12

SEDUCTIVE FUSHIA - LSO -13

TENDER LOVE - LSO -14

SAGRIA POUT - LSO -15

SHOW STOPPER - LSO -16

SPICY RUST - LSO -17

DON'T STOP ME RED - LSO -18

MAGENTIC - LSO -19

MAUVELOUS - LSO -20

DEEP CHERRY - LSO -21

SWEET PLUM - LSO -22

CORAL RUSH - LSO -23

WHIRLY MAUVE - LSO -24

SÉRY

MATTISH LIP COLOR

Enriched with Jojoba Oil, Cocoa Butter & Vitamin E to prevent the lips from drying by keeping it soft & smooth

- Creamy matte finish
- Weightless feel
- Rich color play-off
- Highly pigmented

Available in 20 shades



MRP
₹549/-

SÉRY

STAY ON MATTE LIP CRAYON

Enriched with Jojoba Oil & Vitamin E to keep the lips soft & prevent them from drying

- Lightweight
- Long wearing formula
- Transfer-proof
- Ultra pigmented
- Creamy matte texture
- One stroke application

Available in 08 shades



SCL 01
VINTAGE MAUVE



SCL 02
ALMOND BROWN



SCL 03
CRIMSON SPELL



SCL 04
SPICED BERRY



SCL 05
SILK NUDE



SCL 06
FRESH NUDE



SCL 07
RUSTIC BLUSH



SCL 08
VERY CHERRY



MRP
₹699/-

SÉRY

BUTTER SHINE LIP GLOSS

Enriched with the goodness of Shea Butter to keep the lips hydrated

- Non-sticky formula
- Lightweight
- Hydrating properties
- High-shine finish

Available in 06 shades



LG 01
CHOCO NUDE



LG 02
ROSY PEARL



LG 03
GLAZE RUBY



LG 04
BERRY GLOW



LG 05
CRYSTAL SHINE



LG 06
BLUSH NUDE



MRP
₹499/-



NAILS

SÉRY

COLOR FLIRT NAIL POLISH

90+
SHADES
AVAILABLE

Enriched with Avocado Oil & Vitamin E to control the nails from discoloring

- Up to 6 days stay
- Chip resistant & quick dry formula
- Intense color payoff
- Flat brush applicator



GLOSSY - 34 SHADES

This collection has an array of magnificent glossy finish color that suits every skin tone.



AO01



AO02



AO03



AO04



AO05



AO06



AO07



AO08



AO09



AO10



AO11



AO12



AO13



AO14



AO15



AO16



AO17



AO18



AO19



AO20



AO21



AO22



AO23



AO24



AO25



AO26



AO27



AO28



AO29



AO30



AO31



AO32



AO33



AO34



MRP
₹199/-

COLOUR SHIFTING - 05 SHADES

Curated with innovative technology, the nail paint changes its hue according to the temperature.



AOC-01



AOC-02



AOC-03



AOC-04



AOC-05

MRP
₹249/-

GLITTERS - 05 SHADES

Adds a perfect touch of glittery shine to the nails in one coat.



AOG-01



AOG-02



AOG-03



AOG-04



AOG-05

MRP
₹199/-

MATTE - 07 SHADES

The nail paint comprises deep vivid colors to neutral shades that lend a perfect matte finish.



AOM-01



AOM-02



AOM-03



AOM-04



AOM-05



AOM-06



AOM-07

MRP
₹199/-

PASTELS - 04 SHADES

Gives spectacular coverage and gorgeous shine of pastel hues.



AOP-01 AOP-02 AOP-03 AOP-04

MRP
₹199/-

GLOSSY (SUMMER COLLECTION) - 19 SHADES

An extended collection of highly pigmented glossy nail paints that gives magnificent shine and finish.



AOS-01 AOS-02 AOS-03 AOS-04 AOS-05 AOS-06 AOS-07



AOS-08 AOS-09 AOS-10 AOS-11 AOS-12 AOS-13 AOS-14



AOS-15 AOS-16 AOS-17 AOS-18 AOS-19

MRP
₹199/-

CELEBRATION COLLECTION - 16 SHADES

Suitable for every occasion, the trendy and ravishing shades of this collection consist of Matte, Shimmer, Pastel and Glossy nail paints to keep the nails on point for every celebration.



AOW-01



AOW-02



AOW-03



AOW-04



AOW-05



AOW-06



AOW-07



AOW-08



AOW-09



AOW-10



AOW-11



AOW-12



AOW-13



AOW-14



AOW-15



AOW-16

MRP
₹249/-

TOP COAT, BASE COAT & STRENGTHENER

Formulated with 67% plant-based ingredients, the nail paint can be used both as a base and top coat for an extra shine.



TP-01

MRP
₹249/-



SÉRY

MOVE ON NAIL ENAMEL REMOVER WIPES

Enriched with Olive Oil, Aloe Vera Extract & Vitamin E to prevent the nails from turning yellow

- Acetone-free
- One wipe cleans up to 10 nails
- Lemon fragrance
- Nourished nails
- Travel-friendly



MRP
₹120/-



MO-02
ENAMEL REMOVER WIPES

NAIL POLISH REMOVER

Enriched with Almond Oil and Vitamin E to protect the nails from cracking & becoming brittle

- Acetone-free & toxic free
- Effortless removal
- Travel-friendly
- Prevents nails from becoming yellow



MRP
₹99/-



NPR-01
NAIL POLISH REMOVER

SÉRY

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