

GBM

BEAUTY · COSMETICS · ALGERIA

HD HIGH-DEFINITION SMOOTHING FACE PRIMER

HD Primer

The Invisible Foundation. The Reason Her Makeup Lasts.

Behind every flawless face, there is a secret. A drop of clarity that transforms skin into canvas, and canvas into art that lasts.

— THE GBM CREATIVE TEAM

GEL-TO-VELVET FORMULA · PORE-BLURRING · HD-CAMERA READY · WEIGHTLESS · EXTENDS MAKEUP WEAR

The first step that changes everything. Meet the GBM HD Primer — a weightless, crystal-clear gel formula engineered to transform skin into the perfect canvas for every makeup application that follows. With a single layer, blur the appearance of pores, smooth uneven texture, and create the invisible foundation that turns ordinary makeup into extraordinary, long-lasting beauty.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, the HD Primer features a revolutionary gel-to-velvet formula that glides effortlessly across the skin and melts into a soft, second-skin finish. The transparent, water-light texture sinks in instantly without any greasiness, stickiness, or heaviness — leaving the complexion feeling silky-smooth, perfectly prepared, and ready for everything to come.

Engineered with advanced HD-blurring technology, the formula features soft-focus particles that diffuse the appearance of pores, fine lines, and uneven texture for a complexion that photographs like flawless reality, even under the harshest HD lighting and flash photography. The result is skin that looks naturally refined — never filtered, never artificial, never anything but the most beautiful version of itself.

Designed as the ultimate makeup extender, GBM HD Primer creates a flexible, breathable layer between skin and makeup that locks foundation, concealer, and powder in place for hours of transfer-resistant, fade-proof wear. Whether the day brings morning meetings, midday humidity, or late-night celebrations, makeup applied over this primer stays exactly as fresh as the moment it was created.

Suitable for every skin type — from the driest to the most oil-prone — and infused with skin-loving ingredients that comfort and care for the complexion throughout the day. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the invisible first step that makes everything else possible.

WHY YOU'LL LOVE IT

- HD-camera ready finish. Soft-focus particles diffuse pores, fine lines, and uneven texture for a complexion that photographs like flawless reality, even under flash.
- Pore-blurring technology. Visibly minimizes the appearance of enlarged pores and creates a smoother, more refined surface for makeup application.
- Gel-to-velvet formula. Glides on as a crystal-clear, water-light gel and melts into a soft, second-skin velvet finish in seconds.
- Weightless and breathable. Feels invisible on the skin — never heavy, never sticky, never compromised. Comfortable for all-day wear.
- Extends makeup wear. Creates a flexible, breathable layer that locks foundation and concealer in place for hours of transfer-resistant, fade-proof results.
- Smooths fine lines and texture. Visibly softens the look of fine lines and uneven texture for a more refined, photo-ready complexion.
- Universally suitable. Works on every skin type — from dry and dehydrated to oily and combination. Compatible with every makeup formula.
- Skin-loving ingredients. Infused with conditioning agents that comfort and care for the complexion throughout the day.
- Crystal-clear formula. Transparent and undetectable — no white cast, no color shift, no compromise. Pure clarity, pure performance.

- Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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THREE WAYS TO WEAR IT

- **THE INVISIBLE BASE.** Apply a pea-sized amount across the entire face after skincare, before foundation. The result is a smooth, refined canvas that makes every step that follows look effortless.
 - **THE TARGETED REFINEMENT.** Press a small amount onto specific areas — pores around the nose, fine lines under the eyes, uneven texture on the cheeks — for targeted, photo-ready perfection where she needs it most.
 - **THE STAND-ALONE GLOW.** On no-makeup days, wear it alone over moisturizer for a soft, refined, natural finish that smooths the complexion without a hint of color. The Sunday-morning version of perfect.
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HOW SHE WEARS IT

- **Prepare.** Begin with a clean, moisturized face. Allow moisturizer to fully absorb before applying primer for the smoothest possible base.
- **Dispense.** Press the dropper or pump applicator gently to release a pea-sized amount onto the back of your hand. A little goes a remarkably long way.
- **Apply.** Using fingertips, dab the primer onto the forehead, cheeks, nose, and chin. Work outward in soft, smoothing motions across the entire face.
- **Blend.** Massage gently into the skin until fully absorbed. The gel will transform into a velvet-soft finish within seconds.
- **Wait.** Allow 30 to 60 seconds for the formula to fully set before applying foundation or any color product. This is the secret to seamless makeup application.
- **Build foundation over.** Apply foundation, concealer, and the rest of your makeup as usual. The primer will extend the wear and refine the finish of every layer.

For oily skin types, focus application on the T-zone. For dry skin types, apply across the entire face including the cheeks for added smoothness.

FACE — TO :

PRO TIPS + TRICKS

THE WAITING GAME

The most common primer mistake is applying foundation too quickly. Allow 30 to 60 seconds for the primer to fully set before applying any color product. This single step transforms how foundation sits on the skin.

THE LESS-IS-MORE RULE

A pea-sized amount is enough for the entire face. Over-application can cause foundation to slip or pill. Trust that less is always more with primer.

THE TARGETED APPLICATION

For combination skin, apply primer only where it is needed — around the nose, on the chin, across the forehead. Skip areas that already feel smooth and refined.

THE EYE-AREA TRICK

A tiny amount tapped under the eye before concealer prevents creasing throughout the day. The smoothing effect locks concealer in place beautifully.

THE LIP-PRIMER HACK

Apply a tiny dot to the lips before lipstick. The smoothing technology fills fine lines and creates a flawless canvas for matte and liquid lip formulas.

THE GLOW LAYER

For a natural glow effect, mix one drop with our Liquid Highlighter and apply across the high points of the face. The result is a luminous, lit-from-within finish.

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 gel formula to the architecture of the elegant glass bottle, from the polished gold sphere cap to the precision of the soft-focus blurring technology, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The HD Primer is more than a product — it is the invisible first step that makes everything else possible. The reason her makeup lasts. The reason her skin glows. The reason she wakes up to a complexion that already looks like art.

