

GBM

BEAUTY · COSMETICS · ALGERIA

LIMITED-EDITION GIFT SET · BROW SHAPING ESSENTIALS

Brow Essentials Set

The Complete Brow Ritual. Beautifully Wrapped. Ready to Gift.

The face begins with the brows. The brows begin here. And the woman who knows this — also knows the most powerful detail is the one no one notices, but everyone sees.

— THE GBM CREATIVE TEAM

INSIDE THE BOX

THE BROW ESSENTIALS SET

· BROW SHAPING GEL 20g / 0.38OZ

Crystal-clear sculpting & holding gel housed in a luxurious rose-gold jar.

· DUAL-ENDED EYEBROW BRUSH

Angled bristle for shaping & defining + spoolie for blending & combing.

· LUXURY GIFT BOX

Berry-pink presentation case with leather handle — ready to gift.

COMPLETE BROW RITUAL · PROFESSIONAL TOOLS · LUXURY GIFTING · TRAVEL-READY CASE

The complete brow ritual, beautifully gift-wrapped. Meet the GBM Brow Essentials Set — a thoughtfully curated, limited-edition collection that brings together everything she needs to shape, sculpt, and hold the most polished brows of her life. Designed for the woman who appreciates the smallest details — and for the moments when only the most luxurious gesture will do.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this curated set features our cult-favorite Brow Shaping Gel paired with a dual-ended professional brow brush — the two essentials every modern beauty routine deserves. Together, they deliver salon-quality, runway-ready brows in minutes, every single day.

At the heart of the set is our signature Brow Shaping Gel — a crystal-clear, ultra-flexible sculpting gel that lifts, holds, and defines the brows with all-day power. The breakthrough formula tames unruly hairs, locks every strand into the perfect feathered shape, and delivers the coveted laminated-brow effect without ever feeling stiff, sticky, or crunchy. Housed in a luxurious rose-gold jar, the gel is as beautiful on the vanity as it is on the brows.

Completing the ritual is our Dual-Ended Professional Brow Brush — engineered with two precision tools in one elegant handle. The angled bristle end shapes, defines, and fills brows with surgical precision, while the spoolie end blends, combs, and softens for the most natural-looking finish. The same professional brush trusted by GBM makeup artists — now hers, every day.

Beautifully presented in a luxurious berry-pink gift case with a delicate leather handle and signature GBM emblem, the Brow Essentials Set is designed to delight from the moment of unboxing. The perfect gift for a best friend, a sister, a mother — or for the woman who knows that the most meaningful gift is sometimes the one she gives herself. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the perfectly polished brow that frames every story she chooses to tell.

WHY YOU'LL LOVE IT

- The complete brow ritual in one box. Everything she needs to shape, sculpt, and hold the most polished brows of her life — beautifully curated and ready to use.
- Crystal-clear Brow Shaping Gel (11g). Our signature ultra-flexible formula that lifts, holds, and locks brows in place all day — without stiffness, flaking, or that crunchy feeling.

- Professional dual-ended brush. Two precision tools in one elegant handle: an angled bristle for sculpting and a spoolie for blending — the same brush trusted by GBM makeup artists.
 - Salon-quality results in minutes. The combination of the right formula and the right tool delivers a polished, laminated-brow finish that rivals professional brow appointments.
 - Luxury gift-ready presentation. Beautifully packaged in a berry-pink case with a signature leather handle — designed to delight from the moment of unboxing.
 - Travel-ready design. The compact, sturdy case is perfect for carrying her brow ritual wherever life takes her — from the gym bag to the weekend getaway.
 - The perfect gift. An effortlessly elegant gift for birthdays, anniversaries, bridal showers, or any meaningful occasion. The thoughtfulness is built right into the box.
 - Long-lasting daily essentials. The generous 11g of gel and high-quality professional brush are engineered for months of daily wear and use.
 - Universally flattering. The clear gel works on every brow color, every brow shape, every skin tone — no matter who receives the gift.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
-

THREE WAYS TO USE IT

- **THE LAMINATED-BROW LOOK.** Brush the spoolie end through the gel, then comb the brows upward and outward in firm, confident strokes. Hold in place until set. The result is the high-fashion, laminated-brow effect that defines modern beauty.
 - **THE FEATHERED FINISH.** After applying brow pencil or powder, comb the gel through with the spoolie end to soften, blend, and lock the color in place. The combined effect creates the natural, hair-like finish that looks effortlessly polished.
 - **THE NO-MAKEUP, GROOMED LOOK.** Apply the gel alone with the spoolie for a fresh, naturally groomed brow that needs no color, no fill, and no fuss. The polished detail that completes any no-makeup makeup moment.
-

HOW SHE USES IT

- **Prepare.** Begin with clean, dry brows. Gently comb through the natural hair to remove any product buildup.
- **Dip the spoolie.** Open the rose-gold jar and gently dip the spoolie end of the brush into the gel. A small amount of product goes a long way.

- Comb upward. Brush the spoolie through the brows in firm, upward, outward strokes. Start from the inner corner and work outward to the tail.
- Shape & define. Use the angled bristle end to gently fill any sparse areas or to add definition to the brow tail.
- Set & hold. Allow the gel to set for 30 seconds. The brows will hold their shape for hours of all-day, laminated-look wear.
- Clean the tools. After every use, gently wipe the brush with a soft cloth. Once a week, clean the bristles with a gentle cleanser and let dry naturally.

For the most natural, full-looking brow, always comb upward and outward in the direction of natural hair growth — never against it. The upward motion lifts the entire face and opens up the eye area.

BROWS — TO **PRO TIPS + TRICKS**

THE LAMINATION ILLUSION

For the salon-quality laminated-brow effect, brush the gel upward, hold the brows in place with your fingertip for 10 seconds while drying, then gently comb the tails outward. The brief hold sets the lift dramatically.

THE FEATHER-BROW TECHNIQUE

After applying brow pencil, use short, upward strokes with the spoolie to break up any harsh lines. The gel softens product application while the spoolie creates a natural, hair-like texture.

THE THREE-ZONE RULE

Treat the brow in three zones: the head (inner), the arch (middle), the tail (outer). Brush the head straight up, the arch up and slightly outward, the tail diagonally outward. This single technique creates the most flattering, natural-looking shape.

THE GIFTING TOUCH

The Brow Essentials Set is designed to be gifted — to a sister, a best friend, a mother, a daughter. Or to herself on a meaningful occasion. The presentation case requires no additional wrapping, no additional touch — it is the gift, complete.

THE TRAVEL ESSENTIAL

The compact case is perfectly sized for weekend getaways and overnight travel. Keep the entire set together, and her brow ritual is never more than a zip away — even far from her vanity.

THE BRUSH-CARE RITUAL

To extend the life of the dual-ended brush, gently wipe after every use and deep-clean once a week with a gentle cleanser. Reshape the bristles while damp and let air-dry. Cared-for tools deliver consistently beautiful results for years.

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 crystal-clear gel to the precision of the dual-ended brush, from the architecture of the rose-gold jar to the polished leather handle on the presentation case, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Brow Essentials Set is more than a product — it is a ritual, beautifully wrapped. A complete tribute to the woman who understands that the face begins with the brows. And the brows begin here.