

SÉRY

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INTRODUCTION

Today's woman is on a journey and her every day is a testament of the same. Compromise is not a part of her story and she ensures that things get done her way once she sets her mind to it. Amidst this too, she doesn't forget to celebrate life. Be it a boardroom presentation, a zestful party or simply visiting a friend's place, she'll always find the perfect partner in SÉRY.

The name SÉRY's etymology is Selfie-Ready and draws inspiration from the attributes of a sanguine woman. Her ever-present confidence sets her apart and she's always ready for a selfie. SÉRY believes in innovation and invigorates it to the make-up industry.

Every product has been created with great attention to detail and is specially designed to match the requirements of the Indian Market. Catch the magic of SÉRY, a premium brand with an international appeal unfold wherever and whenever you choose to use it!

#GetSetSÉRY

SÉRY

LIPS

CAPTURE D' MATTE LASTING LIP COLOR

Indulge in the ultimate matte-ness with the advanced infusion of silky, luxurious pigments designed to flatter all skin tones. This incredible slim lipstick with a long wearing, plush-matte texture delivers intense color pigments in just one stroke. The ultimate light-as-air formula glides on creamy for that extra comfort on application and gradually sets to a matte finish lasting all day long.

Complement all your moods with 18 high pay-off colors. Capture the shade and matte-moment!

Enriched with:

Red Raspberry: Packed with powerful antioxidants, it adds hydration to the lips, prevents moisture loss and offers UV-protection.

Plush-Matte Texture | Micronized Pigments | Weightless | Long-Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives



D5



OMG ORANGE(ML01)

CAPTURE D'MATTE LASTING LIP COLOR



CORAL CLUB(ML02)

CAPTURE D'MATTE LASTING LIP COLOR



TANGY TINT(ML03)

CAPTURE D'MATTE LASTING LIP COLOR



ROUGE RED(ML04)

CAPTURE D'MATTE LASTING LIP COLOR



BEAUTY BRICK(ML05)
CAPTURE D'MATTE LASTING LIP COLOR



RED RUSH(ML06)
CAPTURE D'MATTE LASTING LIP COLOR



WONDER WINE(ML07)
CAPTURE D'MATTE LASTING LIP COLOR



NAUGHTY NUDE(ML08)
CAPTURE D'MATTE LASTING LIP COLOR



PINK PANACHE(MLO9)

CAPTURE D'MATTE LASTING LIP COLOR



BUBBLY BAR(ML10)

CAPTURE D'MATTE LASTING LIP COLOR



FUSCHIA FUN(ML11)

CAPTURE D'MATTE LASTING LIP COLOR



ROSE RAVE(ML12)

CAPTURE D'MATTE LASTING LIP COLOR



MAD MAUVE(ML13)

CAPTURE D'MATTE LASTING LIP COLOR



PEPPY PLUM(ML14)

CAPTURE D'MATTE LASTING LIP COLOR



NUDE NUTS(ML15)

CAPTURE D'MATTE LASTING LIP COLOR



PEACH PEARL(ML16)

CAPTURE D'MATTE LASTING LIP COLOR



CRIMSON CHIC(ML17)

CAPTURE D'MATTE LASTING LIP COLOR



PINK PEPPER(ML18)

CAPTURE D'MATTE LASTING LIP COLOR

SAY CHEEEZ! CREAMY MATTE LIP COLOR

Desire the bold luscious lips? Our Say Cheeez! Creamy Matte Lipstick is here to provide you the right combination between bold and opulence. An advanced infusion of conditioning agents delivers a rich demi-matte luminous finish in just one glide. This moisture enriched formula creates a smooth three-dimensional color effect keeping the lips well hydrated all day long. The special technology of polymers with 'flex-form' complex.

Now, Say Cheeez! and get selfie-ready!

Enriched with:

Red Raspberry: Packed with powerful antioxidants, it adds hydration to the lips, prevents moisture loss and offers UV-protection.

Vitamin E: Known for its anti-aging properties, it generates new skin cells and makes them softer.

3D Creamy Matte Finish | Dermatologically Tested | Weightless | Long-Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives



Lanoline



CUTE CORAL(CL01)

SAY CHEEEZ! CREAMY MATTE LIP COLOR



PRINCESS PINK(CL02)

SAY CHEEEZ! CREAMY MATTE LIP COLOR



FRENCH FIRE(CL03)

SAY CHEEEZ! CREAMY MATTE LIP COLOR



ROMANTIC RED(CL04)

SAY CHEEEZ! CREAMY MATTE LIP COLOR



RED RASPBERRY(CL05)

SAY CHEEEZ! CREAMY MATTE LIP COLOR





POUT 'N' SHINE LIP TINT

Get a kiss-worthy pout anytime, anywhere with fun-flavored, tinted and luscious lippies! Drench your lips with these fun fruit-kissed lip tints that comes with the perfect combination of color and care. An amalgamation of two rich utterly butterly ingredients, a combination that makes the perfect pout. Special emollients keep the lips well hydrated, luscious and nourished all day long. The soothing agents additionally improve the natural tone of your lips with the ultra-volumizing effect.

Let the lip tint do the magic with that pout.

Flavored | Plumping Effect | Instantly Hydrates | Weightless | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



UV Filters



Talc



D5



ROSEHONEY(T1)

POUT 'N' SHINE LIP TINT

Rose Oil, Honey Extracts

Infused with Rose oil, it hydrates the lips.

The Honey extracts offers softening properties.



COCOVANILLA(T2)

POUT 'N' SHINE LIP TINT

Coconut Oil, Vanilla Extracts

Infused with Coconut oil, the tint adds moisture to your lips.

And the Vanilla extracts help smoothening the cracks.





MELONSUGAR(T3)

POUT 'N' SHINE LIP TINT

Watermelon Extracts, Sugar

Rich in Vitamin C, Watermelon extracts help promote cell regeneration. At the same time, Sugar acts as a natural exfoliator, rubbing off dead skin.



PEACHALMOND(T4)

POUT 'N' SHINE LIP TINT

Peach Extracts, Almond Oil

Packed with Peach extracts, this tint retains moisture, improving the texture of your lips. Also infused with Almond oil, it helps get rid of lip pigmentation.





BERRY MINT (T5)

POUT 'N' SHINE LIP TINT

Berry Extracts, Mint Oil

Packed with Berry extracts, this flavor protects the gentle skin on the lips from radical damage. The presence of Mint oil heals cracked lips.



ORANGECHOCO (T6)

POUT 'N' SHINE LIP TINT

Orange Extracts, Chocolate Flavor

Packed with Orange extracts, this tint helps in deep moisturization. The presence of Chocolate flavor repairs and conditions the lips.



STAY ON LIQUID MATTE LIP COLOR

Let's agree it with love, that matte liquid lipstick is the trend of the moment and are here to stay for long. SÉRY Stay-on Liquid Matte Lipstick feels weightless like feature and gives intense color with a matte impact in one stroke. This long-lasting liquid formula stay for 8 hours without flaking, smudging or drying out. If you wish to pick something for your everyday use which is easy-to use, handy and gives you a vibrant look then this is the right pick for you.

It's time to get your hands on liquid lip color.

Enriched with:

Vitamin E: Known for its anti-aging properties, it generates new skin cells and makes them softer, like never before.

Matte Finish | 12 hours Stay | One Stroke Application | Non- Transferable

Formulation is free from :





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

SÉRY

FACE

FIX 'N' CLICK FOUNDATION STICK

A flawless skin is on top of every woman's wishlist. Achieve this instantly with a perfect blend of our easily buildable Fix 'N' Click Foundation Stick. This creamy, self-setting foundation with long-lasting, buildable coverage glides effortlessly to give your skin a soft, velvety touch. The highly pigmented and weightless formula blends seamlessly into your skin, giving you the most natural-looking finish.

Your foundation will just glide on!

Enriched with:

Red Raspberry: It acts as a non-comedogenic moisturizer, keeping the skin cells young and hydrated.

White Clay: It works as a very mild exfoliant, gently removing dry skin cells to leave your skin clarified and glowing, instantly.

Self-Setting | Creamy Texture | Highly-Pigmented | Perfect For All Skin Types | Weightless | Long Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives



D5



IVORY (F1)

FIX 'N' CLICK
FOUNDATION STICK



NATURAL (F2)

FIX 'N' CLICK
FOUNDATION STICK



SAND (F3)

FIX 'N' CLICK
FOUNDATION STICK

FLASHLITE BLUSHER STICK

Set the ramp on fire within seconds. Add more charm to your cheeks with extra care, all day long. So blush, blossom and get ready for the flash! This multi-tasking creamy formula blends effortlessly to create a natural pop of color on your cheeks. The precious ultra-fine pigments and special soft focus powder present in it leaves a seductively natural, long lasting and silky-touch.

Perfect for instant pop touch-ups!

Enriched with:

Red Raspberry: It moisturizes the skin and adds immediate radiance

Creamy Texture | Ultra-Fine Pigments | Crease-Proof | Weightless | Long Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



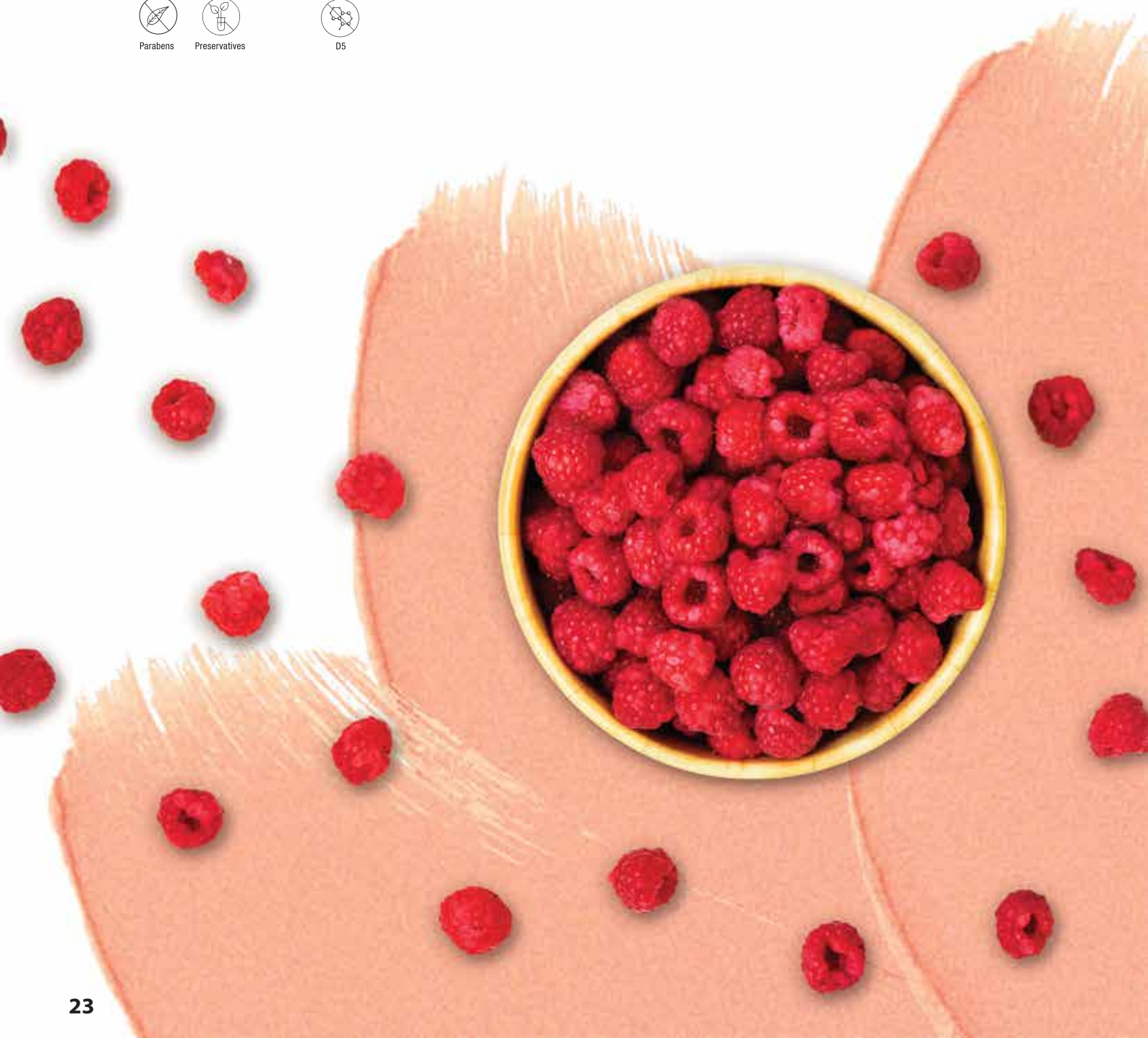
Parabens



Preservatives



D5





BUBBLE BUZZ(B1)
FLASHLITE BLUSHER STICK



PEONY PEARL(B2)
FLASHLITE BLUSHER STICK



CORAL CAT(B3)
FLASHLITE BLUSHER STICK

FLASHLITE HIGHLIGHTER STICK

Be the prism of the party and shine in the crowd with this gleaming beauty! This buildable, velvety formula imparts a natural-looking finish. This sheer, multi-tasking formula blends effortlessly to create shimmering accents and highlights on all skin tones. The precious ultra-fine pearls and soft focus powder leaves a seductively natural, long lasting and silky touch. It adds an iridescent glow on cheekbones, brow bones, the nasal bridge, or anywhere you want.

Layer it on for a dazzling highlight.

Enriched with:

Red Raspberry: It moisturizes the skin and adds immediate radiance

Ultra-Fine Pearls | Natural Radiance | Weightless | Long Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives



Mineral Oil

GLEAM GIRL(H1)
FLASHLITE HIGHLIGHTER STICK



HI-COVER SUPER COVERAGE CONCEALER

SÉRY

SÉRY Hi-Cover Coverage Concealer is a pristine beauty product in liquid form that locks up all the blemishes, pigments, and fine lines on the face, under eye and gives a long-lasting stay effect. This easy to carry, high coverage concealer is designed with a soft-matte finish which blend seamlessly with the desired results. The texture converts itself from cream to powder effect while being weightless on the skin.

Cover it like a pro!

Enriched with:

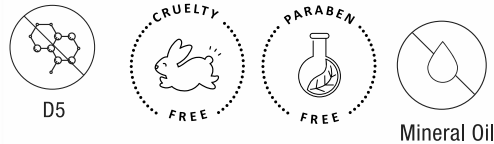
Jojoba: Jojoba adds that perfect hydration to your skin and provides an even skin tone.

Mimosa: Heals your skin and acts as Anti-oxidant, perfect for all skin types.

Sunflower: Gives your skin a smooth and a supple effect, just the way you want!

Matte Finish | One Stroke | High Coverage | Super Blendable

Formulation is free from :



FIX 'N' CLICK HD COMPACT & FINISHING POWDER

HD Compact:

This weightless, high definition compact is enriched with ultrafine, absorbing powders to blot away excess oil and is applied wet or dry for long lasting custom coverage. It blurs imperfections and enhances radiance making the skin flawless all day long.

Finishing Powder:

This is weightless, sheer finishing powder which minimizes the appearance of fine lines and pores and leaves skin with a photo-friendly, soft-focus finish. The special craft of spherical powders brightens the complexion and balances the skin's texture providing smooth and natural finish.

Enriched with:

Red Raspberry: It acts as a non-comedogenic moisturizer making the skin cells young and hydrated. Packed with powerful antioxidants, it enhances skin texture and offers UV-protection properties.

Cornstarch: It soaks the excessive oil from your skin and makes your make-up long lasting naturally. Its anti-inflammatory properties helps to soothe skin.

Weightless| Controls Oil| Long-Lasting| Conceal & Covers| On-The-Move| Portable| Cruelty Free

Formulation is free from :



Parabens



Preservatives



NATURAL(HDP2)

HD COMPACT
& FINISHING POWDER

SAND(HDP3)

HD COMPACT
& FINISHING POWDER

SÉRY

EYES

FOCUSEYE SHADOW STICK

Shift your focus to these dazzling eye crayons and get mesmerizing eyes on-the-go with our versatile shadow stick. Glide the twist-up stick eye shadow for a smudge-free, quick-blend, rich color coverage. The precious ultra-fine pearls offers light-catching and a soft sculpting effect. The auto-fixing chrono-technology delivers transforming texture, which is immediately blendable and stays on for a long time.

Make your eyes a canvas and play with our wide range of shades.

Enriched with:

Red Raspberry: Packed with powerful antioxidants, it moisturizes the skin, makes it supple and hydrated.

Ultra-Fine Pearls | Highly Pigmented | Smudge-Free | Weightless | Long-Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives

SÉRY



NIGHT(E1)

FOCUSEYE SHADOW STICK



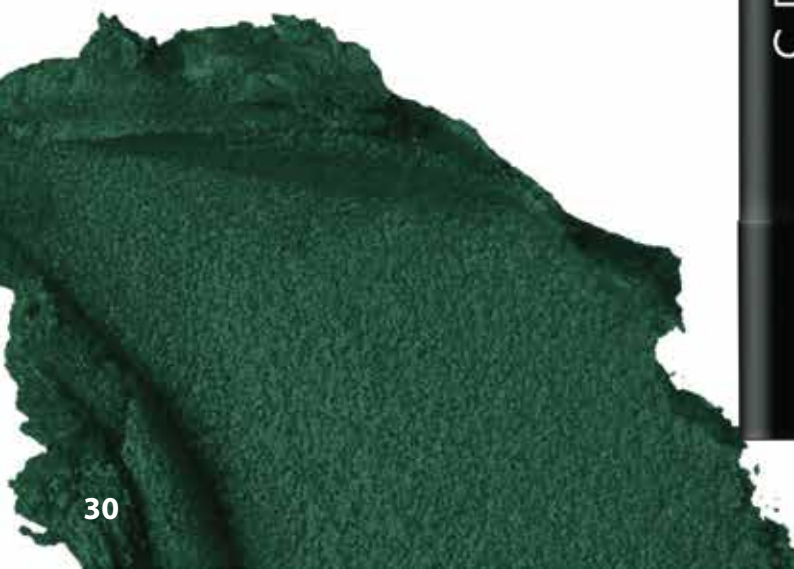
ELECTRIC(E2)

FOCUSEYE SHADOW STICK



JADE(E3)

FOCUSEYE SHADOW STICK



SÉRY



DENIM(E4)
FOCUSEYE SHADOW STICK



GLAZE(E5)
FOCUSEYE SHADOW STICK

SÉRY



MARINE(E6)
FOCUSEYE SHADOW STICK



SMOKEY(E7)
FOCUSEYE SHADOW STICK



FLASHEYE INTENSE KAJAL

Let your eyes do the talking with the multi-tasking kajal stick by creating different looks. It is packed with a 12-hour hold and delivers rich, dark color instantly. This one-stroke kajal glides smoothly to give intense black pigments and sets to a velvet-matte finish.

Kick-up the eye drama and make a bold statement!

Enriched with:

Castor Oil: It nourishes, conditions and protects the skin from any kind of inflammation.

Velvet-Matte Texture | Intense Black | Smudge-Proof | Weightless | Long-Lasting | On-The-Move | Portable | Cruelty Free

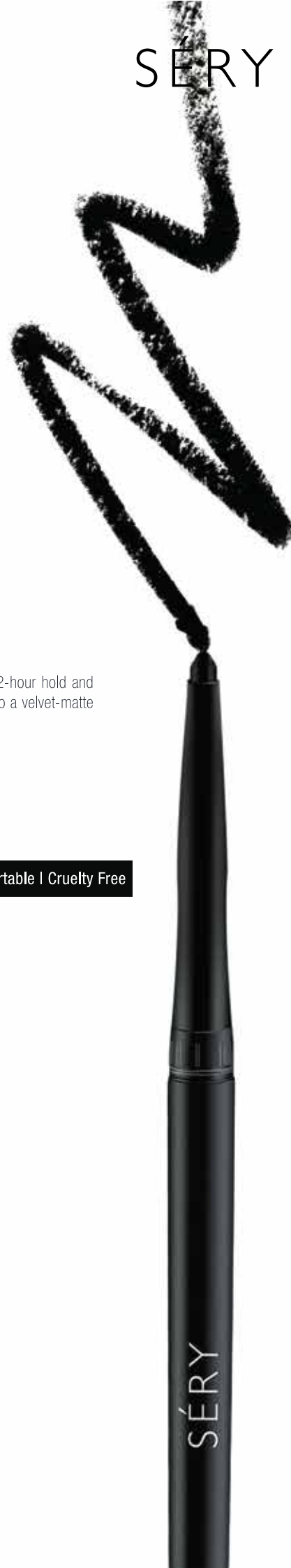
Formulation is free from :



Parabens



Preservatives



XPRESSLASH

VOLUMIZING MASCARA

Full eyelashes that speak volumes about your eyes is a timeless trend. Lashes, with each application look much deeper, wider and sexier. Its super flexible formula, both curls and lifts while giving an ultra-volumizing and lengthening effect to your lashes. Its stunning fiber brush is designed to define and amplify without any clumping. Flaunt luxurious, silky lashes that won't smudge, clump, or dry out. Get fabulous-lashes anytime, anywhere in just one coat.

Build it up for that extra oomph!

Enriched with:

Castor Oil: It nourishes, conditions and makes the lashes grow thicker and longer with each application.

Silky Texture | Ultra - Volumizing | Length & Curl | Weightless | Long-Lasting | On-The-Move | Portable | Cruelty Free

Formulation is free from :



Parabens



Preservatives



COLORFLIRT NAIL ENAMEL

Paint your nails with the color of flirt. SÉRY Color Flirt Nail Enamel is here to take care of nails with the colors that suits your busy lifestyle. This formulation is enriched with Avocado Oil and Vitamin E to nourish your nails while keeping them strong. SÉRY nail paint range seals nails for 6 days with a glossy shine that gives the ultimate finishing results. The chip-free and ultra-resistant formula offers unparalleled stability while settling easily and controlling yellowing of your nails. Our formulation has easy application with convenient drying time, apply two coats for intense payoff and long wear.

Let your nails have fun with colors!

Enriched with:

Vitamin E: helps in moisturizing nails and also support nail health by preventing cracked cuticles and dry skin around the nail bed.

Avocado Oil : It helps heal dry and brittle nails. It keeps your nail soft and help in reducing the breakage.

Stronger | Long Lasting | Glossy Nails | Cruelty Free

Formulation is free from :



Parabens



Preservatives





DREAMY PLUM AO-01
COLORFLIRT NAIL ENAMEL



CHERRY BERRY RED AO 02
COLORFLIRT NAIL ENAMEL



ORANGE PUNCH AO 03
COLORFLIRT NAIL ENAMEL



CRANBERRY CANDY AO 04
COLORFLIRT NAIL ENAMEL



FIRE ORANGE AO 05
COLORFLIRT NAIL ENAMEL



CORAL CRUSH AO 06
COLORFLIRT NAIL ENAMEL



FUSCHIA FLIRT AO 07
COLORFLIRT NAIL ENAMEL



PINK PLAY AO 08
COLORFLIRT NAIL ENAMEL



PETAL PINK AO 09
COLORFLIRT NAIL ENAMEL



RUSTIC CHARM AO 10
COLORFLIRT NAIL ENAMEL



GLAZING PINK AO 11
COLORFLIRT NAIL ENAMEL



PINK PANACHE AO 12
COLORFLIRT NAIL ENAMEL



POP PINK AO 13
COLORFLIRT NAIL ENAMEL



SOFT MARSHMELLO AO 14
COLORFLIRT NAIL ENAMEL



TRICKY PURPLE AO 15
COLORFLIRT NAIL ENAMEL



LAVENDER AO 16
COLORFLIRT NAIL ENAMEL



PRINCESS GRACE AO 17
COLORFLIRT NAIL ENAMEL



SOOTHING LILAC AO 18
COLORFLIRT NAIL ENAMEL



SEA BED AO 19
COLORFLIRT NAIL ENAMEL



SHADOW GREY AO 20
COLORFLIRT NAIL ENAMEL



WHITE BEAUTY AO 21
COLORFLIRT NAIL ENAMEL



CHARCOAL BLACK AO 22
COLORFLIRT NAIL ENAMEL



RUSTIC ORANGE AO 23
COLORFLIRT NAIL ENAMEL



CARAMEL BITE AO 24
COLORFLIRT NAIL ENAMEL



SOFT ALMOND AO 25
COLORFLIRT NAIL ENAMEL



CIDER SPICE AO 26
COLORFLIRT NAIL ENAMEL



COFFEE FOR ME AO 27
COLORFLIRT NAIL ENAMEL



ASH GREY AO 28
COLORFLIRT NAIL ENAMEL



STEAL TEAL AO 29
COLORFLIRT NAIL ENAMEL



HAWAIIAN BLUE AO 30
COLORFLIRT NAIL ENAMEL



OCEAN BLUE AO 31
COLORFLIRT NAIL ENAMEL



MINT AFFAIR AO 32
COLORFLIRT NAIL ENAMEL



SEAFOAM AO 33
COLORFLIRT NAIL ENAMEL



OLIVE THRILL AO 34
COLORFLIRT NAIL ENAMEL



MOVE-ON NAIL ENAMEL REMOVER

SÉRY Instant Move-On Nail Enamel Remover is an on-the-move and a mess-free product that makes your removing nail paint easier. Now you can enjoy frequent nail paint changes, making our nail grooming easier like never before. To take extra care of your nails with Sweet Almond Oil and Vitamin E. Hydrate and nourish your nails with this gentle enamel remover for effective results.

Enriched with:

Almond Oil: Nourishes your nails while protecting them nail peeling, cracking, dryness and breakage.

Vitamin E: Known for its nourishing properties, it generates new nail cells and makes them softer like never before.

Hydrate & Nourish Nails| Highly Effective| Mess Free| On-The-Move| Portable| Cruelty Free

Formulation is free from :



MELT UP MAKE-UP REMOVER WIPES

Cleanse your skin thoroughly while going to sleep every night. SÉRY Melt up Make-up Remover Wipes is travel friendly and is most convenient to use while you are running on a busy day schedule. These ultra-soft wipes melts away all traces of water-proof make-up like mascara, dirt and grime effectively. Non-woven, spun-lace fabric feels so light which doesn't stress or strip the natural moisture of the skin. The micellar water formula within the each wipe deeply cleans impurities, soothes and tones the skin at the same time. It protects you from all environmental factors such as dirt, dust & pollution and keeps the skin stress-free.

Pack your travel pouch and refresh your skin on the go!

Enriched With:

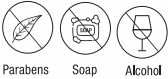
Red Raspberry: It has powerful nourishing properties and offers UV protection with anti-aging benefits.

Vitamin E: It hydrates tones and moisturizes skin efficiently. It also fights from environmental stress

Jojoba Extract: It helps in skin lightening and conditioning

Removes Make-Up | Maintains pH Balance | Refreshes Instantly | Travel-Friendly | On-The-Move | Portable | Cruelty Free

Formulation is free from :





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