

GBM

BEAUTY · COSMETICS · ALGERIA

LONG-LASTING HYDRATION · CREAMY COVERAGE

Concealer

The Brightening Touch. The Hydrating Cover. The Detail That Changes Everything.

A single tap, and the late nights disappear. The dark circles fade. The blemishes vanish. And the woman in the mirror becomes the one she sees in her dreams.

— THE GBM CREATIVE TEAM

FULL COVERAGE · HYDRATING FORMULA · 16-HOUR WEAR · NO CREASING · CREAMY-NATURAL FINISH

Coverage and care, finally united. Meet the GBM Concealer — a revolutionary, long-wear liquid concealer engineered to deliver full, flawless coverage while simultaneously hydrating and caring for the delicate skin beneath. With a single touch, brighten under-eye shadows, conceal blemishes, neutralize discoloration, and reveal the most luminous, well-rested version of her complexion — even on the days when sleep was a luxury she could not afford.

Crafted in the GBM laboratories with our signature commitment to innovation in every detail, this advanced concealer features a creamy, hydrating formula that glides effortlessly across the skin and melts into a smooth, second-skin finish. Despite delivering full, buildable coverage, it never settles into fine lines, never creases under the eyes, and never feels heavy or cakey. Just pure, undisturbed coverage that looks like skin — only brighter, fresher, more refined.

Engineered with a long-wear, transfer-resistant technology, GBM Concealer stays flawless for up to 16 hours of all-day wear. From the earliest mornings to the longest evenings, through tears of joy, hot afternoons, and air-conditioned offices, the formula resists fading, transferring, and settling — ensuring the brightening effect she applied at sunrise is still there long after sunset.

Infused with skin-loving, hydrating ingredients, this is more than a concealer — it is a small act of skincare in a tube of makeup. The lightweight, breathable formula comforts the delicate under-eye area, smooths the appearance of fine lines through hydration, and leaves the complexion feeling soft and nourished throughout the day. The kind of concealer that doesn't ask her skin to choose between coverage and care.

Versatile beyond its category, the Concealer adapts seamlessly to every step of her routine. Apply it under foundation as a brightening base, over foundation for targeted spot coverage, or alone for quick, no-makeup days when she just needs a touch of refinement. One product, infinite ways to make her look like the most rested version of herself.

Housed in a sleek, slim glass tube with a polished rose-gold sphere cap, the Concealer 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 brightening touch that turns finished makeup into unforgettable beauty.

WHY YOU'LL LOVE IT

- Full, buildable coverage. A single layer brightens. A second layer fully conceals. The control is hers — sheer to opaque in seconds, with no patchiness or compromise.
- Hydrating, skin-loving formula. Infused with conditioning ingredients that comfort, hydrate, and care for the delicate under-eye and complexion areas throughout the day.
- 16-hour long-wear. Engineered to stay fresh and flawless from the earliest morning to long after midnight, resisting fading, transferring, and settling.
- No creasing, no settling. The lightweight, flexible formula moves with the natural movement of the face — never settling into fine lines or creasing in the under-eye area.
- Brightens and refines. Visibly lifts the under-eye, neutralizes dark circles, and creates a luminous, well-rested complexion — even on the days when sleep was a luxury.

- Multi-purpose performance. Conceal under-eye circles, cover blemishes, neutralize redness, contour the bridge of the nose, or highlight the high points of the face. One product, infinite uses.
 - Creamy-natural finish. Sets to a soft, natural finish that looks like skin — never powdery, never chalky, never anything but the most beautiful version of itself.
 - Layerable with foundation. Apply under foundation as a brightening base, or over foundation for spot coverage. Compatible with every formula in her routine.
 - Curated, universally flattering shade range. Engineered to flatter every undertone 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 Concealer is offered in a meticulously curated collection of shades — from the softest porcelains and natural beiges to warm nudes, rich honeys, and deep mochas. Each shade has been engineered in the GBM atelier to flatter every undertone with precision and to brighten every complexion seamlessly. Discover the full collection and find her perfect match directly below.

THREE WAYS TO WEAR IT

- THE BRIGHTENING UNDER-EYE. Apply a small amount in an inverted triangle from the inner corner of the eye toward the cheekbone. Blend gently with a damp beauty sponge for an instant, lifted brightening effect that looks like she slept eight hours.
 - THE TARGETED COVER-UP. Tap a small amount directly onto blemishes, redness, or dark spots over foundation. Blend the edges only, leaving the center fully pigmented for full, undetectable coverage.
 - THE NO-MAKEUP DAY. On no-foundation days, apply just a touch under the eyes and on any areas of redness. Blend with a fingertip for a fresh, natural finish that looks like exceptionally good skin — never makeup.
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HOW SHE WEARS IT

- Prepare. Begin with a clean, hydrated face. For maximum longevity, apply our HD Primer first and allow it to set.

- Foundation first (optional). Apply foundation if using. Concealer over foundation requires less product and creates the most seamless finish.
- Dispense. Press the dropper or pump applicator gently to release a small amount onto the back of your hand. A little goes a long way — start small.
- Apply. Use a damp beauty sponge in stippling motions for the most natural finish. Apply in an inverted triangle under the eyes, and dot directly onto any spots needing coverage.
- Blend. Pat the edges gently until seamlessly diffused into the skin. Never rub or wipe — patting preserves the coverage while diffusing the edges.
- Set. For all-day wear, lightly press our Loose Powder over the concealed areas. Focus on the under-eye and any spots that may transfer throughout the day.

For the brightest under-eye effect, choose a concealer shade one to two tones lighter than your foundation. The lift this creates is the secret behind every well-rested, photo-ready face.

BRIGHTEN — TO :

PRO TIPS + TRICKS

THE INVERTED-TRIANGLE TECHNIQUE

Apply concealer in an inverted triangle from the inner corner of the eye, down to the top of the cheekbone, and back up to the outer corner. This shape brightens the entire under-eye and lifts the face visually — far more flattering than the standard half-moon.

THE BAKE-AND-CARVE METHOD

After concealing under the eyes, press a generous layer of our Loose Powder on top and let it sit for 5 minutes while you complete the rest of your makeup. Dust away with a fluffy brush for a sharp, sculpted finish that lasts all night.

THE PRE-COLOR-CORRECT STEP

For very dark circles, apply our Contouring Fluid in orange or peach as a color corrector first, then layer concealer over the top. The two-step approach delivers flawless coverage without needing thick layers of product.

THE BLEMISH SECRET

For pimples and dark spots, apply concealer with a small synthetic brush directly onto the spot. Pat the edges gently with a fingertip, leaving the center fully pigmented. This creates targeted coverage without disturbing the surrounding makeup.

THE BRIGHTENING UPGRADE

Choose a concealer shade one or two tones lighter than your foundation for under-eye application. The slight lightness creates an instant lifting and brightening effect — the secret behind every editorial face.

THE HYDRATION HACK

Before applying, gently warm one drop of concealer between fingertips for 5 seconds. The slight warmth helps the formula melt seamlessly into the skin for the most natural, second-skin 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 concealer formula to the architecture of the slim glass tube, 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 Concealer is more than a product — it is the brightening touch that erases the late nights, restores the morning glow, and reveals the woman she has always been: rested, radiant, unforgettable.