

GBM

BEAUTY · COSMETICS · ALGERIA

THE 21-EYESHADOW PALETTE

Horizon

21 Shades. Endless Stories. The Definitive Palette.

*Where the day meets the night. Where soft meets bold.
Where every shade tells the story of the woman who
chose it.*

— THE GBM CREATIVE TEAM

**21 SHADES · 17 MATTES · 4 SHIMMERS & GLITTERS · ULTRA-PIGMENTED · SILKY
BLENDABLE FORMULA**

The palette that does it all. Meet GBM Horizon — a meticulously curated collection of 21 universally flattering shades engineered to create every look she could ever dream of. From the softest, most ethereal everyday wash to the most intoxicating, smouldering smokey eye, Horizon is the palette that adapts to her — and only her.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, each shadow has been formulated with an ultra-fine, silky-smooth powder that glides effortlessly across the lid. The buttery texture blends like a dream — without fallout, without patchiness, and without compromise — while the high-impact pigment ensures that one swipe is all you need to transform your eye look from ordinary to unforgettable.

Featuring 17 richly pigmented matte shades and 4 multidimensional shimmer-to-glitter accents, the Horizon palette spans the entire spectrum of warm

pinks, rosy mauves, deep berries, romantic burgundies, and luminous neutrals. Every shade has been thoughtfully named with a single word that captures its essence — Radiant, Fearless, Captivate, Luminous, Celestial, Refined, Heritage, Valiant, Enthrall, Opulent, Enigma, Clairvoyant, Liberate, Magnetism, Temptation, Prestige, Ecstasy, Timeless, Yearn, Dominance, Tranquil — because at GBM, every detail is an invitation to feel something.

Presented in a luxurious red velvet-textured case adorned with rose-gold lettering and a polished mirror, Horizon is as breathtaking on the vanity as it is on the eyes. Because at GBM, we believe true beauty lives in the smallest details — and a palette this thoughtful deserves a presentation this beautiful.

WHY YOU'LL LOVE IT

- 21 thoughtfully curated shades. A complete eye-look wardrobe in a single palette — soft daytime neutrals, smouldering evening tones, and high-impact shimmer accents to elevate any look.
 - 17 ultra-pigmented mattes. Velvety, buttery-smooth shadows that blend like dreams and deliver editorial-level color in a single swipe.
 - 4 multidimensional shimmer and glitter accents. Light-reflecting particles that catch every flicker of light for a foiled, almost-wet finish.
 - Silky, blendable formula. The ultra-fine powder glides effortlessly across the lid and blends seamlessly without harsh edges or patchiness.
 - Minimal fallout. Specially engineered to adhere to the lid and stay there — no glitter on cheekbones, no powder on cheeks.
 - Universally flattering palette. The shade range has been engineered to flatter every undertone, from the fairest porcelain to the deepest ebony.
 - Buildable intensity. Layer for sheer, ethereal washes or build for dramatic, runway-ready saturation. The choice is hers.
 - Long-wear performance. When paired with a primer or our Duraline mixing medium, color stays put for hours of flawless wear.
 - Luxurious red velvet case. A statement piece designed to be displayed — featuring a polished mirror and a magnetic closure.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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THE 21 SHADES

Every shade has been named with intention, formulated with precision, and engineered to inspire. Discover the full collection.



THREE SIGNATURE LOOKS, ONE PALETTE

- **THE EVERYDAY GLOW.** Sweep Luminous across the entire lid, blend Captivate into the crease, and tap Heritage on the center of the lid for a soft, lit-from-within glow that elevates a barefaced morning into something quietly beautiful.
- **THE ROMANTIC SMOKEY.** Layer Refined through the crease, press Liberate on the outer corner, and finish with Opulent in the center of the lid. Smudge Magnetism along the lower lash line for a smouldering, dinner-date moment.
- **THE EDITORIAL STATEMENT.** Saturate the lid with Yearn, deepen the outer corner with Timeless, and press Temptation into the inner corner. The result is a high-impact, runway-worthy eye that demands every eye in the room.

HOW SHE WEARS IT

- **Prime.** Begin with a clean, primed lid. An eyeshadow primer extends wear and intensifies pigment for hours.
- **Build the base.** Sweep a transition shade like Luminous or Captivate across the entire lid as your foundation.
- **Define the crease.** Use a fluffy blending brush to deposit a deeper matte shade through the crease in soft, circular motions.

- Lay down color. With a flat shader brush, pack your statement shade onto the center of the lid for maximum pigment payoff.
- Add dimension. Press a shimmer or glitter shade onto the center of the lid with a fingertip or wet brush for a foiled, multidimensional finish.
- Smoke it out. Soften the outer corner with a darker matte to create depth and seamlessly blend any harsh edges.
- Lower lash line. Smudge a soft mauve or burgundy along the lower lash line to complete the look and frame the eye.

For maximum pigment payoff on shimmer shades, dampen your brush with setting spray or our Duraline mixing medium before pressing into the shadow. The result is a foiled, almost-wet finish.

EYES — TO :

PRO TIPS + TRICKS

THE TRANSITION TECHNIQUE

The secret to a seamless eye look is in the transition shade. Choose a matte one to two shades darker than your skin tone (Captive or Celestial) and blend it through the crease before adding any other color. This creates soft dimension and prevents harsh lines.

THE WET-BRUSH TRICK

For maximum shimmer payoff, lightly mist a flat synthetic brush with setting spray before pressing it into Heritage, Opulent, Temptation, or Dominance. The wet brush picks up more pigment and lays it down for a foiled finish.

THE INNER-CORNER BRIGHTEN

A small dab of Radiant or Temptation in the inner corner of the eye instantly brightens and opens up the entire face. The smallest detail with the biggest impact.

THE LAYERING PRINCIPLE

Always start with the lightest shade and gradually build to the darkest. It is far easier to add depth than to lighten a too-saturated look. Trust the process.

THE ONE-SHADE LOOK

On busy mornings, sweep a single shade like Enigma or Ecstasy across the entire lid and softly blend the edges. A monochromatic eye look in under 60 seconds — and it always looks intentional.

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 each shadow's texture to the architecture of the velvet case, from the curated shade names to the polished mirror within, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. Horizon is more than a palette — it is a passport. A passport to every version of herself she has ever wanted to be.