

# GBM

BEAUTY · COSMETICS · ALGERIA

THE ART OF DEFINITION

## Eyeliner Gel

Precision, Pigment, Perfection. In a Single Stroke.

*She doesn't speak in words. She speaks with a single line.  
One stroke. One statement. One unforgettable woman.*

— THE GBM CREATIVE TEAM

**INTENSE PIGMENT · CREAMY GEL FORMULA · 24-HOUR WEAR · WATERPROOF ·  
SMUDGE-PROOF**

The line that changes everything. Meet the GBM Eyeliner Gel — a high-performance, creamy gel formula that delivers the precision of a liquid liner with the smooth, buttery glide of a luxury cream. Engineered for the woman who knows that the eye is the first language she speaks — and the line is how she writes it.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this richly pigmented gel formula is designed to lay down a deep, true color in a single stroke. The creamy, ultra-blendable texture glides effortlessly across the lid — sculpting the most delicate inner-corner line, the boldest cat-eye wing, or the most defined tightline with equal precision and ease. No skipping. No tugging. No compromise.

Engineered with our long-wear, waterproof technology, GBM Eyeliner Gel sets to a smooth, transfer-resistant matte finish that locks in place for a full 24 hours. From morning meetings to late-night celebrations, through humidity, tears of joy, and

everything in between, the line stays exactly where you placed it — sharp, defined, and undeniably bold.

Versatile beyond its category, this gel formula adapts effortlessly to every look. Apply it with a fine brush for a precise, graphic line. Smudge it out with a smudger brush for a sultry, smoky effect. Tightline along the upper lash line for instant lash density. Or layer it as a base beneath powder shadows for an editorial smokey eye that never quits. Because at GBM, we don't make eyeliner — we craft the line that defines a woman.

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## **WHY YOU'LL LOVE IT**

- Creamy gel formula. Glides across the lid with the smoothness of a luxury cream and the precision of a liquid liner — no skipping, no dragging, no compromise.
  - Intense, true pigment. A single stroke delivers deep, saturated color that needs no second pass. Buildable for those who crave even more drama.
  - 24-hour wear, waterproof formula. Engineered to stay flawless from sunrise to long after midnight, withstanding humidity, sweat, tears, and the longest of days.
  - Smudge-proof and transfer-resistant. Sets to a smooth matte finish that refuses to budge, fade, or migrate throughout the day.
  - Multi-technique versatility. Sculpt sharp graphic lines, smudge into sultry smoke, tightline with precision, or layer beneath shadow as a long-wear base. One product. Infinite looks.
  - Suitable for the waterline. Safe and gentle enough for tightline and inner-rim application, where most formulas fail.
  - Dermatologically tested. Safe for sensitive eyes and contact lens wearers — formulated with care, tested with rigor.
  - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals, always crafted with precision.
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## **AVAILABLE IN A CURATED SHADE COLLECTION**

GBM Eyeliner Gel is offered in a meticulously edited collection of shades — engineered to flatter every skin tone, every eye color, and every occasion. From the deepest, truest black to softer, more wearable variations designed for everyday definition. Discover the full range and select your signature shade directly below.

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## HOW SHE WEARS IT

- Prepare. Begin with a clean, primed eyelid. The formula adheres best to oil-free skin for maximum longevity.
- Pick up product. Gently press a fine-tipped or angled brush into the gel and work the bristles to load them evenly. A little goes a long way.
- Define. Hold the eye gently open and start at the inner corner. Draw a thin line as close to the lash line as possible, building thickness gradually toward the outer corner.
- Wing. For a cat-eye, extend the line outward and upward at the outer corner. Follow the natural angle from your lower lash line toward the brow tail.
- Smudge (optional). While the formula is still slightly fresh, soften the edges with a smudger brush for a sultry, smoky finish.
- Allow to set. Wait 15 to 20 seconds for the formula to fully set before opening the eye fully or applying mascara on the upper lashes.

*To remove, apply a creamy eye-makeup remover or micellar water to a cotton pad and hold gently against closed eyes for 10 seconds. The gel will glide away effortlessly, leaving the delicate eye area undisturbed.*

**EYES — TO :**

## PRO TIPS + TRICKS

### THE TAPE TRICK

For a flawless, symmetrical wing, place a small piece of tape diagonally from the outer corner of your eye toward your temple. Draw along the edge of the tape for a crisp, perfect wing every single time.

### THE DOT METHOD

Beginner-proof and always perfect. Create small dots along your lash line first, then connect them with one smooth, continuous stroke. The result is a line that looks freehand but feels foolproof.

### THE TIGHTLINE

Apply gel along the upper waterline (between the upper lashes) for instant, subtle lash density. The eyes look fuller, more awake, and more defined without the look of obvious eyeliner.

### THE SMOKY EFFECT

While the gel is still slightly fresh, smudge along the lower lash line with a small angled brush for an effortlessly sultry, smoky look. The longer you wait, the more the formula sets in place.

#### **THE LASH LINE BASE**

Layer a thin line of gel along the upper lash line as a base before applying powder eyeshadow. The pigment intensifies dramatically, and color stays put for hours longer than usual.

### **THE GBM PROMISE**

Every product that bears the GBM name is born from one philosophy: that true beauty lives in the smallest details. From the silkiness of the gel formula to the precision of the pigment dispersion, from the architecture of the jar to the polish of the rose-gold lid, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. We don't make eyeliner — we craft the line that frames every unforgettable face.