Celebrating BEAUTY with FACE OF URBAN COLOR

WINNER
Kanika Gathania

1st RUNNER UP
- Ekata Santosh Shah
- Sharmila K

2nd RUNNER UP
- Kinjal Ben Nakarani
- Sheila Bharti

Kanika Gathania

My favourite products in Urban Color are the lipsticks, which are just so smooth, easy to wear and really do enhance my lips as I have very thin lips. I’m very happy with all my Urban Color lipsticks and do recommend it to all my friends and family.

Sharmila K

I absolutely love it! The Ultimate Radiance 3 in 1 Make up is the best make up base that matches my skin tone. This product goes smoothly onto the skin without looking patchy. It does a great job at minimizing pores and gives you a nice finish.

Ekata Santosh Shah

It’s really difficult to decide any product as favorite from this range but if I have to call out one as favorite then the Ultimate Radiance Primer stands out as its give a very smooth and soft skin. It’s fabulously light and feels good to apply make-up on.

Sheila Bharti

“Price is not the quality definer” proves Urban Color nail paints. This vivacious product serves such a high quality to be perfectly perfect for nail art in typically pocket friendly price. It has transformed me from a beginner to an advance user. I am happy to say ‘Finally I found the best’.
Dear Divas,

I am delighted to bring to you the latest edition of Urban Color Product Catalogue. In this catalogue we are featuring many new products that we are launching and those that are in the anvil. I assure you that you will have many more reasons to celebrate and reach achievements.

This catalogue is very special as it features women consultants of Modicare who have become the ‘Face of Urban Color’. We had a thunderous response to our contest and it was very tough to choose the winners among the entries.

The Face of Urban Color is a property that we have created to celebrate all of you and your love for Urban Color. To sort out the finalists among the thousands of entries that came in from across India was a enormous task. I am extremely thankful and grateful to our world famous jury – Ms. Vidya Tikari (Bollywood makeup artist) & Ms. Shilpi Rana (Miss India Asia Pacific) for helping us through all the entries and choosing the final list of winners.

The Urban Color philosophy has been to bring you the best products across the globe - luxury in performance and value in price.

The Urban Color product range have been extensively tested and confirm to EU, UK, Japan, USA, FDA standards. These are the same products that have been launched by luxury brands across the globe and stand face to face equally in performance to them.

I have personally selected these products from various countries like France, Germany, Italy, USA to make sure that all your beauty needs get fulfilled through our range.

In the coming year you will see many more introductions which will help you in realising all your dreams and aspirations.

Urban Color has only one mission and that is to make all your dreams come true, thus creating the Palak in your life.

Yours forever and ever...

SAMIR MODI
Founder & Managing Director

CONTENTS

Lips 6 - 13
Nail 14 - 17
Face 18 - 21
Eyes 22 - 23
Spruce up your glamour quotient with perfect, plump & moist lips

**Urban Color Crème Glam Lipstick**

Crème Glam Lipstick is an ultra-creamy formulation that softly glazes your lips, imparts just the right amount of color & sheen. Making your lips dewy & shiny.

- Shades: 24
- Pack size: 4.2 gm
- MRP: ₹ 495

Colors:
- Magic Red (001CG)
- Garnet (002CG)
- Orange Tint (003CG)
- Prickly Pink (004CG)
- Kiss Me (005CG)
- Charming Pink (006CG)
- Berry Crush (007CG)
- Purple Love (008CG)
- Merroq Magic (009CG)
- Envy Brown (010CG)
- Divine Magenta (011CG)
- Warm Caffe (012CG)
- Warm Pink (013CG)
- Bright Coral (014CG)
- Tomato Crush (015CG)
- Sweet Pink (016CG)
- Mauve Ice (017CG)

- Creamy Formulation
- Enriched with Vitamin E and C
For vivacious lips, vibrant shades & incredible coverage

URBAN COLOR
PERFECT MATTE LIPSTICK

Perfect Matte Lipstick is a creamy, moisturizing formula that does not dry lips. Its intensely pigmented shades glide on smoothly to give you rich, incredible matte color.

Shades: 24 Pack size: 4.2gm
MRP: ₱ 495

- High Coverage
- Sun protection
- Enriched with antioxidants
Get a dazzling look with signature lip shades

**URBAN COLOR EXTREME STAY LIQUID LIPSTICK**

Extreme Stay Liquid Lipstick is a long-wearing, full-coverage liquid lipstick that delivers a smooth, matte finish to creamy, color-rich formulation glides over lips like a gloss but dries to a true matte finish.

- Shades: 7
- Pack size: 3.8ml
- MRP: ₹ 605

**URBAN COLOR COLOR GLASS LIP GLOSS**

Color Glass Lip Gloss is a moisturizing, long-lasting, high shine formula, enriched with nourishing Jojoba Oil, Vitamin E & Shea Butter for invisible perfect glossing lips. Can be used alone or over a lipstick.

- Shades: 8
- Pack size: 3.8ml
- MRP: ₹ 352

- Lasting matte finish
- Does not flake
- Contents made in Italy
- Jojoba oil locks moisture
- Non-sticky
- Full color pay-off
Bring on the bling
Glitzy look with gorgeous shimmer

**URBAN COLOR GLASS SHINE LIP GLOSS**
Color Shine Lip Gloss formulation offers gorgeous shimmer & high shine in one go. Light reflective particles give a 3 dimensional look for a high shine with brilliant moisturisation that keeps lips soft and smooth.

- Shades: 6
- Pack size: 3.8ml
- MRP: ₹ 352

- Dermatologist tested
- Contents made in Italy

**URBAN COLOR INTENSE STAY LIP DEFINER**
Intense stay lip definer is a soft textured, retractable lip pencil that outlines and enhances the shape of your lips to give you a glamorous look. Matte finish offering super-precise application.

- Shades: 8
- Pack size: 0.23gm
- MRP: ₹ 385

- Only twist up two millimeters of the tip for optimum use
- Long wear & smudge-proof
For a naturally luminous & radiant look

**URBAN COLOR ULTIMATE RADIANCE PRIMER**

Ultimate Radiance Primer is an oil-free formula that helps conceal fine lines & uneven texture on skin while controlling oil and shine. Can be used alone or before foundation for a smooth, flawless complexion that lasts throughout the day.

Code: UC8888  Pack size: 30ml
MRP: ₹ 650

**URBAN COLOR ULTIMATE RADIANCE/Foundation**

Ultimate Radiance Foundation comes with revolutionary Skin Adapt Technology that adapts to your skin tone. It is a light weight, oil-free foundation that hides imperfections and provides a flawless finish to skin.

Shades: 4  Pack size: 30ml
MRP: ₹ 550

- Hypoallergenic and non-comedogenic
- Actives from USA & Germany

**URBAN COLOR ULTIMATE RADIANCE 3 IN 1 MAKEUP**

Ultimate Radiance 3 in 1 Makeup is a very light, smooth, lightweight cream-to-powder foundation that evens out skin tone & acts as a one step makeup base. It is a perfect mix of concealer, foundation, and compact. Contains Vitamin E to nourish skin.

Shades: 4  Pack size: 15g
MRP: ₹ 840

- 3 in 1 formula
- Formulated in Italy
For a ravishing head-turning look

**URBAN COLOR ULTIMATE RADIANCE COMPACT**

Ultimate Radiance Compact is a velvety textured powder that provides a matte finish to your base makeup. It’s ideal for touch-ups and can be reapplied throughout the day. Hydrates, reduces wrinkles & has line filling properties.

Shades: 3
Pack size: 9g
MRP: ₹ 750

**URBAN COLOR ULTIMATE RADIANCE BLUSH**


Shades: 3
Pack size: 4g
MRP: ₹ 540

- 001 RB: Fresh Coral
- 002 RB: Rose Light
- 003 RB: Sheer Glow

- Excellent color pay-off
- Light weight formula
- Formulated in Italy
Eyes that speak volume
Always be ramp ready

**URBAN COLOR INTENSE STAY 10 HRS KAJAL**
Intense Stay 10 HRS Kajal is a long wear easy to use retractable pencil with a creamy texture that glides on easily to intensify the eyes, makes them look stunning.
- Smudge proof & waterproof
- Ophthalmologically tested
- Made in Germany

Pack size: 0.35g
MRP: ₹ 360
UC-1000 Backed Black

**URBAN COLOR ULTIMATE LASH MASCARA**
Ultimate Lash Mascara is a dual function mascara that instantly adds volume and lengthens eye lashes. Clog-resistant formula deepens, darkens and thickens eye lashes.
- Dual function - Volumizes and lengthens in one go
- Lightweight, waterproof and does not flake
- Contents made in Italy

Pack size: 7ml
MRP: ₹ 495
UC-9999 Black

**URBAN COLOR SUPER MATTE 16HRS STAY EYE LINER**
High performance matte finish, liquid eyeliner that delivers intense, even & waterproof color that lasts up to 16 hours. It’s easy-to-use fine-tipped, flexible applicator enables you to draw a thin or thick line for a custom, precise & flawless look. The formula dries quickly, remains smudge-proof all day long.
- Matte finish
- Ophthalmologically tested
- Suitable for contact lens wearers

Shake well before use
Pack size: 3.5ml
MRP: ₹ 700

**URBAN COLOR HYPNOTEYES EYESHADOW QUAD**
Intensely pigmented, silky-smooth powder eyelid makeup that blends effortlessly to provide a versatile finish. A long-lasting formulation that is crease-resistant and budgerproof and can be used both wet and dry. Safe for contact lens wearers.
- Paraben and mineral oil free
- Dermatologically and Ophthalmologically tested
- Rich dense color

Pack size: 8g
MRP: ₹ 1400
0082EO Everlasting Pink
0081EQ Daring Smokey
URBAN COLOR
INFINITE WHITE UV FAIRNESS PRESSERED
POWDER WITH SPF 18

Infinite White UV Fairness Pressed Powder is an ultrasmooth, light
weight pressed powder with sheer coverage and matte finish that
imparts a hint of soft luminosity. It’s ultra fine, super smooth
formula feels weightless on skin and blends effortlessly.
- Weightless Matte Finish
- SPF 18, Vitamin C & E

Shades: 3 Pack size: 9gm MRP: ₹ 425

URBAN COLOR
COVER ALL MULTI-ACTION BB CREAM SPF 20

One step multi-action solution to prime, moisturize & protect your skin.
A “pick-me-up” daily wear product infused with a blend of potent
botanicals and antioxidants
- Camouflages uneven skin tone
- SPF 20 UVA/UVB filters
- Repairs skin damage
- Boost luminosity
- Actives from Switzerland

Shades: 3 Pack size: 30gm MRP: ₹ 495

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