

# GBM

BEAUTY · COSMETICS · ALGERIA

THE LINE THAT DEFINES HER

## Liquid Eyeliner

Precision. Pigment. The Perfect Wing in a Single Stroke.

*A flick of the wrist, and the room changes. One line drawn with intention, and she becomes the woman who walks in already knowing she belongs.*

— THE GBM CREATIVE TEAM

**ULTRA-FINE PRECISION TIP · INTENSE PIGMENT · 24-HOUR WEAR · WATERPROOF · QUICK-DRYING MATTE FINISH**

The line that changes everything. Meet the GBM Liquid Eyeliner — a precision-engineered, high-pigment liquid formula that delivers the sharpest, most defined line of your life. From the most delicate inner-corner stroke to the boldest dramatic wing, this is the eyeliner that puts the artistry of a professional makeup studio directly into your hands.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, the ultra-fine flexible felt-tip applicator is engineered to glide across the lid in one continuous, confident stroke — never skipping, never tugging, never losing precision. The deeply pigmented black formula delivers a true, intense color in a single pass, with a saturation level usually reserved for editorial sets and runway backstages.

Engineered with our proprietary long-wear waterproof technology, GBM Liquid Eyeliner stays flawless from morning meetings to late-night celebrations — through

humidity, tears of joy, and everything in between. It dries quickly to a smooth matte finish that resists smudging, transferring, and fading throughout the day, ensuring the line you draw at sunrise is the line you still wear at midnight.

Housed in a sleek, sculpted rose-gold metallic case that feels weighted and luxurious in the hand, this is more than a makeup tool — it is a statement piece on every vanity. Because at GBM, every detail matters. From the formulation to the finish, from the applicator to the architecture of the case, we craft beauty that you can see, feel, and trust.

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

- Ultra-fine flexible felt-tip applicator. Engineered for precision from hairline-thin lines to bold, dramatic wings. Mimics the natural lash line for an ultra-precise definition.
  - Intense, true pigment. A single stroke delivers deep, saturated color that needs no second pass. The kind of pigment that photographs like ink and reads like luxury.
  - 24-hour waterproof wear. Engineered to endure humidity, sweat, tears, and the longest of days without smudging, fading, or transferring.
  - Quick-drying matte finish. Sets within seconds to a smooth, transfer-resistant matte finish. No sticky residue, no shine, no second-guessing.
  - Smudge-proof, transfer-proof, fade-proof. Locks in place from the moment it sets and refuses to budge until you decide to take it off.
  - Multi-style versatility. Sculpts everything from a delicate everyday line to the most dramatic cat-eye wing. One product. Infinite possibilities.
  - Dermatologically tested. Safe for sensitive eyes and contact lens wearers — formulated with care, tested with rigor.
  - Luxurious rose-gold case. Sleek, weighted, and refined — engineered to be a statement piece on any vanity.
  - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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## **AVAILABLE IN A CURATED SHADE COLLECTION**

GBM Liquid Eyeliner is offered in a meticulously edited collection of shades — from the deepest, truest black to softer, more wearable variations engineered to flatter every eye color and elevate every occasion. 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 shake the bottle, remove the applicator, and wipe excess product on the rim of the bottle for a clean, controlled tip.
- 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 it. For a cat-eye, extend the line outward and upward at the outer corner, following the natural angle from your lower lash line toward the brow tail.
- Allow to set. Wait 10 to 15 seconds for the formula to dry completely before opening the eye fully or applying mascara.
- Layer for drama. Once fully set, the formula can be layered for additional thickness and depth without smudging the original line.

*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 formula will release effortlessly, leaving the delicate eye area undisturbed.*

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**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 WING ANGLE

For the most flattering wing for your eye shape, imagine a line extending from your lower lash line toward your eyebrow tail. Follow that exact angle for a wing that lifts and elongates the eye.

### THE CARD GUIDE

Hold a small business card or makeup spatula at the corner of the eye for an instant ruler. Draw your wing along the edge for a sharp, professional finish — no shaky hands, no second-guessing.

#### **FIX MISTAKES**

Dip a cotton swab in micellar water and gently clean any uneven edges. Reapply liner over the cleaned area for a crisp, polished finish.

## **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 formula to the precision of the applicator tip, from the architecture of the case to the polish of the rose-gold finish, 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.