



CHEEK · COLOUR-CHANGING · pH-ADAPTIVE

REF · GBM08

GBM Magic Blush

One jar. One reaction. A flush that belongs to her alone.

Some blushes give her a colour. This one gives her hers. Magic Blush arrives in a shade she would never expect — a soft jade, a quiet periwinkle, a petal nude — and the instant it meets the warmth of her skin, it transforms. What blooms is not the colour in the jar, but a flush calibrated to her alone.

— THE GBM CREATIVE TEAM

WHAT IT IS

01 THE GEL

CUSHIONY GEL-TO-POWDER

A weightless cushion that glides on cool and sets to a soft-matte, second-skin veil — never powdery, never heavy.

02 THE MAGIC

PH-REACTIVE PIGMENT

A colour-shift pigment that awakens on contact, settling into a rosy tone calibrated to her skin's own chemistry.

03 THE FINISH

NATURAL, BUILDABLE FLUSH

A fresh, lit-from-within bloom — sheer with a single tap, vivid and radiant when she chooses to build it.

THE BLUSH THAT BECOMES HER

4

MAGIC SHADES

Jade · Aura · Coral · Twilight

pH

ADAPTIVE COLOUR

a reaction, not a pigment

12H

SOFT-MATTE WEAR

blendable · buildable · light

GEL-TO-POWDER · 4 SHADES · CRYSTAL-CUT JAR · pH-REACTIVE · CRUELTY-FREE

Some products are meant to be worn. Others are meant to be discovered. GBM Magic Blush is both. Housed in a faceted, crystal-cut jar that catches the light like a small jewel, the formula inside is whipped to a cushiony gel — and tinted in a colour that has nothing to do with the flush it will become. Green, blue, the palest nude: the jar is a quiet act of suspense, waiting for her skin to finish the story.

The transformation happens the instant the gel meets the skin. Triggered by her own natural pH — the unique warmth and chemistry of her complexion — the pigment shifts and settles into a soft, rosy bloom. No two faces wear it the same. It is not a shade she selects from a chart; it is a shade her skin writes for her. A custom blush, made in a single effortless gesture, every morning anew.

*“She does not borrow her colour.
She reveals it.”*

THE FORMULA IN DETAIL

01 THE GEL-TO-POWDER FORMULA

CUSHIONY · SOFT-MATTE · BUILDABLE

A cushiony gel whipped to a pillowy texture that picks up cleanly on a fingertip or brush. It melts on application, then sets to a breathable, soft-matte veil that wears like a second skin — weightless, flexible, and free of any powdery edge, even after hours.

02 THE pH-ADAPTIVE PIGMENT

COLOUR-CHANGING · PERSONALISED

The heart of the magic. A colour-shift pigment stays dormant in the jar and awakens against the warmth and moisture of the skin. The result is a tone tuned to her own chemistry — the same blush, a different, flattering bloom on every complexion.

03 THE CRYSTAL-CUT JAR

FACETED · JEWEL-LIKE · GIFT-READY

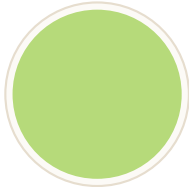
Presented in a heavyweight, faceted jar that refracts light like cut crystal, finished with a soft champagne lid and the rose-gold GBM monogram. A keepsake object that looks like fine jewellery on the dressing table — and performs like couture.

WHY YOU'LL LOVE IT

- **Colour that adapts**
A flush tuned to your skin's own pH.
- **Gel-to-powder veil**
Cushiony on, soft-matte once it sets.
- **Buildable & blendable**
Sheer with one tap, vivid with three.
- **Long, light wear**
A featherweight finish that lasts the day.
- **Four magic auras**
Jade, Aura, Coral, Twilight — one ritual.
- **Crystal-cut jar**
A jewel-like keepsake, gift-ready as it is.

THE FOUR SHADES

Four jars, four reactions. Choose her mood — or collect all four.



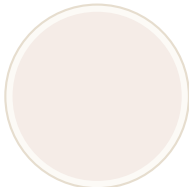
GBM 08 · JADE

#B6DA7A

Enchanted Jade

The transformative bloom.

THE TRANSFORMATION Soft matcha green → garden rose



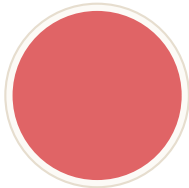
GBM 08 · AURA

#F5ECE7

Sheer Aura

The barely-there veil.

THE TRANSFORMATION Petal nude → lit-from-within glow



GBM 08 · CORAL

#E06466

Coral Mirage

The sun-kissed flush.

THE TRANSFORMATION Coral rose → warm holiday glow



GBM 08 · TWILIGHT

#87A4D0

Twilight Bloom

The romantic reveal.

THE TRANSFORMATION Periwinkle blue → cool berry-pink

WAYS TO WEAR IT

01

THE NATURAL FLUSH

Tap once onto the apples of the cheeks and blend with a fingertip for a soft, your-skin wash of colour.

02

THE BUILT GLOW

Layer two to three taps for a vivid, lit-from-within flush that holds its own under camera and light.

03

THE MULTI-USE TINT

Sweep a touch across the lips or eyelids — the pH-magic adapts there too, for a head-to-toe match.

HOW SHE WEARS IT

1

PREP

Smooth on moisturiser or foundation first; the gel melts best over hydrated skin.

3

PLACE

Press onto the apples of the cheeks, smiling to find their highest point.

5

WATCH

Within seconds the colour reacts and settles into her personal flush.

2

PICK UP

Tap a fingertip or soft brush lightly into the gel — a little awakens fast.

4

BLEND

Blend up and outward toward the temple for a lifted, natural finish.

6

BUILD

Layer a second touch only where more colour is wanted — never all at once.

PRO TIPS + TRICKS

Insider knowledge from the GBM Creative Team.

01 Start with less than you think — the colour keeps developing as it reacts.

02 Warm the gel with a fingertip for the most seamless, natural melt.

03 Jade and Twilight transform the most dramatically — trust the reaction.

04 Press, don't drag, to keep the foundation underneath perfectly intact.

05 A dab on the lips gives a matching, custom-tinted bloom in one step.

06 Keep the jar sealed and away from heat to protect the adaptive formula.

THE GBM PROMISE

At GBM Beauty, we believe true beauty lies in the smallest details — the faceted edge of a jar, the quiet suspense of an unexpected colour, the soft surprise of a flush that is hers and no one else's. Magic Blush is not a shade. It is a reaction — personal, effortless, and impossible to replicate.

TRUE BEAUTY LIES IN THE SMALLEST DETAILS