



# MOV

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C O S M E T I C



# ★ ABOUT US

**MOV Cosmetic's** journey began in 2017 with the foresight of the revolution that technology and global trends would create in the cosmetics field. The energy and perspective of the new generation became our greatest source of inspiration.

Aiming to balance innovation and beauty, MOV is progressing towards becoming a **trend-setting brand** in the makeup world.

We design and produce every product we produce in our factory in accordance with **22716 GMP and ISO 9001 Quality Management System standards**, and we continue to crown the shine of our users with **innovative products** every year.

*May Your Beauty Shine!*

**MOV**







# TREND OF GLITTER



This trend, rapidly spreading through the influence of social media platforms, has a wide range of applications **from daily makeup to special events.**

Glitter makeup not only achieves **dazzling and creative looks** but also plays a significant role in the way individuals express themselves.

Applied with products like shimmering eyeshadows, sparkling lip glosses, and glitter eyeliners, this trend appeals to **women of all ages and styles.**

Glitter makeup has become an indispensable part of modern beauty, securing a lasting place in the beauty world.





# PRODUCTS

Our glitter makeup products are designed to add a stunning sparkle to your beauty routine.

Formulated with **rich pigments** and **high-quality ingredients**, these products stand out for their **long-lasting wear** and **easy application**.





# PRODUCTS

MOV



CLOVER  
GLITTER  
PALETTE



GLITTER  
PALETTE



GLITTER  
FESTIVAL



EYESHADOW  
PALETTE



# PRODUCTS

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LIQUID  
EYELINER



GLITTER  
EYELINER



EYELINER



# PRODUCTS

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GLITTER  
LIP GLOSS



GLITTER LIP  
OIL



LIP &  
CHEEK TINT



GLITTER  
HAIR & BODY  
SPRAY



# PRODUCTS

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NAIL CARE



NEON  
NAIL POLISH



GLITTER  
NAIL POLISH



# OUR SALES POINTS: RETAILER

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750 Stores



350 Stores



150 Stores



30 Stores



75 Stores



35 Stores



100 Stores



# OUR SALES POINTS: E-COM

MOV

trendyol.com

hepsiburada

ÇiçekSepeti

n11.com

vodafone



# NIelsen MARKET SHARE



We Became the 10th Largest Brand in the "Makeup" Category in the Turkish Cosmetics and Personal Care Channel!

This achievement in market share has been accomplished with only 5 SKU products, without relying on major product groups such as mascara, lipstick, foundation, blush, and eyeshadow.

This significant success, reflecting the quality and innovative approach of our brand, is a testament to the trust and appreciation we have gained from our consumers.

	PERFUMERY KAI	
	Value Share(%)	Volume Share(%)
	100,0%	100,0%
LOREAL	36,9%	15,7%
KOSAN	15,7%	20,4%
PINKAR	14,8%	23,9%
ERKUL KZ	10,1%	16,3%
ALTONA	5,7%	4,2%
COTY	3,6%	2,1%
COSNOVA	3,5%	4,5%
BEIERSDORF	2,8%	4,0%
KOZMOKLINIK KOZME	1,5%	1,9%
NEFES KOZMETIK	1,1%	1,6%





# CLOVER GLITTER PALETTE

An eyeshadow palette with glitters is a quick way to create a bold look or add sparkling and colorful details to your makeup.

With its pigmented formula that blends easily, it ensures a professional appearance.

- ✦ 1 Type
- ✦ Long-lasting Sparkle
- ✦ Super Durable Formula
- ✦ Dermatologically Tested

MOV



4.5 g



# GLITTER PALETTE

MOV

An eyeshadow palette with glitters is a quick way to create a bold look or add sparkling and colorful details to your makeup.

With its pigmented formula that blends easily, it ensures a professional appearance.

- ✦ 2 Color Options
- ✦ High Pigmentation
- ✦ Super Durable and Long-Lasting Formula
- ✦ Dermatologically Tested



9 g





# FESTIVAL GLITTER





# FESTIVAL GLITTER

Moisturizing creamy texture glitter product allows you to capture the latest makeup trend and add sparkling details to your makeup.

It can be used instead of eyeshadow and highlighter for a daily makeup look, providing a fresh and radiant touch to your skin.

It's also perfect for creating festival makeup looks and body makeup.

- ✦ 12 vibrant color options
- ✦ High Pigmentation
- ✦ Creamy Texture
- ✦ Super Durable and Long-Lasting Formula
- ✦ Dermatologically Tested



MOV



Milky Diamond



Maldives



Golden Rain



Pearl



Lime Drops



Orange Blossom



80's Pinky



Mermaid



Fancy Pink



Peacock



Paris Parc



Greenish Bronze

4.5 g



Sparkling Touch!

MOV

# EYESHADOW PALETTE

Elevate your eye makeup to the next level with glittery and colorful eyeshadow palettes!

Perfect for both daily wear and special occasions, they add depth and allure to your eyes.

Glittery eyeshadows enhance your makeup with a sparkling touch, making your eyes stand out.

- ✦ 2 Color Options
- ✦ High Pigmentation
- ✦ Super Durable and Long-Lasting Formula
- ✦ Dermatologically Tested



13.5 g





4.5 g

# MOV

## LIQUID EYELINER

Yüksek pigmentasyona sahip liquid eyeliner, cesur ve canlı bakışlar yaratmanız için tasarlanmıştır.

İnce ve hassas fırça ucu, kolay ve düzgün bir uygulama sağlar, profesyonel görünümeler elde etmenizi mümkün kılar.

Geniş renk yelpazesi ile her tarza uygun mükemmel renk seçeneği sunar.

- ✦ 7 Color Options
- ✦ Smudge-proof and smear-proof formula
- ✦ High Pigmentation
- ✦ Easy application, quick drying
- ✦ Dermatologically Tested





MOV

# GLITTER EYELINER

Glitter eyeliner adds a sparkling and striking touch to your eye makeup!

Each of these glitter eyeliners, with high pigmentation, instantly enhances your gaze.

- ✦ 7 Color Options
- ✦ High Pigmentation
- ✦ Easy application, quick drying
- ✦ Dermatologically Tested



3.5 g







MOV

# EYELINER

Add joy and creativity to your eye makeup with the dual-ended eyeliner!

The eyeliner tip creates precise and smooth lines, while the stamp tip allows you to easily add fun shapes quickly.

- ✦ 2 Types
- ✦ Smudge-proof and smear-proof formula
- ✦ High Pigmentation
- ✦ Easy application, quick drying
- ✦ Dermatologically Tested



3.5 g





# GLITTER LIP GLOSS

Introducing Glitter Lip Gloss, taking your lip makeup to a new level!

It nourishes and softens your lips with its intense moisturizing effect, while its glittery texture gives your lips a mesmerizing glass-like shine.

- ✦ 3 Color Options
- ✦ Moisturizing Effect
- ✦ Perfect Shine
- ✦ Long-Lasting Formula
- ✦ Dermatologically Tested



13 g

MOV





# GLITTER LIP OIL

Introducing Glitter Lip Oil, providing both sparkle and intense moisture to your lips!

This special formula nourishes your lips while delivering a dazzling shine.

- ✦ 6 Color Options
- ✦ Lightweight and Non-Sticky Formula
- ✦ Nourishing Effect
- ✦ Perfect Shine
- ✦ Dermatologically Tested



**MOV**



4.5 g



# LIP & CHEEK TINT

Add a natural and vibrant touch to your makeup routine with Lip & Cheek Tint!

This versatile product can be used on both your lips and cheeks, offering a practical and impressive makeup experience.

Even when used sparingly, it provides a noticeable color that lasts long. The sponge applicator allows for application with desired intensity.

- ✦ 2 Color Options
- ✦ Natural Pigmentation
- ✦ Long-Lasting Formula
- ✦ Dermatologically Tested

MOV



12  
g



# GLITTER HAIR & BODY SPRAY

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Glitter Hair & Body Spray, instantly provides a dazzling sparkle that you can apply to your hair and body.

Its lightweight and non-sticky formula allows for easy application and long-lasting wear. Complete your style and add sparkle to every moment with Glitter Hair & Body Spray.

- ✦ 5 Color Options
- ✦ Easy Application
- ✦ Super Durable and Long-Lasting Formula
- ✦ Dermatologically Tested



Blue



Pink



Purple



Gold



Grey

90 g



# NAIL CARE PRODUCTS







# NAIL CARE

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## EXTRA PROTECTION



**Lavender and aloe vera-infused** nail care product nourishes nails, prevents yellowing, and enhances nail durability. With its natural ingredients, it strengthens and adds shine to nails.

12 ml

They can be applied by massaging onto nails and cuticles daily.

## ANTI-YELLOWING



This nail care product infused with **lemon and aloe vera** quickly strengthens nails, transforming soft, splitting, and yellowing nails into a healthy and strong appearance.

12 ml





# NAIL CARE

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## NAIL NOURISHING OIL



With **almond oil** and **vitamin E**, it nourishes your nails and promotes healthy growth. It softens cuticles without the need for cutting, making nail care easy and effective.

12 ml

They can be applied by massaging onto nails and cuticles daily.

## NAIL REFRESHING



**Wheat & St. John's Wort** dual-action nail care serum strengthens weak nails with the rich content of wheat. St. John's Wort's healing properties help reinforce nails.

12 ml





# NAIL CARE

**MOV**

## NAIL STRENGTHENER



This nail strengthening serum repairs and strengthens brittle nails, providing healthy and resilient nails.

**12 ml**

They can be applied by massaging onto nails daily.

## ANTI NAIL BREAKAGE



Strengthens fragile nails prone to breaking easily, making it easier to achieve long nails.

**12 ml**





# NAIL CARE

**MOV**

## NAIL HARDENER



Nail hardening serum strengthens weak and brittle nails, providing a quick and effective solution for healthy and resilient nails.

12 ml

## NAIL BASE SMOOTHING



This nail base smoothing serum smoothens and evens out the nail surface, facilitating easier nail polish application and ensuring longer-lasting wear.

12 ml





# NAIL CARE

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## NEON SHINE GEL



It gives nails an attractive sparkling shine and a neon-like effect in natural daylight.

12 ml

## MATTIFYING GEL



Nail polish matte top coat gives your glossy polishes a sophisticated and modern matte look. It provides a smooth and elegant touch to your nails.

12 ml





# NAIL CARE

**MOV**

## TOP COAT



When applied over nail polish, it creates a layer that helps the polish stay more vibrant and longer-lasting on the nails.

12 ml

## QUICK DRYER



This product ensures rapid drying from the moment it touches the polish. It helps prevent smudges and disruptions to the polish.

12 ml





# MOV

## NEON NAIL POLISH

Get bold and vibrant colors on your nails with the Neon Nail Polish series!

This exclusive collection of 7 SKUs features highly pigmented and long-lasting formulas.

Its quick-drying formula and smooth, flowing texture ensure easy and even application.

- ✦ 7 Color Options
- ✦ Vibrant Neon Colors
- ✦ Long-Lasting Formula
- ✦ Quick-Drying



12 ml

*Bold and Vibrant Colors!*



*Sparkling and Eye-Catching Nails!*



12 ml

**MOV**

# GLITTER NAIL POLISH

The Glitter Nail Polish series helps achieve nails with a bright and sparkling appearance.

It offers high performance on nails with intense glitters and long-lasting durability.

- ✦ 14 Color Options
- ✦ Sparkling Colors
- ✦ Long-Lasting Formula
- ✦ Quick-Drying





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*Thank You!*