

# HIGHHEELS

**COSMETICS**

*Le Talon Haut Des  
Produits  
Cosmétique*

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*Hair Color  
Explosion  
Trends 2023*

*MEN'S BEAUTY  
MARKET VALUED  
at USD 202.6 Billion*

**HYUNDAI BRINGS BEAUTY AND SCIENCE TOGETHER,**  
When All Powers Combine

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MAKEheal

MAKE A CHANGE





# HIGH HEELS

COSMETICS

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## HIGH HEELS COSMETICS

Head Office: Conrad Hotel, Conrad Business Tower,  
Office No. 1601, Sheikh Zayed Road, Dubai, UAE

Trading Office : Office 106-107, Atrium Center Khalid  
Bin Street Burdubai, Dubai, UAE

Office Numbers : (+971) 42 96 1888

Website : [www.highheelsllc.com](http://www.highheelsllc.com)

Email : [info@highheelsllc.com](mailto:info@highheelsllc.com)

## Team:

Sagar Ali (*Editor-in-chief*)

Radhika Sirohi (*Creative Head*)

Mark Estrada (*Content Writer*)

Khalid Mehmood (*Content Contributor*)

\*As Editor-in-Chief and on behalf of our team, we wanted to take this moment to say thank you to the contributors , writers , photographers , content creators, special thanks to a noble man and aviator for his gracious contribution and lastly our Dear Chairman for the grand vision that inspires us all

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# HIGH HEELS COSMETICS

## Le Talon Haut Des Produits Cosmétique

Cosmetics, Skin, Beauty, Hair Care -Developed with Innovation, Customized with Cutting Edge technology, Catapulted towards a Billion dollar beauty market, Encapsulated consumer health and Bourgeois skin care.

High Heels Cosmetics in partnership with one of the world's largest beauty Korean conglomerates, housed in one of the most luxurious backdrops of Dubai, we continue to expand and unify our systems, processes, and analytics across many divisions and countries, stepping in as a powerhouse in the global beauty market. According to CEO, Marcel Velez: "To ensure long term sound governance and data accuracy catapulted with innovation and cutting edge technology for the beauty industry, we have strengthened our symbiosis thru this partnership with exclusive distribution rights spread across four continents with our partners and this was exquisitely signed off and we are quite fortunate and ecstatic of what the future holds".

High Heels Cosmetics, in its French translation, Le Talon Haut Des Produits Cosmétique is beyond a fashion house and starts its journey made with the business-critical decision to launch 26 brands via single, centralized analytics platforms and clear distribution channel deployment plans by an experienced professional team built on customized solutions to serve four continents worldwide.

The evolution of the brand, High Heels Cosmetics, comes from a depiction of the literal meaning of bourgeoisie is a social class, equivalent to the middle or upper class or "haute" as in 'haute couture'. They are distinguished from, and traditionally contrast-

ed with the proletariat by their affluence and their great cultural and financial capital. They are sometimes divided into grande, haute, and ancient bourgeoisie and collectively designated as "the bourgeoisie". We connect this with the richness of our products, the stability of this partnership and the value we give in the production and development of our formulas from our airjet velvet lipsticks to our modern rich range of hair color with Hello Bubble and innovation, our Vitabrid C12 Beauty in Science range.





# Message from the Chairman

Our advocacy is second to none in producing organic and sensitive skin friendly product lines. We have been waiting for the right partner to enter the fastest annual growth rate in at least 13 years - Global Beauty Industry revolution that marks an 8% increase year-over-year and finally that day has arrived. We have established the beauty and pharmaceutical arm in cosmetics, health care, beauty and science from innovative technology via advanced techniques approved by the Food and Drug administration (FDA) from Korea and the US.

We are delighted to share this opportunity along with a few partnerships, joint ventures, local and international distribution, influencers, advertisers, the beauty movement, marketing networks, retailers, viable retail networks, global and local beauty brand ambassadors, with key interest in the Global Beauty Market industry in the launch of our initial and exclusive product lines made from Korean cutting edge technology.



**SARDAR UMAR**

Chairman

# Message from the CEO

Our long-term strategy is on track, focused on distinctive brand identity, product quality and industrial expertise, direct distribution and sustainability at the core of our values.

Never settle for less than the best. Our products simply demand the best, efficiency, cost effectiveness, and affordable luxury for now. Our team believes in what the industry demands, we stand and deliver.

Fashion is not about utility. An accessory is merely a piece of iconography used to express individual identity. Our groundbreaking attitude, distinguishes ourselves through our world-class products.

When you do understand what the customer needs, I keep going and always offer the best in the market.



**MARCEL VELEZ**  
CEO



## Message from the Operations Manager



**MARDOLF VELEZ OYSON**  
Operations Manager

Our High Heels Cosmetics team is more than prepared and ecstatic to proceed with a clear mechanism of business semantics and a long term business relationship with our partners especially in the Cosmetics Market and booming Beauty Industry that is based on extremely high quality beauty, face, skin and hair care with cutting edge technology that has been studied over the years from Korea surpassing and goes beyond the current beauty standards.

## Message from the Finance Manager

Our joint success in different levels of venture projects, we would like to announce our new partnership as a pivotal step in entering the global beauty industry which market size is set to be worth \$571.1 billion in 2023. Our aggressive approach is to immediately use all vehicles to penetrate the ever-growing beauty industry market size, which has grown by \$113.1 billion since 2015, by joining hands with one of the world-class leading brands from Korea for its international branding and sales journey.



**ZEESHAN MAQBOOL**  
Finance Manager





MAKEheal  
MAKE A CHANGE







# Make Your Foundation Look Like Second Skin

A million dollar question -What is the best way to apply foundation?

The best trick is ensuring that it blends into your complexion, much better should vanish without a trace. The top secret among the best make up artists is to be able to create a glowing canvas. Reduce the puffiness, boost your circulation, moisturize the skin, and whip up the luminous effect - the basic mantra . An eternal question for most pros and amateurs is whether to prime or not to prime. It will be best to prime for that illuminating drama. Do not forget to apply from the center and move outward. Direction and application is the key to that glowing canvas. Always use the right tool, remember do not paint, do not drag but buff, hence a beauty blender must not be skipped. At the end of the day, it will be the quality of product that you utilize to accomplish that voila' vanish-without-a-trace type of foundation as if you're not wearing at all!



# COVERSTICKS

The Debate in Coverage , Skin Tones , Undertones. Finding your shade.

Skin tones and undertones are completely different. According to the great celebrity photographer Patrick Demarchelier, skin tones range from very deep to very fair in color, but undertone against flashing light bulbs refers to the shade that is within that color. Your skin tone may change throughout the year, but your undertone never changes.

The best hacks for figuring out whether your undertones are warm, cool, or neutral. The debate continues with finding your correct foundation shade, type of coverage, coversticks and concealers , the process could be made easier just by knowing your undertone. It aids to identify your undertone in order to harmonize, differentiate and balance skin tone with the appropriate foundation and concealer.

When applying to find the right shades, to match from the center of the face down to the middle of the neck will give you the most accurate representation and allow you to see any redness you may want to cancel out. The art of shade matching is to avoid the dreaded and treacherous line of demarcation. One of the most common makeup mistakes are mismatched foundation. Neutral or cool undertones wearing yellow as well as yellow undertones wearing neutral or cool tones will always show a line of demarcation, making the skin look ashy or gray, and possibly oxidization of the formula, making the skin look

even more bleak or flaky.

There are three types of undertones: warm, cool, and neutral.

Warm includes golden, yellow, or peachy undertones. Cool includes pink, red, or blueish undertones. You're neutral if you're a mixture of warm and cool. Exposure to the sun is very crucial when it comes to figuring out your skin undertone. If you burn easily, you're a cool undertone. If you tan easily, you're a warm undertone. If you burn and then

tan, you're likely a neutral undertone. Another aspect is the color of your veins is a great way to determine your undertones in a pinch. Your eye and hair color is an incremental guide to

what your undertone may be. In general, deeper skin tones and deeper eye color usually tend to have warmer undertones while very fair skin and lighter eyes tend to have neutral or cool undertones. We find the best color palette for your undertone via categorizing if you're fair, light , medium tan to deep. Fair skin tends to be neutral or cooler undertones. Cooler-toned shades such as taupe, beige, and soft pinks complement this undertone. Light skin that's light but not as fair looks best in cooler-toned shades that are more soft and neutral such as grays and deeper beiges. The medium skin tone usually has the ability to go with both warmer and cooler colors. Medium, olive can also do both warmer and cooler shades.

“  
**Nobody is the color of translucent powder. Instead, choose a powder that matches your skin tone.**

- Bobbi Brown

”





# B BB CREAMS

The Surge of BB Creams



BB cream is short for blemish balm or beauty balm and it is used to moisturize, protect, and correct your skin according to your skin tones and undertones. BB creams became popular in South Korea in the mid-1980s but were actually created in Germany in the 1960s to help patients recover from laser treatments and surgery.

The surge of BB creams is gaining fame worldwide, not only in Asia. This is a light-weight foundation perfected with multiple skincare benefits such as moisturizing, sun protection evening out skin tone, all in one magical tube. BB creams are popular to help even out the skin tone. It makes the skin perfect, hence, hiding all imperfections and boosting glow.

The popularity of the BB cream is drawn from unblemished make up applications and is a dream come true for most men and women of those looking to cut down on steps in their daily skin routine looking effortlessly flawless.



# N

## NOSE MAKE UP STICK

Power of the Perfect Nose Shape

The evolutionary reasons for variation in nose shape across human populations have been subject to continuing debate.

and nasal cavity is to condition the lower respiratory tract. For

o b -  
shape  
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may be  
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sculpt-  
schnoz.

Much  
termin-  
can

style, knowing your nose shape is the key to figuring out the right way to contour it. There are seven different nose shapes: flat, triangle , bulbous, crooked,irregular, heavy, narrow . The best contouring and highlighting techniques for each one have been perfected over the years.

An import function of the nose inspired air before it reaches this reason, it is thought the served differences in nose among populations are simply the result of drift, but may be adap- to climate.

plasty is one of the sought after proce- and the journey ing the best contouring just on. If ever tried to your nose throw makeup tration, shape keep- fect

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your  
in frus-  
nose  
what's  
from  
ing the per-

like how  
ing your face  
help you choose

de-  
shape  
a flattering hair-



# MAKEUP

## Catalogue



Makeheal  
V-CERA COVER STICK



Makeheal  
LIPLEASURE WATER TINT GLASS



Makeheal  
EYE CROWN 144/CT



Makeheal  
I.P.L. FOUNDAISER AMPOULE GLOW



I am soda  
NO SEBUM MINERAL POWDER



Makeheal  
EYE PALETTE



Nuni busher  
EYE SHADOW GLITTER



Makeheal  
NOSE STICK 180/CT



Makeheal  
AIRJET VELVET LIPSTICK





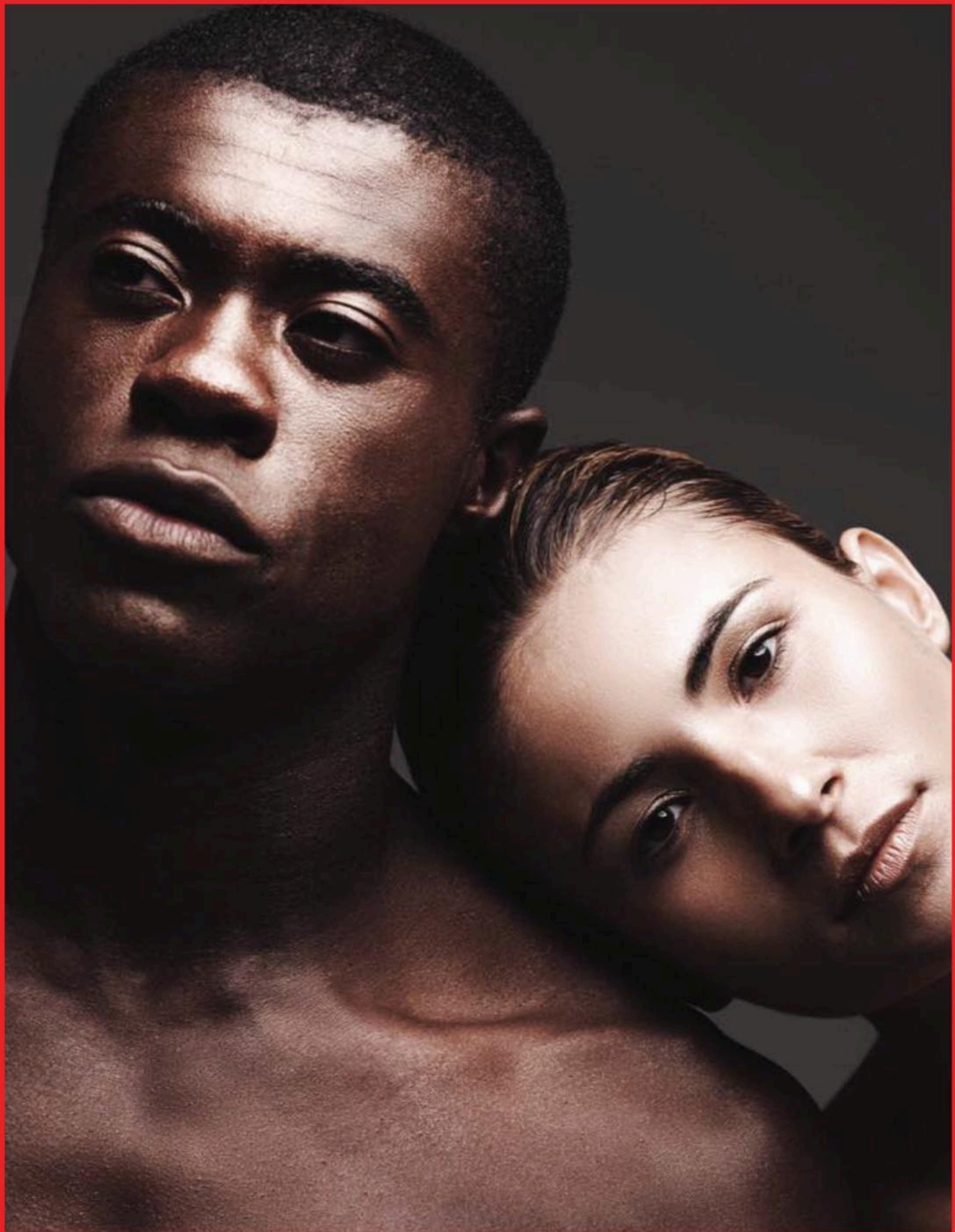
## *S*SKINCARE

Skin Thirsty : To hydrate and rehydrate

When skin is dehydrated, it creates more oil to make up for the missing water. This can cause extra oil, breakouts, irritation and dry patches. The activation of the body's stem cells and support cellular renewal with other antioxidant-packed ingredients can happen when the correct hydration system is in place: from serums, creams to brumisateur natural mineral water facial sprays.

It all boils down to the right routine. Consistency is key. The lightweight gel-cream formula glides on and sinks in immediately, supplying instant hydration and suppleness. It's a true luxury to apply while giving the boost required daily and setting the stage for long-term results, like stimulating collagen production and minimizing the appearance of wrinkles. Aside from consistency in routine, to hydrate and to rehydrate is a simple formula for repetitive quenching of skin thirst.









## EYECREAM

Never skipping the eye cream is the best you can do to fight aging. Never underestimate the power of your eye cream.

Incorporating an eye cream into your daily skincare routine can help minimize the appearance of these wrinkles as well as tackle other skin concerns like dryness, puffiness, dark circles and pigmentation. Eye creams minimize dark circles, along with reduction of the appearance of fine lines and wrinkles, protection from the elements, and targeted hydration. The skin around the eyes is much thinner and shows signs of aging more quickly than other areas of the face do. This thinness makes it more delicate, vulnerable and prone to allergic reactions than other facial skin. This is why the delicate skin around your eyes needs an extra dose of attention, which a regular face moisturizer might not be able to deliver.



# LIPS

What is the Airjet Velvet Lipstick ?



Airjet velvet lipstick is a special formula made with Korean technology by brand MakeHeaL. The formula is heavily pigmented luxury but does not feel heavy it as it allows the lips to breathe. Formulated with velvet powder capsule to create weightless and velvet lips.

It glides on the lips with one touch for a gorgeous colour payoff. A matte finish lipstick with light application and high-intensity color pigment are one with air that is-the weightlessness and breathable formulation.

Clear, vivid, and intense color application with just one glide!





**I.P.L FOUNDAISER  
AMPOULE GLOW**

# SKINCARE

## Catalogue



The botanist  
ROSE WATER HYDRA EMULSION



Secure nature  
ECO PROJECT CREAM



Mediental  
AURA ALPHA MASK PACK



Chok chok  
BODY SCRUB



Secure nature  
ECO PROJECT EYE ROLL



Secret nature  
MORINGA SEED CREAM



Pure florin  
SOFT FOAM CLEANSER 128/CT





**mise  
scène**  
미장센



# HAIRCARE

## Catalogue



Mise en scene  
SHAMPOO



Mise en scene  
CONDITIONER



Mise en scene  
SERUM STYLING



Vitabrid  
SCALP SHAMPOO



Mise en scene  
SCALP TREATMENT



Eugène  
HAIR COLOR (17)



Mise en scene  
PERFECT SERUM



Vitabrid  
HAIR TONIC



Eugène  
HAIR COLOR (56)





# HAIR COLOR EXPLOSION

Hair Colors That Are Headlining 2023

The zinc greys, the blue head , the purple zone and cashmere browns are causing quite a stir in the hair explosion trends for 2023. Bold and beautiful locks is what they call it whether you're a Korean popstar and rockstar or Hailey Bieber. The ultimate guide to confidence and displaying that insignia on your crown that " I'm a rockstar."

One of the many job prerequisite for being a pop star in South Korea , one must be open to constantly coloring your hair to match the outfit change or the occasion. One should be listed alongside proficiency in dancing, rapping, singing, and being generally attractive. Frequent trips to the salon are just another strenuous part of the idol lifestyle. Over the years, explosion of rainbow hair colors have started to hold significance to the career trajectory of K-pop stars. As a k-pop star changes their hair color , a new hair color is a signal to fans that something big is brewing, namely, a new single or album or new film or Netflix series is on the way.



6A  
더스티애쉬

Dusty

# HELLO BUBBLE

*mise en scène*

버블의 핀리함에  
크림의 영양을 더하다

mis  
scène  
이 장 선



# HOW TO Use?



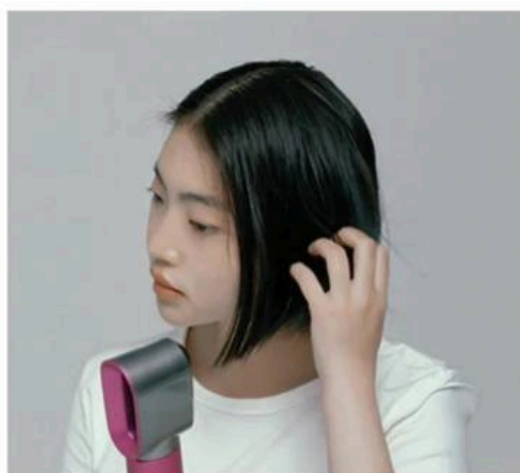
1. Pour solution 1 & 3 into the bottle container



2. Shake the bottle to make foam



3. Apply on hair evenly & leave it on for 30 minutes



4. Use shampoo & hair treatment to blowdry & style

# *M*EN GROOMING AND BEAUTY MARKET AT USD 202.6 BILLION

Staggering global men's grooming products market was valued at USD 202.6 billion in 2022 and is projected to expand at a CAGR of 8.0% from 2023 to 2030. Men dominate the luxury sector spending at an excruciatingly staggering 89 percent as big spenders in the luxury beauty market. Men are increasingly spending heavily on grooming goods as attitudes about conventional masculinity have shifted due to the rise of the metrosexual male and the growing influence of celebrities and influencers.

South Korean men have long embraced the beauty and grooming market. Over the past decade, they have become the world's biggest male spenders on skin-care, a market that grew by 44% in the country between 2011 and 2017. The global men's personal care market size was valued at USD 30.8 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 9.1% from 2022 to 2030.







**Men's grooming products market is projected to expand at a CAGR of 8.0% from 2023 to 2030**





# HAIR PROBLEMS

Male perspective

I'm sure we've all heard, if not experienced, some tell tale signs of damaged hair. From split ends, dryness, thinning hair, or worst, hair loss. According to the American Academy of Dermatology Association (AAD), one of the main reasons that can damage our hair is by rubbing shampoo into the length of our hair excessively, drying it with a towel, or even just brushing the hair when it's wet.

While compromised hair fiber can no longer be healed, you can take measures to prevent further damage. 'Mise en Scene Perfect Serum' is a favorite and if not one of the best from our list of products that transforms and revitalizes your hair. Enriched with the most healthy components that helps to rebuild and nourish hair strands from scalp to the tip.





perfect  
serum

Serum  
ORIGINAL  
80 mL / 2.70 fl. oz.

mise en scène

perfect  
serum

### Original Conditioner

퍼펙트 오리지널 세럼 컨디셔너

ARGANIA SPINOSA KERNEL OIL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, Cocos NUCIFERA (COCONUT) OIL, PRUNUS ARMENIACA (APRICOT) KERNEL OIL, OLEA EUROPAEA (OLIVE) FRUIT OIL, SCLEROCARYA BIRREA SEED OIL, CAMELLIA JAPONICA SEED OIL  
680 mL / 22.99 fl. oz.

mise en scène

perfect  
serum

### Original Shampoo

퍼펙트 오리지널 세럼 샴푸

ARGANIA SPINOSA KERNEL OIL, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL, Cocos NUCIFERA (COCONUT) OIL, PRUNUS ARMENIACA (APRICOT) KERNEL OIL, OLEA EUROPAEA (OLIVE) FRUIT OIL, SCLEROCARYA BIRREA SEED OIL, CAMELLIA JAPONICA SEED OIL  
680 mL / 22.99 fl. oz.

mise en scène



# HYUNDAI BRINGS BEAUTY & SCIENCE TOGETHER, WHEN ALL POWERS COMBINE

What makes or breaks a hair loss shampoo or an anti-wrinkle cream? Will it deliver its purpose? Will it work? Will its promised formula do the job? Will it just be the hype?

Hyundai Bioscience has developed and commercialized a Drug Delivery System for sale and efficient delivery of drugs or active ingredients to the human body whether its for hair loss or hair fall. The problem occurs when the active ingredients are not properly absorbed by the body to do its job. The absorption threshold is low. this is what Hyundai Bioscience 's technology delivers. Hyundai technologies allow the selective and effective delivery of active ingredients on targeted area of the human body thru bio-friendly mineral layered carriers. Skin absorption's new technology patented and registered across the world includes specializing in delivering Vitamin C to overcome the sensitivity of Vitamin C, hence called VITABRID. The same technology with bio infusion technology called Peptibrid is applied for a revolutionary anti aging skin care line system with high skin penetration maximizing the effectiveness of anti wrinkle, skin firming, brown spots improvement and hydration serums and creams.





Comparison of effects when using other serum alone vs. using the serum with Peptibrid<sup>®</sup>

Wrinkle  
improvement  
**116%↑**



Brown spots  
and melanin  
improvement  
**66%↑**



Skin firming  
improvement  
**88%↑**



Moisture  
retention  
improvement  
**74%↑**  
(for 100 hours)



# HIGH HEELS COSMETICS GLOBAL PRESENCE









HIGH HEELS  
COSMETICS