

# GBM

BEAUTY · COSMETICS · ALGERIA

**SOFT & MATTE · LONG-LASTING · FULL COVERAGE**

## Foundation

The Second Skin. Engineered to Look Like Hers, Only Better.

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*A complexion so seamless it feels invented. Skin that catches the light like art, holds it like a secret, and lasts like a memory.*

— THE GBM CREATIVE TEAM

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**FULL COVERAGE · SOFT-MATTE FINISH · 16-HOUR WEAR · WEIGHTLESS ·  
TRANSFER-RESISTANT**

The complexion of her dreams, finally real. Meet the GBM Foundation — a revolutionary, full-coverage liquid formula engineered to deliver the flawless, second-skin finish every woman has been searching for. With a single application, transform the complexion into a soft-matte canvas of pure refinement — covering every imperfection, blurring every pore, and revealing the most beautiful version of her own skin.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this advanced foundation features a buttery, weightless texture that glides effortlessly across the skin and melts into a soft, breathable second-skin finish. Despite delivering full, buildable coverage, it never feels heavy, never looks cakey, and never compromises the natural movement of the face. Just pure, undisturbed coverage that looks like skin — only better.

Engineered with our long-wear technology, GBM Foundation stays flawless for up to 16 hours of transfer-resistant wear. From morning meetings to midnight celebrations, through humidity, tears, and the longest of days, the formula resists fading, transferring, and settling into fine lines. The result is a complexion that looks as fresh at the end of the night as it did the moment it was perfected.

The advanced soft-matte technology controls excess oil and shine without ever flattening the skin's natural luminosity. The finish is refined and photo-ready, yet remains breathable and dimensional — never the chalky, powdery look of traditional matte foundations. The complexion stays perfectly poised between matte and luminous, like the finish of expertly retouched skin in a magazine editorial.

Housed in a luxurious frosted glass bottle with a polished rose-gold sphere cap, the Foundation is as beautiful on the vanity as it is on the skin. Because at GBM, we believe true beauty lives in the smallest details — and the smallest detail of all is the foundation that turns her face into a canvas, and her canvas into art.

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## **WHY YOU'LL LOVE IT**

- Full, buildable coverage. Sheer to opaque in seconds. Layer once for a soft, polished finish — layer twice for a flawless, photo-ready coverage that conceals every imperfection.
- Soft-matte finish. Refined, breathable, and never chalky. The advanced technology keeps the complexion poised between matte and luminous, like the finish of expertly retouched editorial skin.
- 16-hour long-wear. Engineered to stay fresh from sunrise to long after midnight, resisting fading, transferring, and settling into fine lines.
- Weightless on the skin. Despite full coverage, the formula feels invisible — never heavy, never cakey, never compromised. Pure comfort, pure perfection.
- Transfer-resistant. Stays put through coffee cups, phone calls, hugs, and humidity. The makeup that survives every moment of her day.
- Pore-blurring technology. Soft-focus particles diffuse the appearance of pores, fine lines, and uneven texture for a complexion that photographs like flawless reality.
- Oil-controlling. Mattifies the T-zone and controls excess shine throughout the day without dulling the skin's natural luminosity.
- Skin-loving formula. Lightweight, breathable, and comfortable on every skin type — from dry to oily to combination. Suitable for sensitive complexions.

- Curated, universally flattering shade range. Engineered to flatter every undertone — from porcelain to deepest ebony — with shades named for their warmth and sophistication.
  - Cruelty-free and FDA-compliant. Formulated with uncompromising standards, never tested on animals.
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## **AVAILABLE IN A CURATED SHADE COLLECTION**

GBM Foundation is offered in a meticulously curated collection of shades — from the softest ivory nudes and creamy lattes to warm honeys, rich chais, and deep mochas. Each shade has been engineered in the GBM atelier to flatter every undertone with precision, and named with intention to evoke the warmth and sophistication of its tone. Discover the full collection and find your perfect match directly below.

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## **THREE WAYS TO WEAR IT**

- **THE NATURAL DAY.** Apply a small amount with a damp beauty sponge in light, stippling motions across the face. The result is a soft, polished, natural finish that looks like exceptionally good skin — never makeup.
  - **THE FULL EDITORIAL.** Apply with a flat foundation brush in smooth, downward strokes for full, buildable coverage. Set with our Loose Powder for a sharp, photo-ready finish that lasts through every flash, every camera, every late-night moment.
  - **THE MIXED GLOW.** Mix one drop with our Liquid Highlighter for an all-over, lit-from-within glow that softens the matte finish into a luminous second skin. The Sunday-brunch version of perfect.
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## **HOW SHE WEARS IT**

- **Prepare.** Begin with a clean, moisturized face. For maximum longevity, follow with our HD Primer and allow 30 to 60 seconds before applying foundation.
- **Dispense.** Press the dropper or pump applicator gently to release a pea-sized amount onto the back of your hand. Less is more — start small and build only as needed.
- **Apply.** Use a damp beauty sponge in stippling motions for a natural, dewy finish. Use a flat foundation brush for full coverage. Use fingertips for a quick, blended look.
- **Build.** For more coverage, layer a second application only on areas that need it. Building gradually creates a flawless, weightless finish.

- **Set.** Lock the foundation in place with our Loose Powder for transfer-resistant, all-day wear. Focus the powder on the T-zone for the longest-lasting finish.
- **Refresh.** Throughout the day, blot oily areas with a tissue and tap a touch of powder to refresh — never reapply foundation over existing layers.

*For the most natural finish, work in thin layers and allow each layer to set before adding the next. Foundation that is built up gradually always looks more flawless than foundation applied in one heavy pass.*

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**COMPLEXION — TO :**

## **PRO TIPS + TRICKS**

### **THE PRIMER FIRST RULE**

Always apply primer before foundation, and always wait 30 to 60 seconds for it to set. This single step transforms how foundation sits on the skin and extends wear by hours.

### **THE DAMP-SPONGE TECHNIQUE**

For the most natural, second-skin finish, blend with a slightly damp beauty sponge in light stippling motions — never wipe or drag. The dampness sheers the formula beautifully and creates a flawless, skin-like result.

### **THE BUILD-IN-LAYERS METHOD**

Apply one thin layer first. Allow it to set. Add a second layer only where coverage is needed. Foundation that is built in thin layers always looks more flawless than a heavy single application.

### **THE FOUNDATION-MIX HACK**

If your shade feels slightly off in different seasons, mix two adjacent shades to create your perfect custom match. A drop of Honey with a drop of Chai might be exactly what summer skin needs.

### **THE GLOW-INFUSED FOUNDATION**

Mix one drop of foundation with a drop of our Liquid Highlighter in your palm before applying. The result is a luminous, lit-from-within complexion that bridges matte and dewy beautifully.

### **THE BACK-OF-HAND TEST**

Always test foundation on the jawline, not the wrist. The jawline reflects the true tone of your face. The right shade should disappear into your skin without any visible line.

## **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 foundation formula to the architecture of the frosted glass bottle, from the curated shade names to the polish of the rose-gold sphere cap, every step is taken with uncompromising care, rigorous testing, and a refusal to settle for anything less than artistry. The Foundation is more than a product — it is the second skin that transforms her face into a canvas, and her canvas into the most beautiful version of itself.