

GBM

BEAUTY · COSMETICS · ALGERIA

THE MAKEUP ARTIST'S SECRET WEAPON

Duraline

The Multi-Use Mixing Medium. Pro-Backstage Essential.

Behind every editorial campaign, every runway look, every flawless finish — there is a secret. A single drop that transforms ordinary into extraordinary.

— THE GBM CREATIVE TEAM

MULTI-USE FORMULA · POWDER-TO-LIQUID · PIGMENT INTENSIFIER · LONG-WEAR · QUICK-DRYING

The professional secret, finally in your hands. Meet GBM Duraline — a revolutionary, lightweight clear liquid formula that has been a backstage essential for makeup artists for decades. With a single drop, transform any powder product into a long-wear liquid, intensify pigments to runway-ready saturation, and unlock a universe of creative possibilities.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this multi-use mixing medium is the most versatile product in any makeup arsenal. Mix it with eyeshadow to create custom liquid liners. Combine it with loose pigments for breathtaking metallic finishes. Reactivate dried-out mascaras, gel liners, and cream products to extend their life. The applications are limited only by your imagination.

Engineered with a fast-drying, transfer-resistant formula, Duraline locks products in place from the moment it sets — delivering long-wear, smudge-proof performance

that lasts from morning meetings to late-night celebrations. The ultra-fine, weightless texture leaves zero residue, zero stickiness, and zero compromise. Just pure, professional-grade results from a single drop.

Housed in a sleek, weighted glass bottle with a rose-gold pump and a precision glass dropper that allows you to measure each drop with surgical accuracy. Because at GBM, we believe every woman deserves access to the same tools that create the looks she sees on red carpets and editorial covers — and Duraline is where her transformation begins.

WHY YOU'LL LOVE IT

- Powder-to-liquid magic. Transform any powder eyeshadow, pigment, or blush into a vibrant, long-wear liquid in seconds. The professional's most guarded secret, now in your hands.
 - Pigment intensifier. Mix with any eyeshadow or pigment to dramatically amplify color payoff and create a foiled, metallic, almost-wet finish that catches every flicker of light.
 - Reactivate and extend. Bring dried-out mascaras, gel liners, and cream products back to life. A few drops restore them to their original consistency — and save you money.
 - Long-wear, transfer-resistant. Sets quickly to a smooth, budge-proof finish that lasts for hours. Your custom creations stay flawless from sunrise to long after midnight.
 - Weightless, residue-free. The ultra-fine formula feels invisible on the skin — no stickiness, no heaviness, no compromise.
 - Universal compatibility. Works seamlessly with any powder or pigment product. Mix it with brands you already love or with the entire GBM range.
 - Precision glass dropper. The glass dropper allows for exact, measured application — one drop at a time, for absolute control over your creative process.
 - Pro-grade quality. The same caliber of formula trusted by professional makeup artists, now accessible to every woman who refuses to settle for ordinary.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals, always crafted with precision.
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MULTI-USE APPLICATIONS

GBM Duraline is the most versatile product in any makeup collection. A few drops, and ordinary becomes extraordinary. Here is what she can create:

- Custom liquid eyeliner. Mix with any eyeshadow shade to create a long-wear liquid liner in any color you can imagine.
 - High-impact metallic shadow. Combine with loose pigments or pressed shadows for a foiled, high-shine, almost-wet finish.
 - Reactivate dried products. Bring mascaras, gel liners, and cream products back to original consistency with just a few drops.
 - Custom lip color. Mix with any lipstick or pigment to create a long-wear, transfer-resistant liquid lip color.
 - Brow gel transformer. Mix with brow powder to create a long-wear tinted brow gel in any shade.
 - Body art and editorial looks. Mix with pigments or shadows to create long-wear body art for performance, photography, or special occasions.
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HOW SHE USES IT

- Choose your medium. Select any powder eyeshadow, pigment, blush, or cream product you wish to transform.
- Dispense one drop. Using the glass dropper, place a single drop of Duraline onto the back of your hand or directly onto a clean palette.
- Mix. Pick up a small amount of powder or pigment with a flat brush and blend it into the Duraline drop until it reaches a smooth, liquid consistency.
- Apply. Use a precision brush to apply the custom mixture to the lid, lash line, lips, or wherever you want a long-wear, intensified finish.
- Allow to set. Wait 10 to 15 seconds for the formula to dry completely. Once set, the color is locked in place for hours.
- Reactivate dried products. Add 2 to 3 drops directly into the tube of a dried mascara or gel liner. Close, shake gently, and let it sit for 5 minutes before use.

A little goes a long way. Start with one drop and add more only as needed. Always close the bottle tightly after each use to preserve the formula's freshness.

PRO ARTIST – TO :

PRO TIPS + TRICKS

THE FOILED EYE

Mix one drop of Duraline with a metallic eyeshadow on the back of your hand. Apply with a flat synthetic brush by patting (not sweeping) onto the lid. The result is a high-shine, foiled finish that rivals professional liquid metallics.

THE CUSTOM LINER

Mix one drop of Duraline with a deeply pigmented eyeshadow. Apply along the lash line with a fine angled brush for a custom-color liquid liner that lasts all day. Create any shade. Match any look.

THE PIGMENT BOOST

When a powder shadow looks lackluster, mix a single drop of Duraline with the powder before applying. The pigment intensifies dramatically and the color stays put for hours longer than usual.

THE PRODUCT REVIVAL

Have a favorite mascara that is drying out? Add 2 to 3 drops of Duraline directly into the tube. Close, shake gently, and the formula returns to its original consistency — extending the product's life by weeks.

THE EDITORIAL LIP

Mix one drop of Duraline with a matte lipstick or loose pigment to create a custom liquid lip color. The result is a long-wear, transfer-resistant lip in any shade you can imagine.

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 precision of the glass dropper to the formulation of the liquid itself, from the architecture of the bottle to the polish of the rose-gold cap, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. Duraline is more than a product — it is a key. A single drop that unlocks the artist within every woman.