

L'ACTONE



MAKE UP CATALOG

OUR PROMISE

L'ACTONE WAS INSPIRED TO CREATE ITS MAKE-UP LINE AFTER YEARS OF EXPERIMENTING WITH THE BEST-OF-THE-BEST IN BEAUTY-AND STILL SEEING A VOID IN THE INDUSTRY FOR PRODUCTS THAT PERFORMED ACROSS ALL SKIN TYPES AND TONES. L'ACTONE FAMILY LAUNCHED A MAKEUP LINE "SO THAT PEOPLE EVERYWHERE WOULD BE INCLUDED," FOCUSING ON A WIDE RANGE OF TRADITIONALLY HARD-TO-MATCH SKIN TONES, CREATING FORMULAS THAT WORK FOR ALL SKIN TYPES, AND PINPOINTING UNIVERSAL SHADES. L'ACTONE BEAUTY PRODUCTS ARE DESIGNED TO FEEL LIGHTWEIGHT AND LOVE TO BE LAYERED. GET YOUR ESSENTIALS ALL IN ONE BY SHOPPING OUR SETS.



OUR R&D WORKS

Our company, which has given great importance to the studies of Research, Development and Innovation (R&D + I) since its establishment, uses the power of nature.

L'ACTONE cosmetics is based on the products that customers will feel good and enjoy.

Our aim is to become the most liked and preferred brand in the industry.



COMPANY OVERVIEW

L'ACTONE, a cosmetics category leader, celebrates authenticity, diversity and self-expression through makeup. Born in 1993, L'actone offers accessible, affordable, and inclusive makeup for everyone. Through the years, L'actone has partnered with a number of inspirational, barrier-breaking, and diverse women as the faces of the brand.

OUR PRODUCT



At L'ACTONE, we believe that everyone deserves to get that exclusive, fresh off the runway look – one that's made with the highest quality ingredients and industry practices, but at a fraction of the cost. Super pigmented and richly formulated, our versatile products are a rarity in the cosmetics industry because, unlike other brands, they can be used by makeup professionals and beauty beginners alike. From compact powders and on-the-go palettes to contour sticks, we carry a full consumer basket of 100+ products in almost every beauty category you can think of.

A photograph of three women of different ethnicities (Black, Asian, and White) smiling and embracing each other. They are wearing light-colored, possibly beige, dresses. The woman on the left has a large afro and pink eye makeup. The woman in the middle has dark hair pulled back and pink lip and eye makeup. The woman on the right has light brown hair and pink eye makeup, with a pink flower accessory near her eye. The background is a solid orange color.

INDEX

FACE

LIP

EYE



HI 01 HI 02 HI 03 HI 04 HI 05 HI 06 HI 07 HI 08

HIGHLIGHTER

13g / 0.43 fl. oz. net wt.

L'ACTONE Highlighter Thanks to its light structure and strong formula by integrating with the foundation in your skin, gives a natural and radiant appearance. This special illuminator is available in 8 special colors.

.....
Reveal the beauty of your skin with a natural glow in the tone you want.

Light reflecting pigments

All-day stay

Special formula that allows the skin to breathe



FACE



COMPACT POWDER

13g / 0.43 fl. oz. net wt.

L'ACTONE Compact Powder Thanks to its ultra fine particles, does not prevent the skin from breathing. Gives the skin a natural and matte appearance with its special formula and 4 color options.

Porcelain look, natural matte finish

All-day stay

Special formula that allows the skin to breathe



NV 01

NV 02

NV 03

NV 04



BRONZER

13g / 0.43 fl. oz. net wt.

L'ACTONE Bronzer Magical colors consisting of four different shades, gives a vibrant look while adding a flawless glow to your skin. Carefully prepared by experienced masters, our product is soft to your skin with the elegance minerals in its content. It gives warmth and shine.

Sweet bronze tones give a vibrant and healthy look.

Light reflecting pigments

All-day stay

Special formula that allows the skin to breathe

Both lipstick
and
blush



TX 01



TX 02



TX 03



TX 04





BLUSHER

13g / 0.43 fl. oz. net wt.

L'ACTONE Blusher Magical colors consisting of four different shades, gives a vibrant look while adding a flawless glow to your skin. Carefully prepared by experienced masters, our product is soft to your skin with the elegance minerals in its content. It gives warmth and shine.

It gives a lively and healthy appearance.

Light reflecting pigments

All-day stay

Special formula that allows the skin to breathe





E
VITAMIN

C
VITAMIN



SATIN TOUCH LONG LASTING FOUNDATION

50ml / 1.69 fl. oz. net wt.

L'ACTONE Satin Touch Long Lasting Foundation has ultra-light texture despite its high coverage, it eliminates all imperfections on the skin. Provides a natural looking smooth coverage on your skin. When applied, instantly gives the skin a fresh, healthy and evened appearance. Reveals the natural beauty of the skin Experience flawlessness all day thanks to its long-lasting formula.

Helps maintain the natural moisture balance of the skin.

It has an ultra fine texture.
Has moisturizing properties





CONTOUR STICK

8g / 0.27 fl. oz. net wt.

L'ACTONE Contour Stick has the easy-to-apply formula. It is perfectly absorbed into your skin and leaves a sharp appearance. Its moisturizing feature feels fresh all day long.

It also covers the imperfections while making the contours clear.

Easy-to-use formula

Quickly absorbing natural appearance

Sharp lines with clear contours



CO 01



CO 02



CO 03



CO 04

PERFECT
COVERAGE
IN RICH
SHADES



L'ACTONE





LIPSTICK MATTE

5g / 0.16 fl. oz. net wt.

L'ACTONE Lipstick Matte gives intense color with its creamy structure. Matte lipstick lasts for up to 8 hours. Easy to apply thanks to its soft structure. While providing coverage, it does not dry the lips. Does not peel off and does not smear.

Contains vitamin E to nourish lips.

Creamy formula
Does not dry out



WA 101



WA 102



WA 103



WA 104



WA 105



WA 106



WA 107



WA 108



AZ 101



AZ 102



AZ 103



AZ 104



AZ 105



AZ 106



AZ 107



AZ 108



LIPSTICK SHINE

5g / 0.16 fl. oz. net wt.

L'ACTONE Lipstick Shine thanks to its unique formula, gives your lips Three-dimensional color. Pigments give your lips a plump look and makes it clear. Its light texture provides a smooth application. Intense color pigments and eye-catching gloss effect lipst adds an attractive atmosphere by making your images clear.

Full lips with intense color pigments.

Easy-to-use formula
Plumping effect





LIQUID LIPSTICK MATTE

4.5g / 0.15 fl. oz. net wt.

L'ACTONE Lipstick Matte does not dry your lips, with densely pigmented and striking formula gives a velvety-looking finish.

Velvety texture that is easy to apply.

Easy-to-use formula

It does not accumulate on the edges

It does not feel sticky



NY 101



NY 102



NY 103



NY 104



NY 105



NY 106



NY 107



NY 108



NY 109



NY 110



NY 111



NY 112





EYE



DIPLINER

7g / 0.23 fl. oz. net wt.

L'ACTONE Dipliner Quick-drying formula and fine-tipped special applicator Get sharp, fine and flawless lines in a matter of seconds.

.....
For deep and sexy looks.
.....

Fast drying
Sharp eyes





AL 02



AL 01



AL 03



EYE BROW PALETTE

6g / 0.20 fl. oz. net wt.

L'ACTONE Eyebrow Palette balances imperfect eyebrows. It can modify the contours of the face and also help fill sparse areas or scars. Our tri-color eyebrow powder is waterproof and sweat-proof, can keep you beautiful all day long.

Natural, pronounced and deep looks.

Easy-to-use formula
Natural appearance
Impressive glance





L'ACTONE
PROFESSIONAL

LIQUID
LIPSTICK
SHINY





18 EYESHADOW PALETTE

36g net wt.

L'ACTONE Eyeshadow Palette is a candidate to be your favorite product in your collection with both shimmery and matte 18 colors.

You will have magnificent looks with 18 different shades.

Special colors with high pigmentation.

Velvety texture with easy dispersion.

Non-dusting formula.

18 color



- Glistening**
(iridescent gold with a hint of pink reflect)
- Sultry**
(a hybrid satin metallic finish warm chocolate brown)
- Tempera**
(ultra-matte velvety beige)
- Chocolate**
(gilded deep espresso)
- True Copper**
(warm copper)
- Mulberry**
(ultra-matte mulberry)
- Suntan**
(warm medium brown)
- High Degree**
(red copper)
- Noir**
(ultra-matte deep carbon black)
- Orange Soda**
(ultra-matte pastel peach)
- Beach**
(warm nude)
- Carnelian**
(burnt light orange creamy-metallic)
- Alloy**
(vibrant bronze with golden reflect)
- Azalea**
(pink copper duo-chrome)
- Magma**
(medium dark umber)
- Phlox**
(burnt warm crimson metallic)
- Day Spring**
(nude bronze metallic)
- Outer Eye Lid**
(medium warm grey brown)

Glistening



Sultry



Tempera



Chocolate



True Copper



Mulberry



Suntan



High Degree



Noir



Orange Soda



Beach



Carnelian



Alloy



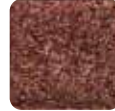
Azalea



Magma



Phlox



Day Spring



Outer Eye Lid





EYESHADOW

3g / 0.1 fl. oz. net wt.

L'ACTONE Single Eyeshadow For both matte and special occasions promising an exciting eye make-up experience with its sparkling tones. For deep and sexy looks.

For deep and sexy looks.

Special colors with high pigmentation.

Velvety texture with easy dispersion.

Non-dusting formula.



MT 01



MT 02



MT 03



MT 04



MT 05



MT 06



MT 07



MT 08



MT 09



MT 10



MT 11



MT 12



MT 13



MT 14



MT 15



MT 16



MT 17



MT 18





VOLUME LASHES MASCARA

10g / 0.33 fl. oz. net wt.

L'ACTONE Volume Lashes Mascara defines and separates lashes while achieving a bold look.

DRAMATIC VOLUME: the conic shape fiber brush delivers dramatic volume and sculpted length WITHOUT clumps or globs.

That enhances volume, extends length, creates curl and stays put.

Lasts all day: go about your day free from flaking & fading!
This mascara does not flake, fade, or wear, making it a perfect all-day, long lasting mascara.





L'ACTONE
VOLUME LASHES MASCARA
WATER PROOF



MASCARA NEW SERIES

MASCARA SERIES

8 ml / 0,1 oz. net wt.

Extra Length & Volume Effect Black Mascara

-With its intense volumizing formula and special brush, it gives your eyelashes extra length, fullness and volume.

Luxury Intense Volume Mascara with Volume Effect

-It gives extra fullness and volume to your eyelashes with its intense volumizing formula and special brush.

Lash Curler Poisonous Arrow Curl Mascara

-With its rich formula and special brush, it carefully separates, curls and lengthens all your eyelashes.

Waterproof Volumizing Black Mascara - Naughty Water Proof Mascara

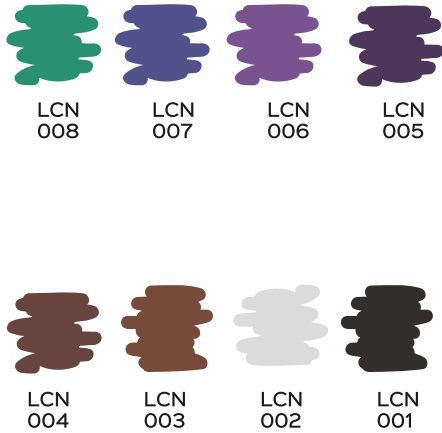
-With its water-resistant formula, it preserves the beauty of your eyelashes in the rain in the winter and in the humid and hot weather in the summer, while ensuring that they do not contaminate and flow.

Voluminous Waterproof Black Mascara I Volume Lashes Water Proof

A non-living formula that is resistant to clumping and smudges all day long with its curved brush that separates and defines the lashes one by one.







EYE PENCIL

4,2 gr. net wt.

L'ACTONE Eye Pencil With its rich content, odorless eyeliner is enriched with a special emollient essence. It offers a perfect look for a comfortable use throughout the day.

Deep Gaze.

It has an ultra fine texture.
Has moisturizing properties



EYE BROW PENCIL

4,2 gr. net wt.

L'ACTONE Eye Brow Pencil Softness over your brows for a buildable and long-lasting make-up. The result: powerful looks and reshaped eyebrows.

.....
Powerful looks and reshaped eyebrows...

Expandable color

It does not flow and does not smear.



LIP PENCIL

12 gr. net wt.

L'ACTONE Lip Pencil Lactone Beauty lip liner provided enriched color and ultra-end looks with a matte finish. With its velvety formula, it gives a long-lasting appearance and permanent color.

Ideal for filling in lips, contouring.

Velvet formula

Matte finish





LIP PLUMPER REPULPANT À LÈVRES

How to use: Apply Lip Plumper with the included brush to your lips. Can be used before lipstick to make lips fuller. Provides fullness and opacity when applied after lipstick. Apply a maximum of four times a day.

Mode d'emploi : Appliquez Lip Plumper avec le pinceau inclus sur vos lèvres. Peut être utilisé avant le rouge à lèvres pour rendre les lèvres plus pulpeuses. Fournit plénitude et opacité lorsqu'il est appliqué après le rouge à lèvres. Appliquer au maximum quatre fois par jour.





NAIL



Pure Color NAIL LACQUER

12 ml / 0.405 fl. oz. net wt.

L'ACTONE Pure Color Nail Lacquer; great appearance, long-term use, long-lasting design with presentation!
It offers a rich color series consisting of 20 different colors.

20, ultra-pigmented custom color.

Long time
Special formula with shine protection

FACE

MAKE UP REMOVER / Rose

100ml / 0.23 fl. oz. net wt.
500ml / 0.23 fl. oz. net wt.

L'ACTONE Two Phase Make up Remover / Micellar water does not irritate your skin thanks to gentle formula.

Rose extract

**For Waterproof makeup
Purifying and refreshing
features.**

It does not contain Alcohol,
Paraben, Perfume,
sulphate and phthalate.

MAKE UP REMOVER / Camomile

100ml / 0.23 fl. oz. net wt.
500ml / 0.23 fl. oz. net wt.

L'ACTONE Two Phase Make up Remover / Micellar water does not irritate your skin thanks to gentle formula.

Camomile extract

**For Waterproof makeup
Purifying and refreshing
features.**

It does not contain Alcohol,
Paraben, Perfume,
sulphate and phthalate.

MAKE UP REMOVER / Aloe Vera

100ml / 0.23 fl. oz. net wt.
500ml / 0.23 fl. oz. net wt.

L'ACTONE Two Phase Make up Remover / Micellar water does not irritate your skin thanks to gentle formula.

Aloe Vera extract

**For Waterproof makeup
Purifying and refreshing
features.**

It does not contain Alcohol,
Paraben, Perfume,
sulphate and phthalate.





NAIL

NAIL POLISH REMOVER

ASETON

100ml / 3.38fl. oz. net wt.

- Acetone cleans your nails from nail polishes with its nourishing and moisturizing effect.
- It easily purifies your dark colored nail polishes without leaving any residue.
- It will not damage your nails when removing nail polishes.
- It provides the moisture and care your nails need.
- It also gives a fresh feeling to your hands with its floral scent.
- It does not make yellowing on your nails.



L'ACTONE
PROFESSIONAL
make up

ASETON
NAIL POLISH
REMOVER
Papatya

3 NEW
FORMULA

Ekstra Besleyici Formül
Parfümlü
With Stronger Formula
in a short time.
It does not hurt
more perfect
clear.

100 ml e





MAKE UP BASE NEW NEW BASE

30ml / 1.0 oz. net wt.

-Make-up Base Make-up Fixer Protects your skin for up to 24 hours with its non-weighting and moisturizing effect.

-With Makeup Base, you can both smoothen your skin and achieve a perfect luminous look before makeup. It provides a professional look on your make-up and skin with its pore tightening effect.





MAKE UP CATALOG

L'ACTONE

ALLONE IS A L'ACTONE HOLDING COMPANY

Bir L'ACTONE Holding Kuruluşudur.

ALLONE BEAUTY CARE / USA

www.lactone.com