



BROWS · TINTED SHAPING POMADE · 2 SHADES

GBM Eyebrow Gel

Shape, fill and define — sculpted brows that hold all day.

The brow frames the face — and GBM Eyebrow Gel gives it definition that lasts. A creamy, pigment-rich pomade that fills sparse areas, shapes a clean arch and grips every hair in place. It glides on smooth, sets waterproof, and stays put from morning to night. One small jar, and the brows are sculpted, full and flawless.

— THE GBM CREATIVE TEAM

WHAT IT IS

01 THE POMADE

CREAMY, PIGMENT-RICH GEL

A smooth, buildable cream pomade that picks up cleanly on an angled brush — highly pigmented, blendable, and never patchy.

02 THE HOLD

WATERPROOF, ALL-DAY WEAR

A long-wear formula that sets within seconds and locks brows in place — smudge-proof, sweat-proof and transfer-resistant.

03 THE FINISH

NATURAL, DEFINED SHAPE

A soft-matte, true-to-hair finish that mimics real brow hairs — full and defined, never flat or drawn-on.

THE FRAME OF THE FACE

2

EDITORIAL SHADES
Soft Taupe · Rich Brunette

12H

WATERPROOF WEAR
smudge-proof · sweat-proof

1

ANGLED BRUSH
fills, shapes & defines

CREAM POMADE · 2 SHADES · WATERPROOF · SOFT-MATTE FINISH · CRUELTY-FREE

Nothing shapes a face like a well-defined brow. GBM Eyebrow Gel is the single step that takes brows from bare to beautifully sculpted — a professional cream pomade that fills, shapes and sets in one. It is the small jar that quietly transforms the whole look.

Presented in a heavyweight glass jar topped with a rose-gold lid and the engraved GBM emblem, the formula inside is whipped to a creamy, pigment-saturated pomade. It lifts effortlessly onto an angled brush and lays down precise, hair-like strokes — filling gaps, defining the arch and brushing every hair into a clean, lasting shape.

Once set, it does not move. Waterproof and transfer-resistant, the colour stays true and the shape stays sharp through heat, humidity and the longest days — removable only with a proper cleanser. Sculpted brows, from the first coffee to the last goodbye.

*“The brows are the frame.
This is how she sets them.”*

THE FORMULA IN DETAIL

01 THE CREAM POMADE

PIGMENT-RICH · BUILDABLE · BLENDABLE

A creamy, highly pigmented pomade whipped to a smooth, pliable texture. It picks up cleanly on an angled brush and lays down crisp, hair-like strokes — sheer for a soft fill, layered for a bold, defined arch. No patchiness, no hard lines, no fading colour.

02 THE WATERPROOF HOLD

LONG-WEAR · SMUDGE & SWEAT-PROOF

A fast-setting formula that locks brows in place within seconds. Once set, the colour and shape resist water, sweat, humidity and transfer — holding every hair sculpted through the longest day, and lifting away cleanly only with a gentle cleanser.

03 THE ROSE-GOLD JAR

HEAVYWEIGHT GLASS · ENGRAVED EMBLEM

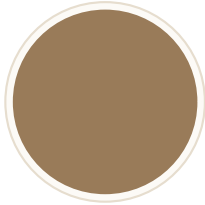
Housed in a compact, heavyweight glass jar sealed with a polished rose-gold lid and the engraved GBM emblem. Slim enough for any makeup bag, refined enough for the vanity — a small jewel of a brow tool.

WHY YOU'LL LOVE IT

- **Sculpted definition**
Fills, shapes and defines in one step.
- **Rich, true pigment**
Builds from a soft fill to a bold arch.
- **Two flattering shades**
Soft Taupe and Rich Brunette for every brow.
- **Waterproof wear**
Holds brows set through the longest days.
- **Hair-like finish**
A natural, soft-matte, never drawn-on look.
- **Precise & buildable**
Easy control with any angled brow brush.

THE TWO SHADES

Two tones, two brows. Choose her match — or blend the pair.



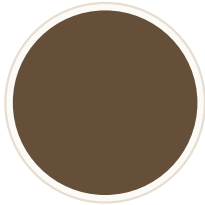
SHADE 02

#997B59

Soft Taupe

For light to medium brows.

A warm, ashy taupe that fills sparse brows with a soft, natural-looking shape — the everyday flatterer.



SHADE 04

#654F38

Rich Brunette

For medium to deep brows.

A deep, cool-toned brown that builds defined, sculpted brows with rich, true-to-hair colour and a bold finish.

HOW SHE WEARS IT

1

BRUSH

Brush brow hairs upward and into shape with a spoolie.

3

OUTLINE

Define the lower edge and tail with short, hair-like strokes.

5

BLEND

Soften with the spoolie so colour melts into the natural brow.

2

DIP

Tap an angled brush lightly into the pomade — a little goes far.

4

FILL

Fill sparse areas with feather-light strokes following hair growth.

6

SET

Let it set for a few seconds — the formula locks waterproof.

PRO TIPS + TRICKS

Insider knowledge from the GBM Creative Team.

- 01** Less product, more strokes — build colour gradually for the most natural brow.
- 02** Always follow the direction of hair growth so strokes read like real hairs.
- 03** Keep the tail sharp and the front soft for a balanced, modern brow shape.
- 04** Blend Soft Taupe and Rich Brunette to create a custom in-between tone.
- 05** Wipe the angled brush before dipping again to keep strokes crisp.
- 06** Seal the lid tightly — air dries out cream pomades over time.

PRODUCT DETAILS

PRODUCT NAME	GBM Eyebrow Gel — Waterproof Brow Pomade
CATEGORY	Brows · Tinted shaping pomade
SHADES	02 Soft Taupe · 04 Rich Brunette
TEXTURE	Creamy, pigment-rich cream pomade
APPLICATOR	Apply with an angled brow brush (sold separately)
FINISH	Soft-matte, natural, hair-like definition
WEAR	Waterproof · smudge-proof · long-wear hold
USE	Fills, shapes, defines and sets the brows
SKIN TYPES	Suitable for all · ophthalmologically mindful
ATTRIBUTES	Cruelty-free · fragrance-free · buildable

THE GBM PROMISE

At GBM Beauty, we believe true beauty lies in the smallest details — the precision of a single brow stroke, the quiet strength of a shape that holds, the way a defined brow lifts the entire face. Eyebrow Gel is that detail, made simple: sculpted, set, and made to last all day.

TRUE BEAUTY LIES IN THE SMALLEST DETAILS