

GBM

BEAUTY · COSMETICS · ALGERIA

ULTRA/HD INVISIBLE MATTIFYING

Loose Powder

The Invisible Veil. The Final Touch. The Complexion's Best-Kept Secret.

*A whisper of powder, and her makeup becomes immortal.
The veil that no one sees. The finish that everyone
notices.*

— THE GBM CREATIVE TEAM

**ULTRA-FINE MILLED POWDER · HD-CAMERA READY · SOFT MATTE FINISH · WEIGHTLESS
· LONG-WEAR SETTING**

Invisible. Weightless. Iconic. Meet the GBM Ultra/HD Loose Powder — a feather-light, ultra-finely milled setting powder engineered to lock makeup in place for hours of flawless, photo-ready perfection. With a single press of the integrated velvet puff, blur every imperfection, set every layer, and reveal a complexion so refined it looks retouched in real life.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this revolutionary loose powder features ultra-fine pigment particles engineered to disappear into the skin, leaving zero white cast, zero flashback, and zero visible texture. The result is a complexion that looks like skin — only better. A finish so seamless that it photographs like flawless reality, even under the harshest HD lighting.

Engineered with our advanced mattifying technology, the Loose Powder absorbs excess oil and shine without ever dulling the natural luminosity of the skin. The

breathable formula sets makeup for up to 12 hours of transfer-resistant wear, while the ultra-soft texture leaves the complexion feeling silky, smooth, and weightless — never powdery, never cakey, never compromised.

Designed with thoughtful detail, the integrated velvet puff applicator nestles directly into the cap, eliminating the mess of traditional loose powders and ensuring perfectly portioned application every single time. A single tap deposits the ideal amount — no fallout, no waste, no compromise. Travel with it, work with it, refresh with it. The puff is always exactly where she needs it.

Housed in a luxurious frosted glass jar with a polished rose-gold cap and iridescent detailing, this is more than a powder — it is a vanity statement. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the invisible veil that turns finished makeup into unforgettable beauty.

WHY YOU'LL LOVE IT

- Ultra-fine, HD-camera-ready powder. Engineered with micro-fine pigment particles that disappear into the skin — no white cast, no flashback under flash photography or HD lighting.
- Invisible mattifying finish. Controls excess oil and shine without ever dulling the skin's natural luminosity. Soft-matte, never flat, never powdery.
- Long-wear setting power. Locks makeup in place for up to 12 hours of transfer-resistant, smudge-proof, sweat-proof wear.
- Weightless on the skin. The feather-light formula feels invisible — never heavy, never cakey, never settling into fine lines.
- Blurs imperfections. Soft-focus particles diffuse the appearance of pores, fine lines, and texture for a smoother, more refined complexion.
- Built-in velvet puff applicator. Nestles directly into the cap for mess-free, perfectly portioned application — anywhere, anytime.
- Versatile setting and finishing. Set foundation and concealer, control shine in the T-zone, or bake under the eyes for a sculpted, photo-ready finish.
- Skin-loving, breathable formula. Comfortable for all-day wear on every skin type — even the most sensitive complexions.
- Universally flattering shades. Curated tones engineered to flatter every undertone, from porcelain to deepest ebony.
- Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.

AVAILABLE IN A CURATED SHADE COLLECTION

GBM Ultra/HD Loose Powder is offered in a meticulously curated collection of shades — from translucent and fair tones to warm caramels and deep, rich bronzes. Each shade has been engineered in the GBM atelier to flatter every undertone and set every complexion seamlessly. Discover the full collection and select your signature shade directly below.

THREE WAYS TO WEAR IT

- **THE INVISIBLE SET.** Tap the puff lightly across the entire face after applying foundation and concealer. The result is a soft-focus, photo-ready finish that looks like skin — only better.
 - **THE STRATEGIC MATTIFY.** Press the powder only into the T-zone — forehead, nose, and chin — to control shine where you need it most while keeping the rest of the face fresh and luminous.
 - **THE BAKE-AND-CARVE.** Press a generous amount under the eyes and along the high points of the face after applying concealer. Allow it to sit for 5 minutes, then dust away the excess for a sculpted, sharp, runway-ready finish.
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HOW SHE WEARS IT

- **Prepare.** Apply foundation, concealer, and any cream products first. The Loose Powder is designed to set them in place.
- **Tap the puff.** Press the integrated velvet puff lightly into the powder. The mesh sifter delivers the perfect dose — no waste, no fallout.
- **Press, don't sweep.** Press the puff onto the skin in light, downward motions — never sweep or rub. Pressing preserves the makeup beneath while setting it in place.
- **Focus on the T-zone.** Concentrate application on areas that produce the most oil — forehead, nose, and chin — for targeted shine control.
- **Bake (optional).** For a sculpted finish, press a generous layer under the eyes and along cheekbones. Wait 5 minutes, then dust away with a fluffy brush.
- **Refresh anytime.** Throughout the day, tap the puff lightly over any shiny areas for an instant matte refresh.

Less is more. Start with one light layer and build only as needed. Heavy application can settle into fine lines — light application disappears into the skin.

FACE — TO :

PRO TIPS + TRICKS

THE PRESS TECHNIQUE

Always press, never sweep. Sweeping disturbs the makeup beneath and creates patchy coverage. Pressing locks everything in place beautifully.

THE BAKING TRICK

Press a generous layer of powder under the eyes after applying concealer and let it sit for 5 minutes while you complete the rest of your makeup. The body heat sets the concealer perfectly. Dust away the excess with a fluffy brush for a sharp, sculpted finish.

THE LESS-IS-MORE RULE

One light layer is almost always enough. Heavy powder settles into fine lines and flattens the complexion. Build slowly only where needed.

THE TOUCH-UP HACK

Throughout the day, blot oily areas with a tissue first, then tap the puff lightly over the area. This refreshes without adding layer upon layer of powder.

THE FLASH-PHOTO READY

For flash photography, dust a thin layer across the entire face with a fluffy brush instead of pressing. The brush deposits less product, eliminating any risk of white cast or flashback.

THE TRAVEL FRIEND

The integrated puff means no extra brushes or tools needed. Simply unscrew, tap, press, close. The perfect makeup-bag essential for every trip.

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 micro-fine milling to the silkiness of the velvet puff, from the architecture of the frosted glass jar 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 Ultra/HD Loose Powder is more than a product — it is the invisible veil that completes her. The final touch that turns finished makeup into unforgettable beauty.

