

GBM

BEAUTY · COSMETICS · ALGERIA

THE LUMINOUS LIQUID GLOW

Liquid Highlighter

Lit-From-Within Radiance. Effortless. Iconic.

Light, captured in a single drop. The glow that doesn't sit on her skin — it lives within it. The radiance she was always meant to wear.

— THE GBM CREATIVE TEAM

LIQUID FORMULA · HIGH-IMPACT GLOW · MULTIDIMENSIONAL FINISH · WEIGHTLESS · BUILDABLE LUMINOSITY

Light, reimagined. Meet the GBM Liquid Highlighter — a high-impact, multidimensional liquid formula that delivers an instant lit-from-within radiance unlike anything you have experienced before. With a single drop, transform your complexion from finished to luminous, from polished to absolutely glowing. This is the highlighter that doesn't sit on top of the skin — it becomes part of it.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, the Liquid Highlighter features ultra-fine, light-reflecting particles suspended in a weightless, water-light fluid. The result is a glow that looks alive on the skin — shifting with every movement, catching every flicker of light, and creating a multidimensional luminosity that is impossible to replicate with powder.

Engineered with a buildable, blendable formula, the highlighter glides effortlessly across the skin and melts into a second-skin finish. Layer once for a soft, dewy

radiance that whispers. Layer twice for a high-impact, almost-foiled glow that demands attention. The choice is hers — and the transformation is instant.

Designed as a true multitasker, this versatile fluid works flawlessly across every routine. Mix it into foundation for an all-over, lit-from-within glow. Tap it onto the high points of the face — cheekbones, brow bone, cupid's bow, inner corners of the eyes, collarbones — for targeted, sculpted luminosity. Press it onto the eyelids for an editorial wet-eye finish. One product. Infinite ways to wear the light.

Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the way light catches her face the moment she walks into a room. The Liquid Highlighter is the secret behind that moment, the unspoken finishing touch that turns the ordinary into the unforgettable.

WHY YOU'LL LOVE IT

- Multidimensional liquid glow. Ultra-fine, light-reflecting particles create a luminosity that shifts and dances with the light — alive, dimensional, and never flat.
 - Weightless, water-light texture. Melts seamlessly into the skin for a second-skin finish. Never heavy, never sticky, never visible — just pure, undisturbed radiance.
 - Buildable luminosity. Layer once for a soft, dewy whisper of glow. Layer twice for a high-impact, almost-foiled luminosity. The choice is hers.
 - Multi-use formula. Tap it on the high points of the face, mix it into foundation for an all-over glow, press it on the eyelids for a wet-eye finish, or sweep it across the collarbones. Infinite applications.
 - Lit-from-within finish. Unlike powder highlighters that sit on top of the skin, the liquid formula melts into the complexion for a glow that looks like it has always been there — because it should have been.
 - Long-wear performance. The formula sets to a flexible, transfer-resistant finish that lasts for hours of dewy luminosity, even under flash photography and hot lights.
 - Skin-loving formula. Lightweight, breathable, and comfortable for all-day wear on every skin type — even the most sensitive.
 - Universally flattering shade range. A curated collection of tones engineered to flatter every undertone, from pearl-soft champagnes to smouldering bronzes and rose-gold roses.
 - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals, always crafted with precision.
-

AVAILABLE IN A CURATED SHADE COLLECTION

GBM Liquid Highlighter is offered in a meticulously curated collection of shades — from soft, pearlescent champagnes and luminous rose-golds to deep, smouldering bronzes that catch the light like liquid sunlight on skin. Each shade has been engineered in the GBM atelier to flatter every undertone and elevate every complexion. Discover the full collection and select your signature shade directly below.

THREE WAYS TO WEAR THE LIGHT

- **THE TARGETED GLOW.** Tap a single drop onto the high points of the cheekbones, the bridge of the nose, the cupid's bow, the brow bone, and the inner corners of the eyes. Blend gently with a fingertip for a sculpted, lit-from-within radiance that catches every angle of light.
 - **THE ALL-OVER LUMINOSITY.** Mix one drop with your foundation or moisturizer in your palm, then apply across the entire face for a soft, dewy, just-glowing-from-within finish. The result is luminous skin that looks like it slept eight hours and drank a gallon of water.
 - **THE EDITORIAL WET EYE.** Press a small amount onto the center of the eyelid with a fingertip for a wet, glossy, runway-worthy eye finish. Layer over eyeshadow for added dimension, or wear alone for a clean, modern look.
-

HOW SHE WEARS IT

- **Prepare.** Begin with a clean, moisturized, primed complexion. The Liquid Highlighter blends most beautifully over a hydrated base.
- **Dispense.** Press the dropper or pump applicator gently to release a single drop onto the back of your hand. A little goes a remarkably long way — start with less than you think you need.
- **Apply.** Using a fingertip, a damp beauty sponge, or a small synthetic brush, tap the highlighter onto the high points of the face: tops of cheekbones, bridge of the nose, brow bone, cupid's bow, and inner corners of the eyes.
- **Blend.** Gently pat and blend the edges with your fingertip until seamlessly diffused into the skin. Avoid wiping or rubbing — patting preserves the glow.
- **Build.** For a more intense, almost-foiled finish, layer a second drop only after the first has set. Build slowly and intentionally for absolute control.
- **Mix it in.** For an all-over luminosity, mix one drop directly into your foundation or moisturizer in your palm before applying.

Apply after foundation but before powder for the most natural, lit-from-within finish. If using powder, use it sparingly to preserve the glow.

GLOW — TO :

PRO TIPS + TRICKS

THE STRATEGIC TAP

The high points of the face are the cheekbones, the bridge of the nose, the cupid's bow, the brow bone, and the inner corners of the eyes. Tap the highlighter on these specific spots — never sweep it across the entire face — for a sculpted, three-dimensional glow.

THE FOUNDATION MIX

Mix one drop of Liquid Highlighter with your foundation in the palm of your hand before applying. The result is a subtle, all-over luminosity that looks like exceptionally healthy skin — never makeup.

THE BODY GLOW

Mix a few drops with body lotion or oil and apply to shoulders, collarbones, and shins for a sun-kissed, all-over radiance. Perfect for evening looks, photoshoots, or any time you want skin that catches the light from every angle.

THE WET-EYE EFFECT

Press a tiny amount onto the center of the eyelid over eyeshadow for an instant wet, glossy, editorial finish. The light-reflecting particles add dimension that powder shadow alone cannot achieve.

THE INNER-CORNER POP

A single dot at the inner corner of the eye instantly brightens the entire face, opens up the eyes, and creates the illusion of a well-rested complexion. The smallest detail with the biggest impact.

THE BEFORE-PHOTOS TRICK

Apply a slightly heavier hand of highlighter just before being photographed. The camera flattens dimension, so what looks intentional in person reads as subtle and luminous on camera.

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 light-reflecting particles to the silkiness of the liquid formula, 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. The Liquid Highlighter is more than a product — it is the unspoken finishing touch that turns the ordinary into the unforgettable. The reason every eye in the room follows her.