

BYREDO



BYREDO MAKEUP

TEARS IN RAIN

WATERPROOF MASCARA



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Spring Seen Through the Eyes of Byredo

Byredo introduces the latest chapter in its iconoclastic makeup range: the debut of a range of freshly flushed, tinted Lip Balms, alongside diverse shades of its gloriously idiosyncratic Colour Sticks and new variants of eye products. From a waterproof iteration of the classic Mascara to a radiant chapter in the Eyeshadows 5 Colours series and a luminous brown Eyeliner, this is Spring seen through the eyes of Byredo.

Byredo Makeup is available at all Byredo stores, online at Byredo.com, and through select partners worldwide. Waterproof Mascara in Tears in Rain, Eyeliner in Practical Brown and Eyeshadow 5 Colours compact in Dysco will be launching April 1st, soon followed by Tinted Lip Balms on May 1st and new Colour Stick shades on June 1st.

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Waterproof Mascara in Tears in Rain

With its radically innovative formulation, Byredo's Waterproof Mascara combines 24-hour, smudge-proof definition with softening and moisturizing properties for the best of both worlds. Ultra-resistant to water, it is perfectly suited for gloriously hot, humid conditions—or, as the name suggests, crying in the rain.

Its short, precision silicone brush—the same found in the classic mascara—can be used to reach lashes individually, enhancing and sculpting with a buildable effect, or simply to apply Mascara quickly and easily.

The cleanest Waterproof Mascara on the market, it is 89% natural and 100% vegan. You can have any colour, so long as it's black.



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Eyeliner in Practical Brown

Presenting a new perspective on practicality: Byredo's luminous brown Eyeliner. Offering precise definition with a softly shimmering finish, this new shade can also be blended into expressive luminosity: simply wait until dry, and gently rub with either your finger or a brush to amplify its mother of pearl iridescence.

Smudge and transfer-proof with humidity resistance—and a completely vegan, 99.2% natural formulation—whether bold or fine, lines stay true for twelve hours.



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Eyeshadow 5 Colours in Dysco

Encased within a rippling golden shell is Byredo's new colour harmony, inspired by seventies summers and disco psychedelia. A tonal gradient of solar, earthen neutrals with a radiant finish—ranging from warm pearlescent beige to a copper shimmering brow—it pays homage to an eternally alluring period of elegant self-expression.

The five swipe-down, finger-width shades instinctively encourage hands-on application, with each densely pressed powder specifically formulated for purpose. Long lasting and soft to the touch, their creamy texture is gently buildable in accordance with personal preference: these are shadows rooted in self-expression, which can be layered or blended—with fingers or brushes—in endless variations.

Feather: A pearly peachy beige

Haze: A shimmering rose gold

Flare: A bold, glittering metallic gold

Velvet: A satiny soft bronze

Faux Fur: A warm matte brown with coppery shimmer



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The Colour Stick

A celebration of subjective beauty and self-expression, Byredo's Colour Sticks sit at the heart of the brand's liberated approach to makeup. Designed as a universal product to be worn across lips, cheeks or eyes, they reflect the complete embodiment of what founder Ben Gorham refers to as an "open system of beauty without intimidation." "Neither Ben or I wanted makeup that was too conformist or precious," continues Isamaya Ffrench. "I do not want to tell people how to wear cosmetics, but to inspire them."

Their new chapter presents dynamic, tonal variations of highly wearable colour designed to be worn alone, paired with other colour sticks or mixed with other products for infinite variations.

Solar Flare: A super shimmer, which can either be worn light on the skin for a radiant, dimensional effect, or layered into a golden graduation.

Dravite: A deep ember brown, made luminous by red glitter.

Coleoptera: A duochromatic blend of nineties neutral burgundy with transformative turquoise iridescence.



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The Tinted Lip Balm

A new evolution of Byredo's classic Lip Balm introduces a tint of colour to the ultra-moisturizing, 100% natural, vegan formulation. With three flushed, natural shades, a single gliding coat offers a veil of colour that can be layered for a more intensely pigmented, sheer finish. This is restorative radiance at its blendable, buildable best. Contained within a distinct curvilinear, anthracite metal case, the slim-line stick is sealed with a satisfying magnetic click.

Rosa: A blush of pink.

Argila: A fresh, flushed neutral.

Ocra: An earthen rouge.



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OCRA

TINTED LIP BALM