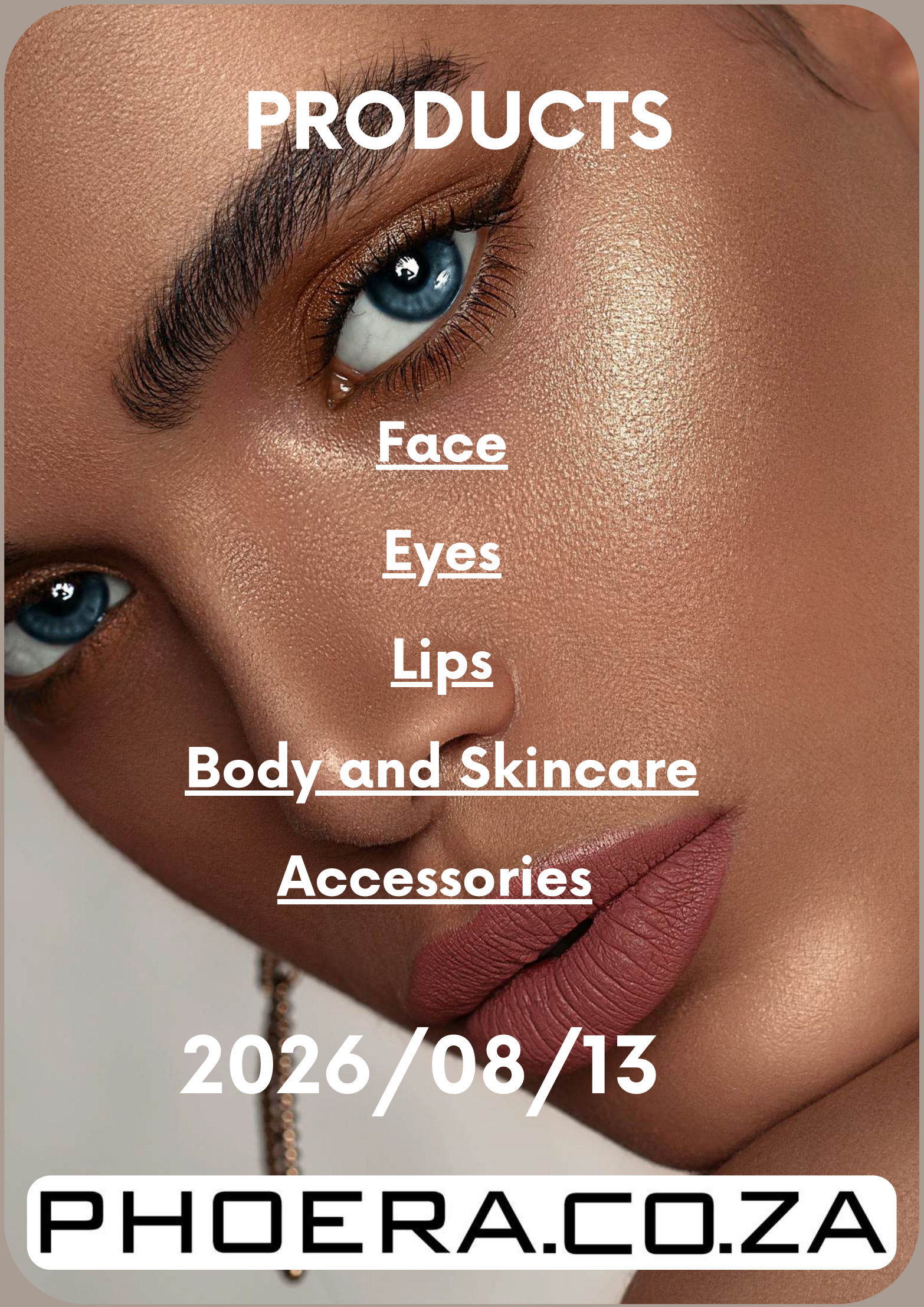

PRODUCTS
Face
Eyes
Lips
Body and Skincare
Accessories
2026/08/13
PHOERA.CO.ZA

FACE


Full Coverage
24
Long Lasting
Sweat&Heat Proof
Paraben Free
Synthetic Fragrance Free
Cruelty Free
PHOERA


PHOERA Changing Lives
Cover Up Acne Scars
FOUNDATION
24
PHOERA


SKINCARE ACTIVES
SENSITIVE
SKIN
SERUM
NIACINAMIDE
ALLANTOIN
HYALURONIC ACID
VITAMIN E
TEA TREE OIL


CC+ BENEFITS
PHOERA
CC+
3in1
ANTI-AGEING SKINCARE
SPF 25+
WITH HYALURONIC ACID & PEPTIDES
PARABEN FREE & CRUELTY FREE


PHOERA
MATTIFYING PRIMER
PHOERA
PORE MINIMIZING
OIL FREE
LONG LASTING


PHOERA
sheer matt!
fixing compact powder
204 BUFF BEIGE
205 GOLDEN BEIGE
206 TAN
207 SAND
208 ESPRESSO


#1 LIGHT
#2 NEUTRAL
#3 BEIGE
#4 CUSTARD
#5 BISCUIT
#6 CHESTNUT
#7 WALNUT
#8 AMANDE
#9 HAZELNUT
#10 DARK COFFEE


PHOERA
GEL CREAM
LIQUID BLUSH WAND
PRO.


PHOERA
BAKED BLUSH
Our Mineral Baked Blushes are created using seamless multi-tonal colour blending, for a glowing, youthful look.


PHOERA
Satin Finish
Blush
Bronzer
Highlighter
Powder


PHOERA
HIGHLIGHTING STICK
SHIMMER SKINSTICK
SHIMMER SKINSTICK


PHOERA


PHOERA


PHOERA
HD


PHOERA
Setting Spray
Matte Finish
PHOERA
MATTE FINISH
FINI MAT


Skin tone matching revolutionary formula
Never cakey or streaky
Light to medium buildable coverage
Natural Finish
Skincare actives hydrates and nourish skin
Perfect no-make up makeup look!


PHOERA
Cream To Powder Canned Blush Mud
01 Peony
02 Heat
03 Aloha
04 Sassy
05 Pow!
06 Magenta


PHOERA
MAKE-UP
Power grip primer + 4% naicinamide
Evens skin tone
Boosted with 4% niacinamide
(All skin types)
Power grip primer
Hydrates skin
Infused with hyaluronic acid
(All skin types)
Hydrating grip primer
Hydrates skin
Infused with hyaluronic acid
(Not for oily skin types)


PHOERA
Dewy Liquid Highlighter Wand
Contour
Highlight

Main

FACE (Continued)













Face
Main

Matte Liquid Foundation R180



This oil-free and silicon-free formula provides you with perfect coverage, lightness and serum-like feeling.

The silky formula brings a perfect matte finish and soft baby makeup effect. The feathery liquid mousse blend is flawless and natural looking. The texture is light and does not feel heavy or greasy.

There are now a total of 13 shades to assist in ensuring a match for your skin!

























Face
Main

Velvety Matte Cover Liquid Foundation R200



This amazing formula provides you with confidence to cover redness, acne, blemishes and even tattoos!

There are 2 additional beige shades giving you a total of 12 shades to assist in ensuring a match for your skin!

It is long-lasting (up to 24 hours) with a natural look and a velvety matte finish. It blends easily, is waterproof and does not cake and feels really light weight. For use on all skin types.







Face
Main

Hydrating Skincare Foundation R185

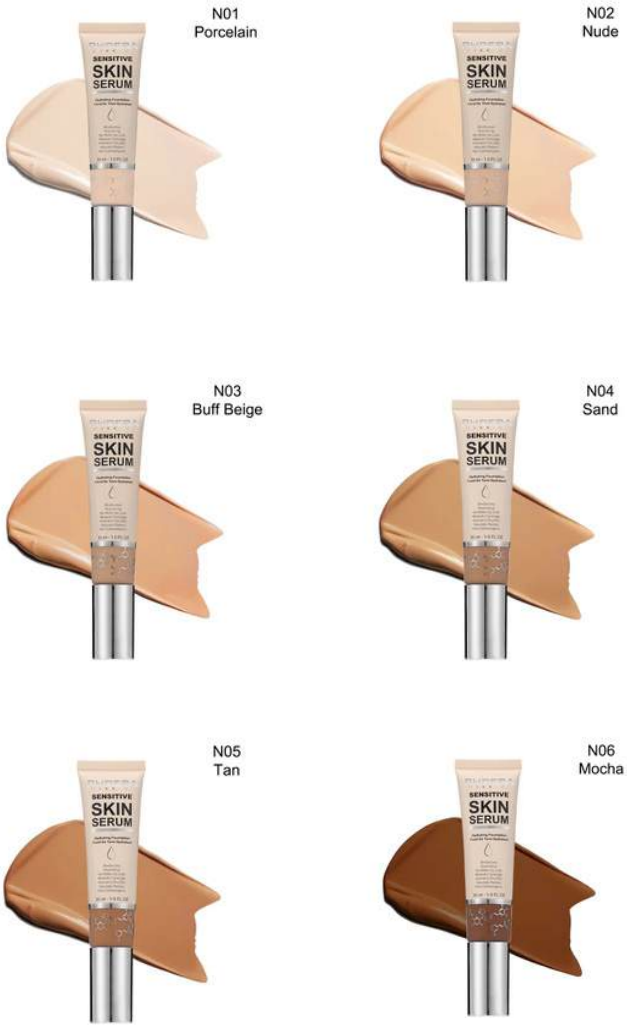


Phoera's skin serum hydrating foundation with niacinamide, allantoin, hyaluronic acid, vitamin E and tea tree oil delivers an instant healthy glow with 12 hours of skin hydration. Get the benefits of Makeup and Skincare in one **(normal to dry skin)**.

The lightweight texture provides buildable medium coverage (perfect for achieving a non-makeup look). It is infused with skin-loving niacinamide, allantoin, hyaluronic acid & tea tree oil, leaving you with a healthy glow!







Face
Main

CC+ Cream R185



CC+ BENEFITS

- ☑ ANTI-AGEING SKINCARE
- ☑ SPF 25+
- ☑ WITH HYALURONIC ACID & PEPTIDES
- ☑ PARABEN FREE & CRUELTY FREE

Phoera's CC+ Cream gives you a hydrating anti-aging serum, broadspectrum physical sunscreen, brightening colour corrector, poreless-finish primer, dark spot concealer and moisturizing day cream.

The formula is infused with peptides, niacinamide, hyaluronic acid, antioxidants, asiaticoside and vitamins.

Bear in mind this is not a full coverage foundation, is not waterproof and will transfer onto clothes, etc.







Face
Main

Mattifying Primer (24ml) R170



This specially formulated face primer blurs fines lines and pores for a flawless finish.

The satiny, non-oily formula evens out skin texture by minimizing pores, wrinkles and fine lines. Your skin will look resurfaced and perfectly smooth for a flawless makeup all day long! As with our foundations, this primer is also water-based.

There are 18ml (R140) and 6ml (R90) sizes also available!







Face Main

Compact Foundation Pressed Powder R100



An innovative, hydrating powder foundation that covers imperfections and evens out the skin tone!

The weightless, finely milled formula minimizes the appearance of pores and improves complexion.

This non-clogging powder absorbs and balances excess oil without caking. It blends effortlessly and applies evenly for a flawless finish.

There are a total of 8 shades to assist in ensuring a match for your skin!



201 TRANSLUCENT



202 NATURAL BEIGE



203 NUDE



204 BUFF BEIGE



205 GOLDEN BEIGE



206 TAN



207 SAND



208 ESPRESSO

Face
Main

Full Coverage Liquid Concealer R95



Blemishes have met their match!

Phoera's long-lasting concealer will hide it all.

Say goodbye to blemishes, spots, imperfections, and dark circles.

This blendable, creamy concealer keeps the complexion looking flawless, fresh and creaseless. Your skin becomes visibly smooth, soft, and more even-toned.

Available in an all-inclusive range of 10 shades.

101 Light



102 Neutral



103 Beige



104 Custard



105 Biscuit



106 Chestnut



107 Walnut



108 Amande



109 Hazelnut



110 Dark Coffee



Face
Main

Liquid Blush Wand R85



Phoera's highly pigmented gel cream liquid blush brings an easy rush of natural-looking colour to your cheeks!

It is weightless with an ultra-creamy texture which melts into your skin, making it easy to blend. It builds beautifully for a soft, healthy flush and transfer-resistant cheek with no cakeyness or unevenness.

Using the applicator, apply 1-2 dots on each cheek & gently blend into using a makeup sponge or brush.

101
Nude



102
Rose



103
Burn



104
Believe



105
Pumpkin



106
Buffalo



Face
Main

Baked Powder Blush R90



Phoera's brand new baked powder blushes are highly buildable and richly pigmented in satin and shimmer shades of peach and rose!

These are created by using seamless multitonal colour blending for a glowing and youthfull looking skin. They have been baked on Italian Terracotta tiles to give your skin a warm and natural finish.

It will provide you with a combo of colouring and highlighting in one product. Customize your face with as much (or as little) as you prefer!













Face Main

Blush Bronzer Highlighter Powder R100



Phoera's blush, highlighting and bronzing powder has texture of matte and shimmer!

Perfect for completing your makeup with one product creating a perfect 3D natural finish.

The blush powder has a fine and smooth texture, providing good blending on to your foundation.

The blush highlighter bronze powders have a high pigmentation, are weightless and are super easy to blend.



Shape, outline and highlight your best facial features!



001 Fair



002 Light



003 Medium



004 Deep

Face Main

Shimmer Skinstick R140



Phoera's highlighting shimmer sticks will give you your subtle bling for that special occasion!

They will add on an instant glow with their easy-to-use, light-as-air shimmer formula.

They glide on effortlessly and blend like a dream, just dab, blend, and glow!

Colour guide:
401 Crystal: Soft luminous white with silver pearl
402 Royal: Warm coral peach with gold pearl
403 Trophy: Champagne with gold pearl
404 Sunkiss: Bronze with gold pear











Face
Main

Glitter Gel Flakes R90



Light up any beauty look with these lightweight, easy application multi-chrome flake toppers! Instantly dramatize any eye looks with just a tap or a swipe.

No adhesive required. No fall out, no fuss, just magical bursts of color!

Apply with finger tips to body: collarbones, shoulders or anywhere you wish to sparkle!

The container must remain airtight, so keep it sealed after each use.


501 Hera


502 Poseidon


503 Apollo


504 Artemis


505 Ares


506 Athena


507 Aphrodite


508 Dionysus


509 Hestia


510 Demeter

Face
Main

Setting Powder R100



Phoera's loose setting powder creates a smooth, lightweight look and locks in your makeup look all day without creasing, caking or flashbacks. It was developed with ultra-fine smooth powders to provide a long wearing, soft focus matte finish without feeling heavy or looking cakey. Perfect for baking, contouring, and setting your makeup for all day or night wear.

Set that makeup in place with 3 easy steps:
1. Apply concealer / foundation and let it dry.
2. Apply a layer of your shade of setting powder and let it 'bake' or set for 5-10 minutes.
3. Use a powder brush to sweep excess powder away.











Face
Main

HD Finishing Pressed Powder R100

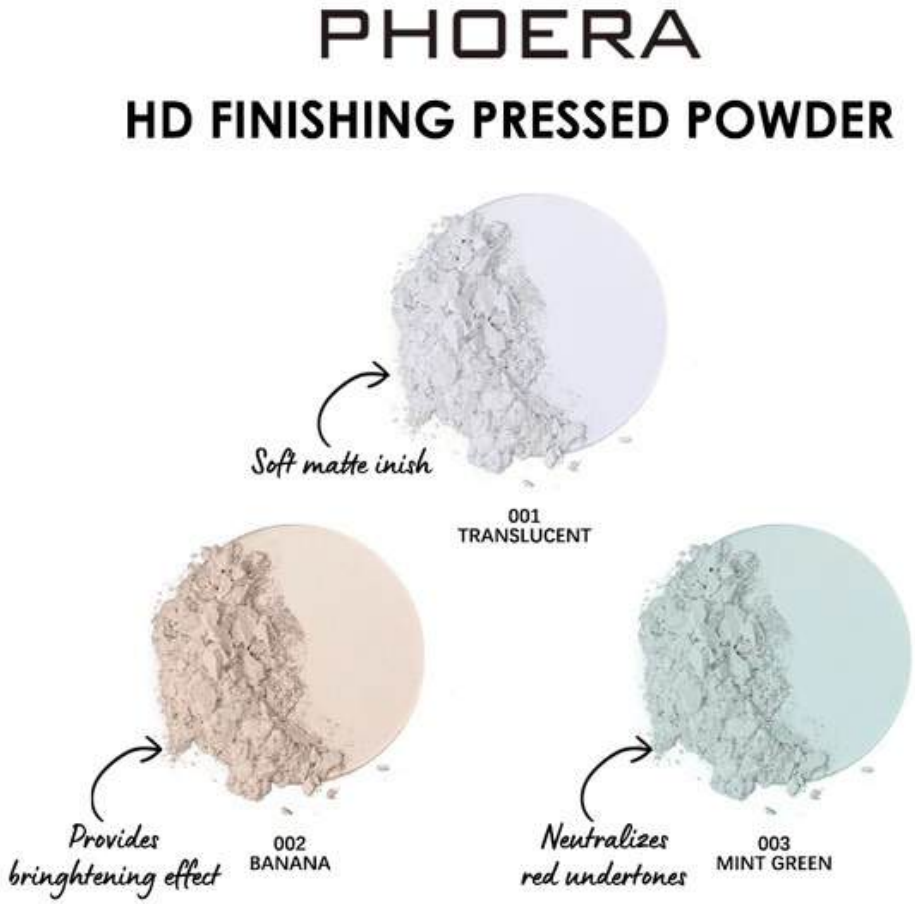
Phoera's finishing powder instantly blurs fine lines, pores and imperfections for a beautifully smooth complexion.



It's lightweight formula absorbs excess oils with a naturally matte coverage, while illuminating desired features. The finishing is subtle to the lens or eye and it is ideal for every skin tone.

The Translucent provides a soft matte finish.
The Banana provides a brightening effect.
The Mint Green neutralizes red undertones.

Directions:
Lightly swirl with a brush and dust onto face.
Use a sponge to achieve a matte and natural complexion in the desired areas.



Face
Main

Setting Spray Matte Finish R180





With Phoera's easy spray bottle, you can easily do quick touch-ups in no time.

A lightweight makeup setting spray that works hard to make sure your makeup stays. Long lasting matte finish.

EASY APPLICATION:
Set your makeup on in just a single mist.

Tips:
1. Shake the bottle well before use.
2. Close eyes and hold around 20cm away from face and body and slightly above the face.
3. Spray across the face for an even all over glow.
4. Avoid spraying directly on to your clothes.



PHOERA

Setting Spray

Matte Finish



Face Main

Color Changing Liquid Foundation R185







Phoera's Colour Changing Foundation offers buildable, light to medium coverage that effortlessly adapts to your needs, taking the drama out of choosing your perfect shade!

The formula contains colour beads that break down as you blend, delivering an exact match to your natural skin tone.

It is lightweight and quickly absorbs onto the skin without any dryness or caking, providing natural coverage that enhances your complexion.







01 Light



02 Medium

Face
Main

Cream To Powder Canned Blush Mud R100



Phoera's lightweight cream to powder canned blush mud is a long-wearing blush for cheeks that show off vibrant yet natural looking colour.

The unique texture is extremely buildable and natural yet the noticeable blush wears evenly and enhances the skin tone with a radiant glow.

It's a "Blush, Puff, and Mirror" all in one!

The creamy, smooth and true-to-tone colour blends seamlessly.



There are 5 matte and 1 shimmer (Saucy 04) finishes.

How to use:
- Swirl the face blush puff and sweep over the cheeks.
- Gently blend the color up towards the cheekbones and temples.
- Re-apply to build to the desired brightness.



01
Pataya



02
Heat



03
Aloha



04
Saucy



05
Petal



06
Magenta

Face
Main

Grip Primer R145

PHOERA
MAKE-UP



Power grip primer + 4% naicinamide

- Evens skin tone
- Boosted with 4% niacinamide

(All skin types)

Power grip primer

- Hydrates skin
- Infused with hyaluronic acid

(All skin types)

Hydrating grip primer

- Hydrates skin
- Infused with hyaluronic acid

(Not for oily skin types)



Phoera's grip primers keep you skin hydrated with a long-lasting and dewy finish while gripping makeup.

The pink (24ml) is gel-based and enriched with 4% Niacinamide to help even out the skin tone and brighten it (ideal for all skin types).

The blue (24ml) is a gel-based hydrating primer infused with Hyaluronic Acid that helps smooth the skin (ideal for all skin types).

The green (18ml) is a hydrating primer containing Portulaca Oleracea Extract and Sodium Hyaluronate to help moisturize the skin for a fresh, dewy glow. It is NOT FOR OILY SKIN TYPES and very sticky once applied, so needs quite a while to dry before applying any makeup over it. It can also be worn alone for a glassy, hydrated, fresh face.

Face Main

Glow Liquid Highlighter Wand R100



Get glowing in seconds with a wave of Phoera's magic highlighting wand for a dewy, radiant skin for you face and body!

This weightless, non-sticky formula effortlessly blends into the skin for seamless application.

It lasts all day without fading, creasing, or settling into fine lines.

Use the applicator to apply directly onto the desired areas for instant illumination and a precise application.

301
CHAMPAGNE



302
ROSE GOLD



303
SOFT PINK



304
BRONZE



Face
Main

Brighten Up Baked Highlighter Powder R100



Phoera's luminous baked highlighter powder gives skin an instant glass-like sheen for an easy, natural-looking glow that lasts.

The easy-to-blend formula leaves a beautiful velvety finish on the skin.

It looks amazing on cheekbones, around the eyes or anywhere else you would like to apply it.

Provides a gorgeous summer-like glow.

PHOERA

It can be mixed with foundation or used to highlight specific areas of the face. It can also be applied on the body.



Face
Main

Cream Concealer Correct Contour Palette R170



HIDES AND CORRECTS AND CONTOURS



1. Masks blemishes
2. Contours the high points
3. Conceals dark circles & redness
4. Highlights high points
5. Adds contour to the skin
6. Conceals dark circles

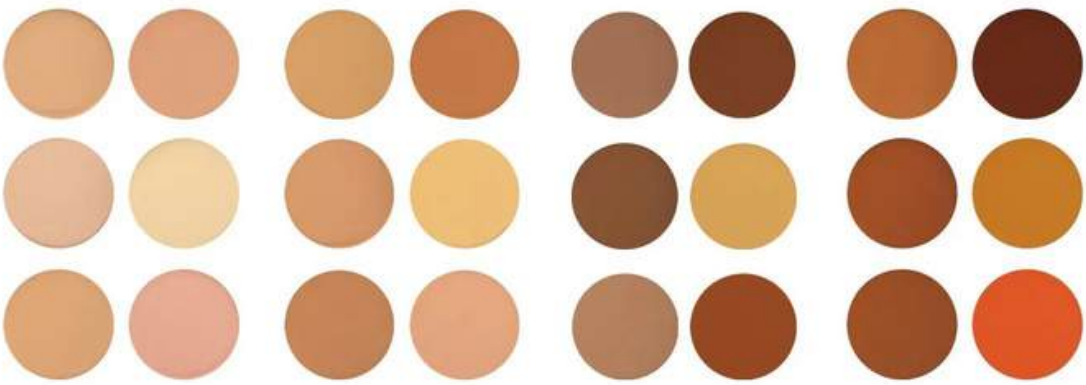


Skin palettes featuring 4 groups of concealers & contour shades.
Can be used individually or combined to match any skin tone and suited for all skin types.
The creamy, blendable formula delivers medium to full buildable coverage in a natural finish.
You can even layer the colour correctors together to correct skin tone and conceal dark circles, blemishes, moles, tattoos and birthmarks.
Use the yellow shade to help camouflage stubborn dark circles.

PHOERA
CREAM CONCEALER CORRECT
CONTOUR PALETTE



101 LIGHT | 102 MEDIUM | 103 DEEP | 104 DARK



Face Main

Natural Glow Enhancer Filter R185



A liquid face highlighter that delivers an illuminating colour tint to enhance your skin's natural glow.

Wear it on its own, under or over makeup, mix with your favourite foundation for a dewy finish or use it as a highlighter where required.

Available in 4 shades, contains Shea Butter and Glycerin, and is suitable for all skin tones, instantly hydrating and luminizing your skin!











Face
Main

Waterproof Setting Spray (100ml) R220





Phoera's waterproof setting spray contains active ingredients to support your flawless finish!

Matte

This natural finish setting spray's waterproof, sweat-resistant formula locks in makeup.

It sets and blends foundation, concealer, bronzer and powder without a trace, create a weightless veil and a flawless-looking finish!

No melting, no fading, no creasing!

UP TO 24 HOUR WEAR.

Glitter

This glitter waterproof setting spray locks in your makeup for up to 24 hours.

The prismatic rainbow glitter blend creates a dazzling wash of shimmer with iridescent pearls.

The sweat-proof formula doesn't transfer or smudge!

Safe for face, body and hair.

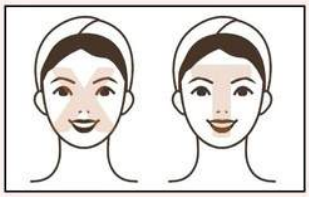
HOW TO USE

STEP 1

Shake It Well

Shake it upside down, shake it 6-8 times again.





STEP 2

Test two or three sprays before spraying on the face. Hold 8-10" away from face, spray in an"X" & "T" formation until fully saturated. (about 2-4x)

STEP 3

Wait to dry completely

(Warm tips: You can mist your brush or sponge with it before applying makeup to make it last even longer.)



Face Main

Radiant Matte Powder Blush R160



These pressed powders deliver high-impact pigmentation with a soft and delicate look in just one swipe!

Available in 8 soft matte shades for all skin tones to flaunt that silky blend.

No worries about fallout or looking chalky, these stay in place and won't cake!

They blend seamlessly for a diffused flush of colour!



B101 Dahlia



B102 Pattv



B103 Starla



B104 Peonv



B105 Zinnia



B106 Bloom



B107 Moone



B108 Glory

Face

Main

Radiant Sparkle Highlighter R170



An ultra-smooth highlighter that provides a light, radiant finish and fits the skin without showing pores.

A shimmering formula that'll leave your face and body dewy, providing a radiant finish.

Easy to blend and easily create various makeup looks on different occasions with 4 shades available.

Waterproof, long lasting and natural looking makeup.



H201 Glint Halo



H202 Champange Halo



H203 Pink Halo



H204 Bronze Halo

Face

Main

EYES


PHOERA
SMOOTHER, FULLER BROWS. 2 EASY STEPS TO WOW.
ULTRA-SLIM BROW PENCIL
#101 TAUPE
#102 SOFT BROWN
#103 DARK BROWN
#104 DARK BRUNETTE
#105 BLACK


PHOERA
Brow Glue
Tinted Brow Styler


BROW POMADE


PHOERA
High Definition 9D Mascara
Gentle And Safe On Sensitive Eyes
Unique Flexible Silicone Brush Separates & Buildable


PHOERA
Waterproof Liquid Eyeliner


Truth 204#
Super Matte


PHOERA
Shimmer




PHOERA


PHOERA
MAKE-UP


PHOERA


PHOERA


PHOERA
MAKE-UP
VOLUME
CURLING
LENGTH


PHOERA
Extreme Long Lasting
Liquid Eyeliner Waterproof




KOHL KAJAL
EYE LINER PENCIL

Main

Ultra-slim Brow Pencil R75



Phoera's Ultra-slim Brow Pencil is ultra slim with a 1.5mm precision tip.

It is a retractable waterproof eyebrow pencil ideal for outlining and detailing brows with professional quality precision and mimics hair like strokes in sparse areas of the eyebrow. The unique wax formula features a perfect blend of eyebrow color. It's blending spoolie brush is the perfect tool to blend and precisely draw and shape natural looking brows.

Pro-tip: For more precisely shaped brows, first dot the start, the arch, and the end of the brow, and then connect them.



#101
TAUPE



#102
SOFT BROWN



#103
DARK BROWN



#104
DARK BRUNETTE



#105
BLACK

Eyes
Main

Brow Glue Tinted Styler R100



Phoera's instant brow glue is available in four tinted shades plus one clear eyebrow gel that dries down totally transparent. These are high-impact shades to complement an array of hair colors. This eyebrow glue is ideal for long-lasting brow looks. It dries down to a natural, non-sticky finish. Brows are full, feathered & fixed in place.

Stick it to your brows! It's quick and easy to apply. Just use the included round spoolie brush to style and set your brows in place.

If needed, you can use Phoera's Ultra Slim Brow Pencil to fill in any sparse areas.





01 Clear



02 Taupe



03 Medium Brown



04 Dark Brown



05 Black

Eyes
Main

Brow Pomade R115



Phoera's cream formula with a matte finish is waterproof and long-wearing! It allows for versality in application, from natural to bold, and perfect for use with stencils! The formula allows for smooth application and hair-like texture. It also allows time for blending before it sets.

01 Blonde For Blonde hair with warm/gold undertones
02 Taupe For Blonde hair with cool/ash undertones
03 Soft Brown For Light Brown hair with warm/cool undertones
04 Auburn For Red hair with warm/cool undertones
05 Dark Brown For Dark Brown hair with a warm undertones
06 Jet Black For Black hair with a warm undertones



01 BLONDE

FOR BLONDE HAIR WITH WARM/GOLD UNDERTONES



02 TAUPE

FOR BLONDE HAIR WITH COOL/ASH UNDERTONES



03 SOFT BROWN

FOR LIGHT BROWN HAIR WITH WARM/COOL UNDERTONES



04 AUBURN

FOR RED HAIR WITH WARM/COOL UNDERTONES



05 DARK BROWN

FOR DARK BROWN HAIR WITH A WARM UNDERTONES



06 JET BLACK

FOR BLACK HAIR WITH A WARM UNDERTONES

Eyes
Main

9D High Definition Mascara R155



PHOERA 9D Mascara will never let you down! Instantly lifting lashes while giving you that extra volume and length in the jetblack formula.

The unique flexible silicone brush is shaped to comb though each lash from root to tip. It delivers a buildable look with no clumping or flaking.

Gives you high definition and well separated lashes, with the perfect natural and amazing look!

This formula is water-proof so it won't run, but is easily removed with warm water (no makeup remover required). Also gentle and safe on sensitive eyes.





Eyes Main

Precise Waterproof Liquid Eyeliner R80



This waterproof liquid liner enables you to create a variety of eye-opening effects from thin, precise lines to thick, dramatic looks. The formula glides on with ease, dries quickly and won't smudge or run. These fine marker-like tips offer precise application for everyone from novices to pros and results in beautifully defined eyes that will leave a lasting impression.

Benefits:

Waterproof and easy-to-use

Goes on smoothly without skipping, smudging, or pulling

Lasts all day long

Intense shimmer sparkles



#101
Jet Black



#102
Dark Brown



#103
Dark Blue



#104
Black Shimmer



#105
Platinum Silver



#106
Dazzle Golden

Eyes
Main

Matte Eyeshadow R70



Truth 204#

Super Matte



This highly pigmented and soft touch eyeshadow leaves you with a beautiful, soft, smooth and velvety matte finish!

BENEFITS:
Easy to apply
Ultra-smooth and blendable

























Eyes Main

Pigment Shimmer Eyeshadow Powder R70



This highly pigmented and concentrated loose powder contains ingredients to help it adhere to skin, and creates a subtle wash of colour and an intense effect. Apply the powder with either a dry or wet brush depending on the desired effect.

BENEFITS:
Easy to blend
Non-caking
Non-streaking
Long-wearing

























Eyes
Main

Palettes R265(18) R240(16) R140(9) R100(4)







Take your look to infinity and beyond with Phoera's highly pigmented palettes!
Game-changing palettes ranging from flattering mattes to shimmer-drenched hues to transform your lids.
Amazing range of 11 stunning eye shadow palettes that apply evenly and feel ultra-velvety and silky!
Choose from the 2 x 18-shade, 2 x 16-shade, the popular 9-shade Himalayas, and the 6 x 4-shade palettes.









PARANA

YENISEI







Eyes
Main

Eye & Lip Crayon R90



Phoera's eye & lip crayon gives you great matching possibilities! This easy-to-use, versatile cream product delivers effortless application, intense, buildable colour and long lasting wear.

Easily smudge, blend, line or fill the desired area effortlessly. The pigment-rich shades come in creamy shimmer or matte finishes. Once on your lips or lids, it remains crease and transfer resistant.

Matte: 101 to 105
Shimmer: 109



101#
Opals



102#
Carbon



103#
Putty



104#
Stone



105#
Caramel



109#
Champagne

Eyes
Main

Lipliner & eyeliner kit R90



Phoera's lipliners will compliment your favourite matte lipstick and finish off your lips in a kiss of satin!

These super-smooth and richly pigmented lipliners come in 12 gorgeous shades to suit any mood!

There are 6 kits to choose from. Each kit includes 2 beautifully coloured lipliners and a Swan Black eyeliner to top it off!

They are long-lasting, weightless, have a velvety matte texture and glide on creamy smooth!

<u>Use a makeup sharpener to gently sharpen!!</u>





Eyes
Main

Glitter Gel Flakes R90



Light up any beauty look with these lightweight, easy application multi-chrome flake toppers! Instantly dramatize any eye looks with just a tap or a swipe.

No adhesive required. No fall out, no fuss, just magical bursts of color!

Apply with finger tips to body: collarbones, shoulders or anywhere you wish to sparkle!

The container must remain airtight, so keep it sealed after each use.


501 Hera


502 Poseidon


503 Apollo


504 Artemis


505 Ares


506 Athena


507 Aphrodite


508 Dionysus


509 Hestia


510 Demeter

Eyes
Main

Dual-ended Winged Eyeliner Stamp R95



Phoera's new eyeliner / stamp combo is here!

One side is a precise eyeliner and the other a thin winged stamp.

It is waterproof, quick-drying bold, easy to use and convenient to carry!

You will have impeccable and precise lining and winged results that last all day long!

PHOERA















Eyes Main

Volumizing Waterproof Fiber Mascara R155



Phoera's volumizing mascara formula is infused with fibers!

This delivers a super false lash effect, giving dramatic volume, length, and lift to lashes!

The hourglass brush shape grabs lashes at the root to lift, thicken and lengthen lashes.

No clumps, smears, or flakes, just volume and the look of longer eyelashes that last all day!

Despite the waterproof formula, it can just be removed with warm water!





Eyes Main

Extreme Long Lasting Liquid Eyeliner R90



Create pricise and stunning ultra-matte, vivid lines in black.
This smear-resistant eyeliner formula allows you to freely experiment with graphic lines.
The precise liner tip gives total control over eyeliner thickness and definition.
A highly pigmented eyeliner that glides on effortlessly, dries fast, and lasts day to night.
It isn't sticky or clumpy, so it won't tug at your delicate eyelid.



Eyes
Main

Eyeliner Pencil (KOHL KAJAL) R45



This eyeliner pencil delivers a rich, intense colour!
It has an ultra-fine tip ensuring you can create sharp lines, smudged effects, or intricate details with ease.
The waterproof formula glides on smoothly without tugging or pulling.
Featuring 6 highly pigmented shades to highlight your eye shape and upgrade your gaze for every style!
Sharpen softly with a make-up sharpener.













Eyes
Main

Instant Hair-like Eyebrow Pen R90



Phoera's new eyebrow pen has ultra-fine fibre tips to create real hair-like strokes, allowing you create a brow from nothing.

It fills in sparse areas, or builds on top of brows for natural, fuller looking brows.

Available in 4 shades to match any hair colour and skin tone.

A non-smudging, non-transfer and waterproof eyebrow pen formula for long-wear use!

Tip: Tap on tissue paper first to remove excess ink and allow a fine hair stroke finish!





Eyes
Main

LIPS


PHOERA
MAKE-UP
24
Long Lasting
Weightless
Paraben Free
Cruelty Free
PHOERA
PHOERA




Ultra Matte
Non Transfer Lipstick


PHOERA


Multi-Tasking Makeup
Light-Weight & Budge-Proof
Smudge-proof
CHEEK
LIP
Non-Sticky
Long-lasting
Matte Finish
Buildable
tint


PHOERA
MAKE-UP
LIPS STAY LOOKING DRIPPY
IN 6 SHADES.
Moisturises lips
Comfortable and Lightweight


YES, PLEASE:
CINNAMON OIL
Juicy & plump
SODIUM HYALURONATE
Hydrated & nourished
NO, THANK YOU:
BEE VENOM & CAPSICUM
PLUMPING
Lip Gloss


PHOERA
MAKE-UP


PHOERA


LIP SLEEPING MASK


PHOERA
PHOERA Glow
Reviver Lip Oil Glimmer
Shimmery & sheer formula
Gives maximum volume
Extra nourishment
GLIMMER


PHOERA
Lip Liner



Main

24 HRS Non Transfer Matte Lipstick R120



Phoera's matte non transfer lipstick stays all day while feeling weightless and comfortable!

The fully pigmented formula glides on smoothly and ensures intense colour stay on your lips.

Long-Lasting lipstick that are mask, cup and pizza proof!

No matter how much you sweat, drink or wash your face, this lipstick won't come out unless you wipe it off!



Lips
Main

Long lasting Velvet Matte Liquid Lipstick R90



Phoera's liquid lipstick makes your lips feel luxurious and velvety.

Lasts all day with minimal touch-ups, even through meals.

It's richly pigmented, French vanillainfused formula glides on and dries down to a luxurious, velvety matte finish.



NUDE
201#



CASHMERE
202#



ANDROGYNY
203#



LOLITA
204#



VENUS
205#



Unicorn
206#



VAMPIRE
207#



PINK
208#



FLIRTY
209#



SALEM
210#



ONLY YOU
211#



BLEACHED
212#

Lips

Main

Ultra Matte Non Transfer Lipstick R100



Phoera's liquid lipstick makes your lips feel luxurious and velvety.

Lasts all day with minimal touch-ups, even through meals.

It's richly pigmented, French vanillainfused formula glides on and dries down to a luxurious, velvety matte finish.

























Lips
Main

Lip Glow Colour Reviver Balm R90



Phoera's new lip balm coats your lips to moisturize with a high shine gloss.

It hydrates to a smooth and silky finish.

The tinted feature gives a shiny glow along with a high pigment.

Available in seven shades plus one transparent offering a clear to tinted texture with long-lasting moisture. Your lips will feel instantly nourished, softer, and glossier!

















Lips
Main

Lip & Cheek Tint Stain Matte Finish R70



Phoera's lightweight kiss-proof and smudge-proof Lip & Cheek Tint provides a comfortable colour that feels fresh and non-sticky. This is an excellent alternative to heavy and uncomfortable formulas, and provides a weightless finish that lasts throughout the day.

These tints can also be used as a liquid blush by applying just a few dots on cheeks and blending them, giving you a natural-looking flush of colour and a glamorous look quickly. It is a water-based tint is quickly absorbed and stays on without feeling sticky, and ensuring long-lasting colour that won't budge!

Feel more lively, energetic and enjoy the bold and eye-catching shades that enhance your overall appearance!

601
Founder



602
Dancer



603
Caller



604
Reviver



605
Believer



606
Seeker



Lips
Main

Moisturizing Roll On Lip Oil R50



Phoera's roll-on lip oils come in 6 fruity flavours to delight your senses & keep your lips smooth and hydrated.

It effectively improves dryness and the peeling of lips, leaving them soft, smooth and moisture-rich!

They are tiny, cute, and easy to carry & apply



CHERRY



ORANGE



GRAPE



RASPBERRY



STRAWBERRY



PEACH

Lips Main

Plumping Lip Gloss R120



Phoera's new lip plumping formula uses natural ginger extract and vitamin E to enhance lip activity and promote the growth of lip cells.

There is no bee venom or capsicum (hot pepper molecules) in our product (like similar products promoted produced by other health specialists and brands).

It is also enriched with the vitamin E and Shea Butter to nourish and hydrate the lips.

A short burning sensation will tell you that it is working and your lips will look plumper!

Plumping, Hydrating, Nourishing

- Natural ginger extract and vitamin E to enhance lip activity and promote the growth of lip cells.
- Enriched with Vitamin E and Shea Butter to nourish and hydrate the lips.
- A short burning sensation will tell you that it works and your lips look plump since the first test.





Lips
Main

Eye & Lip Crayon R90



Phoera's eye & lip crayon gives you great matching possibilities! This easy-to-use, versatile cream product delivers effortless application, intense, buildable colour and long lasting wear.

Easily smudge, blend, line or fill the desired area effortlessly. The pigment-rich shades come in creamy shimmer or matte finishes. Once on your lips or lids, it remains crease and transfer resistant.

Matte: 101 to 105
Shimmer: 106 to 110


101#
Opals


102#
Carbon


103#
Putty


104#
Stone


105#
Caramel


109#
Champagne

Lips
Main

Lipliner & eyeliner kit R90



Phoera's lipliners will compliment your favourite matte lipstick and finish off your lips in a kiss of satin!

These super-smooth and richly pigmented lipliners come in 12 gorgeous shades to suit any mood!

There are 6 kits to choose from. Each kit includes 2 beautifully coloured lipliners and a Swan Black eyeliner to top it off!

They are long-lasting, weightless, have a velvety matte texture and glide on creamy smooth!

<u>Use a makeup sharpener to gently sharpen!!</u>





Lips
Main

Lip Sleeping Mask R70



Phoera's lip mask formula contains MACADAMIA INTEGRIFOLIA SEED OIL and ASTROCARYUM MURUMURU SEED BUTTER to help soften and moisture dry and chapped lips.

A deep conditioning lip moisturizer for very dry lips to use consistently throughout the summer and into the winter for great results, softening the stratum corneum.

This leave-on mask helps nourish & deliver lasting moisture while you sleep to reduce lip lines and reveal smooth & supple looking lips for a fuller visually look.

Apply a thick layer every night before sleeping, letting it absorb into your lips. Gently wipe off the excess mask in the morning as needed, and remove any dead skin on the lips.

During the day, apply a thin layer as a base if you like a glossy lip finish.





01
BERRY



02
TANGERINE



03
SPUN SUGAR



04
STRAWBERRY

Lips
Main

Glow Reviver Lip Oil Glimmer R100



Swipe your lips for a luscious shine and get an ultra-glossy, sheer pop of color with a non-sticky, hydrating formula!

Keeps your lips feeling soft and looking radiant effortlessly with a fresh minty scent all day long.

It features a flexible lip hugging applicator that hugs every curve, delivering a nourishing, juicy formula in just one smooth glide.



Lips
Main

Lipliner Gel Pencil R60



A weightless, long-wearing gel lipliner with a velvety matte texture that glides on creamy smooth.
Sharpen softly with a make-up sharpener.
Tip: Leave in fridge for a while before sharpening!





Lips
Main

MBC Liquid Lipstick (non-Phoera) R135









A selection of shades which are currently not available in the Phoera liquid lipstick range!
WARNING - Contains perfume!
Value for money 6ml (compared to the standard 3ml).
Unique LED light appears in the lid when you open it, perfect for on-the-go touch ups!
Vegan and Cruelty-free
Directions:
Prep chapped lips to ensure a smooth application and remove any dry or cracked skin.
Apply evenly using light short strokes.
Ingredients:
HYDROGENATED STYRENE/ISOPRENE COPOLYMER, SILICA DIMETHYL SILYLATE, DIISOSTEARYL MALATE, POLYISOBUTENE, PENTAERYTHRITYL TETRAISOSTEARATE, BUTYROSPERMUM PARKII (SHEA BUTTER), TOCOPHEROL, PARFUM, PHENOXYETHANOL, MAY CONTAIN: CI 77499, CI 77491, CI 77492, CI 77891, CI 45410, CI 19140.

Lips
Main

BODY AND SKINCARE













Main

Body Luminizer R185



This ultimate gel-based body luminizer will veil your skin in a gloriously dewy, highshine finish! The light-reflecting pearl pigments give the most insanely smooth, glossy finish! It blends easily into the skin for a streak-free finish that's perfect for buffing into any area of the body you wish to glow like a goddess. That post-vacay glow is now yours year-round with this smooth body luminizer that glides on and leaves skin feeling dewy to the touch. Get ready to bathe your skin in a gloriously high-shine finish that does to your body what highlighters does to your cheekbones! It is a head-to-toe, transferresistant, high-shine body luminizer that drenches skin with emollients. Your skin will feel soft, supple and smooth and feel drenched in a sunny, radiant luminous finish.



Rose Gold
#101

Perfect for fair and light tones!
A soft rose gold, and silver pearls
illuminate the skin
for a glowing complexion.





Metallic Gold
#102

Perfect for medium and tan tones!
A stunning true golden shimmer
illuminate the skin
for a glowing complexion.





Glistening Bronze
#103

Perfect for deeper skin tones!
A toasty copper shimmer
with rich golden pearls
illuminate the skin
for a glowing complexion.





Sparkle Pink
#104

Perfect for fair and light tones!
A pure pink shimmer with claret and gold pearls
illuminate the skin for a glowing complexion





Diamond Platinum
#105

Perfect for all skin tones!
A crystal platinum shimmer with rich silver pearls
illuminate the skin for a glowing complexion



Body
Main

Lip Sleeping Mask R70



Phoera's lip mask formula contains MACADAMIA INTEGRIFOLIA SEED OIL and ASTROCARYUM MURUMURU SEED BUTTER to help soften and moisture dry and chapped lips.

A deep conditioning lip moisturizer for very dry lips to use consistently throughout the summer and into the winter for great results, softening the stratum corneum.

This leave-on mask helps nourish & deliver lasting moisture while you sleep to reduce lip lines and reveal smooth & supple looking lips for a fuller visually look.

Apply a thick layer every night before sleeping, letting it absorb into your lips. Gently wipe off the excess mask in the morning as needed, and remove any dead skin on the lips.

During the day, apply a thin layer as a base if you like a glossy lip finish.





01
BERRY



02
TANGERINE



03
SPUN SUGAR



04
STRAWBERRY

Skincare
Main

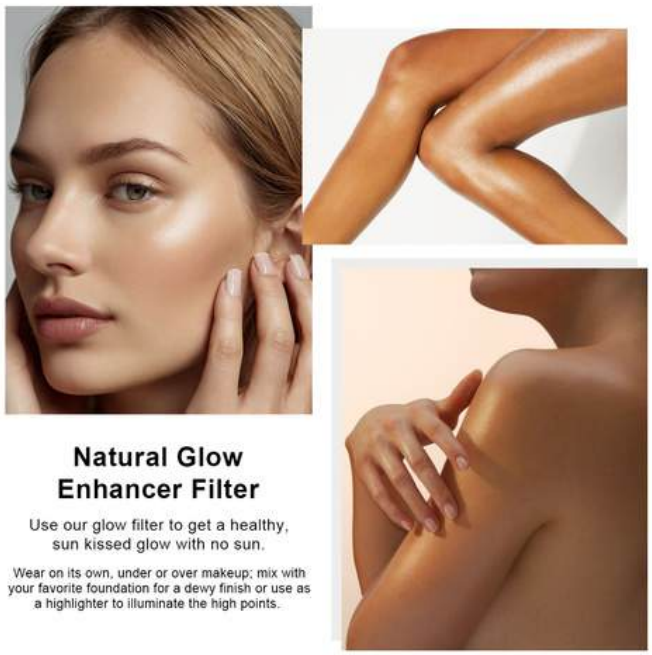
Natural Glow Enhancer Filter R185



A liquid face highlighter that delivers an illuminating colour tint to enhance your skin's natural glow.

Wear it on its own, under or over makeup, mix with your favourite foundation for a dewy finish or use it as a highlighter where required.

Available in 4 shades, contains Shea Butter and Glycerin, and is suitable for all skin tones, instantly hydrating and luminizing your skin!











Body Main

Glitter Gel Flakes R90



Light up any beauty look with these lightweight, easy application multi-chrome flake toppers! Instantly dramatize any eye looks with just a tap or a swipe.

No adhesive required. No fall out, no fuss, just magical bursts of color!

Apply with finger tips to body: collarbones, shoulders or anywhere you wish to sparkle!

The container must remain airtight, so keep it sealed after each use.


501 Hera


502 Poseidon


503 Apollo


504 Artemis


505 Ares


506 Athena


507 Aphrodite


508 Dionysus


509 Hestia


510 Demeter

Body Main

Cleansing Balm (Avocado) R250



Phoera's new cleansing balm gently cares for your skin!

A nourishing balm that melts away makeup and pollution residue.

Even the boldest eye makeup and long-wear foundation are easily removed, leaving skin hydrated and silky smooth!

The formula is all-natural, featuring carefully selected avocado extract and skin-nourishing ingredients.

Suitable for sensitive skin.

Usage:

Starting on dry skin, scoop a heap into your palm.

Massage the balm into your skin with your fingertips for 30 seconds.

Add water to emulsify and melt away makeup.

Rinse with warm water to finish.







Body Main

Multi-Function Moisturizer R200



Phoera's 6-in-1 moisturizing formula includes a blend of essential natural ingredients.

Is is rich in fatty acids and vitamins, it delivers nutrients to the skin, retains moisture, and protects it from external aggressions.

Well-moisturized, nourished skin regains comfort and balance, making it the ideal make-up base!

Directions:

To use as a cream or make-up base, spread a small dab onto thoroughly cleansed and dry skin.

Apply a more generous amount for use as cleansing and make-up removal lotion.

As a mask, apply a thick layer to skin 1 to 2 times a week and leave on for 10 to 15 minutes.

Benefits:

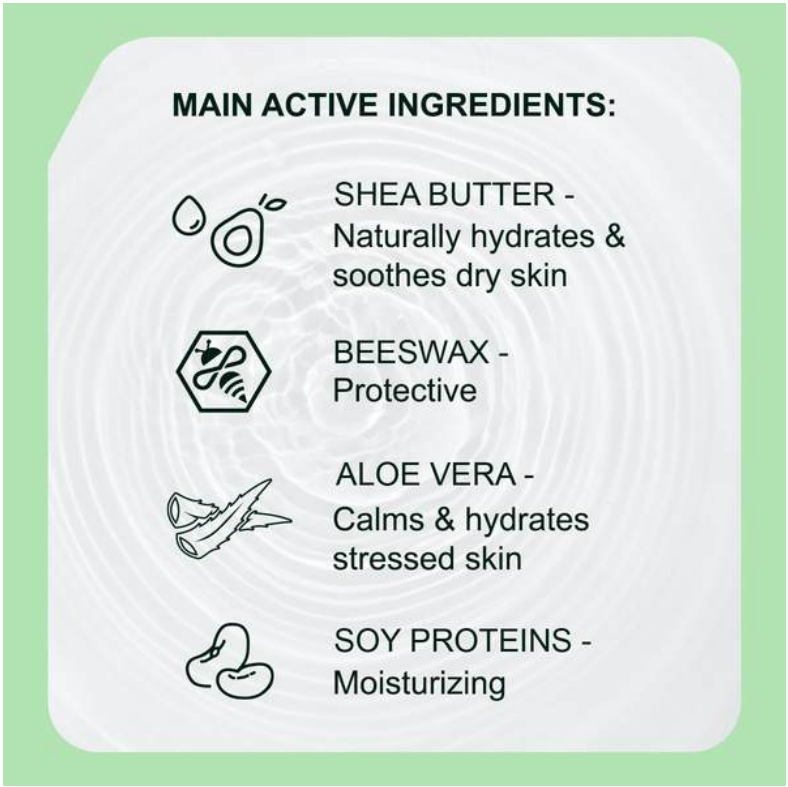
Supple and firm skin.

Plumped up, smooth, soft and toned skin.

Skin perfectly prepared for make-up.





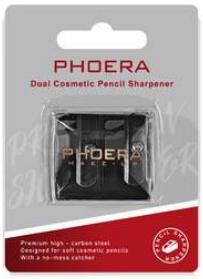


Body
Main

ACCESSORIES

















Main

Brushes

Phoera's stunning makeup brushes!

These are high quality brushes, each consisting of a wooden handle, a brass ferrule and finished with vegan synthetic antimicrobial bristles.

Purchase them individually or discounted as a set for **R490**.

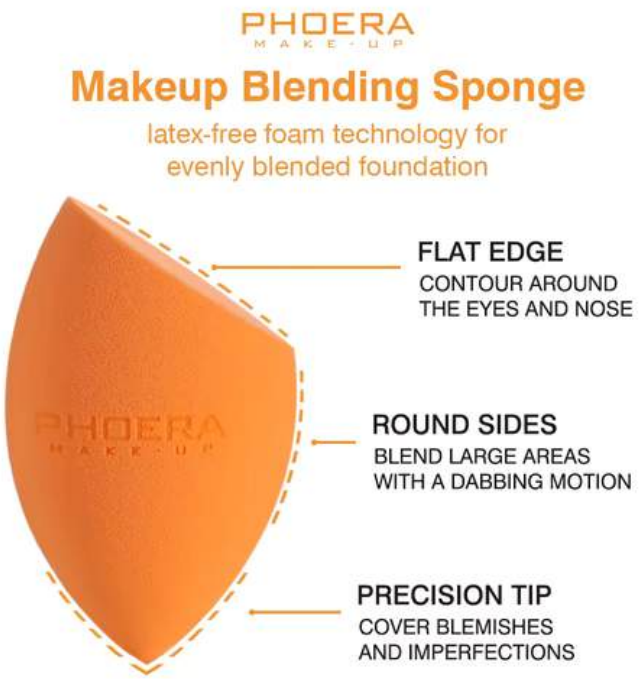
Important!
Your brushes should be cleaned / sterilized at least one per week to prevent the accumulation of bacteria which could cause skin breakouts.



R240	F30 Powder	
R125	F40 Contour	
R150	F80 Foundation	
R90	F70 Concealer	
R125	F35 Tapered Highlighter	
	E25 Blender	**R70**
	E30 Pencil	**R70**
	E20 Shader	**R70**
	E40 Tapered Blending	**R70**
	E55 Eye Shading	**R70**
	E70 Medium Angled Shading	**R125**
	BLS Brow and Lash	**R90**

Accessories Main

Blending Sponge R45







Phoera's beauty blending sponge is shaped in a teardrop form with the added feature of a flat and round surface.

This latex-free sponge will easily help you to apply your makeup and give you an airbrushed complexion.

Featuring:
A precision tip to cover blemishes and imperfections.
Round sides to blend larger areas with a dabbing motion.
A flat edge to contour areas around the eyes and nose.

Usage:
Use dry for a fuller Matte makeup finish.
For a lightweight dewy makeup, wet the blender before use (will also increase the size drastically)!
If used wet, squeeze out the excess liquid (using a towel if neccessary).
Now you're ready to bounce on your favourite foundation or powder for a flawless application!

Important! Your blending sponge should be cleaned after every makeup application to prevent the accumulation of bacteria which could cause skin breakouts.

Accessories Main

Makeup Sharpener R30



Phoera's makeup sharpener has dual holes for sharpening lipliner & eyeliner pencils.

It gives you visibility for mess-free sharpening with a transparent removable cover for disposal of shavings.

Especially available for sharpening the pencils in the **Lipliner & eyeliner kit!**



Accessories Main

Makeup Mixing Liquid R140



Phoera's translucent mixing liquid can be mixed freely with makeup products, making them waterproof and extending their shelf life!

It works with loose eyeshadows to provide a long-lasting, deep colour finish.

It can also be used to restore dried out cream products such as the brow pomade or cream eyeshadow.

It can even be used to find new uses for powdered products by turning them into lipstick, eyeshadow, or eyeliners!

You can even mix it with your favorite pigments for body painting and apply them easily onto larger parts of the body.



How To Use:

- Take an appropriate amount of eyeshadow powder.
- Drip an appropriate amount of makeup mixing liquid.
- Mix evenly. Intensifies colour depth.







Accessories
Main

Makeup Mixing Palette (non-Phoera) R80



Stainless steel makeup palette with spatula tool.

Durable, sleek and hygienic design made of high quality material.

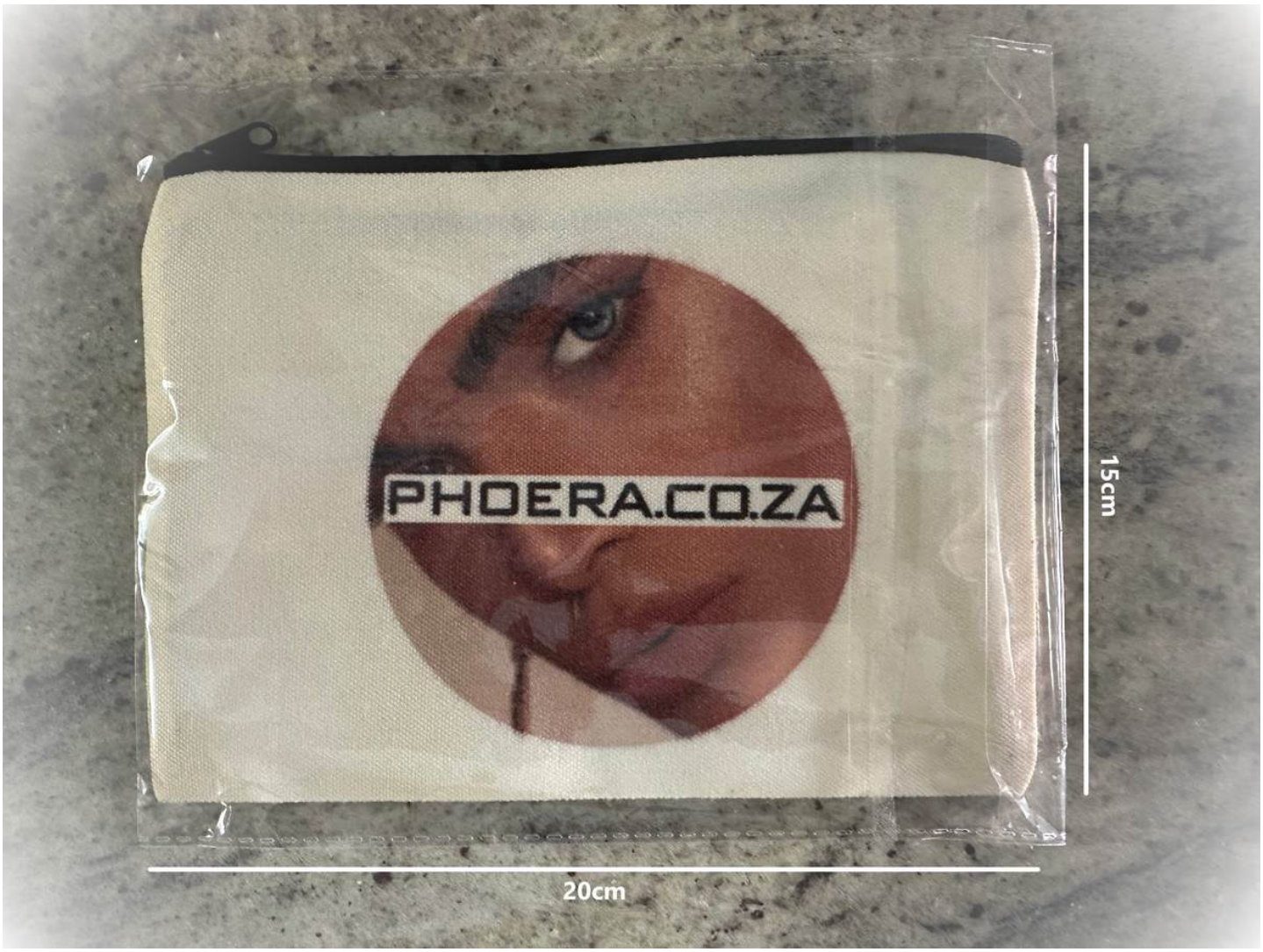
Includes a Black Mini Triangle sponge!



Accessories
Main

Makeup Bag (non-Phoera) R60

Beige makeup bag made from durable polyester fabric with a black zip and the PHOERA.CO.ZA round logo printed on it.



Accessories
Main

Powder Puff 6pc R95

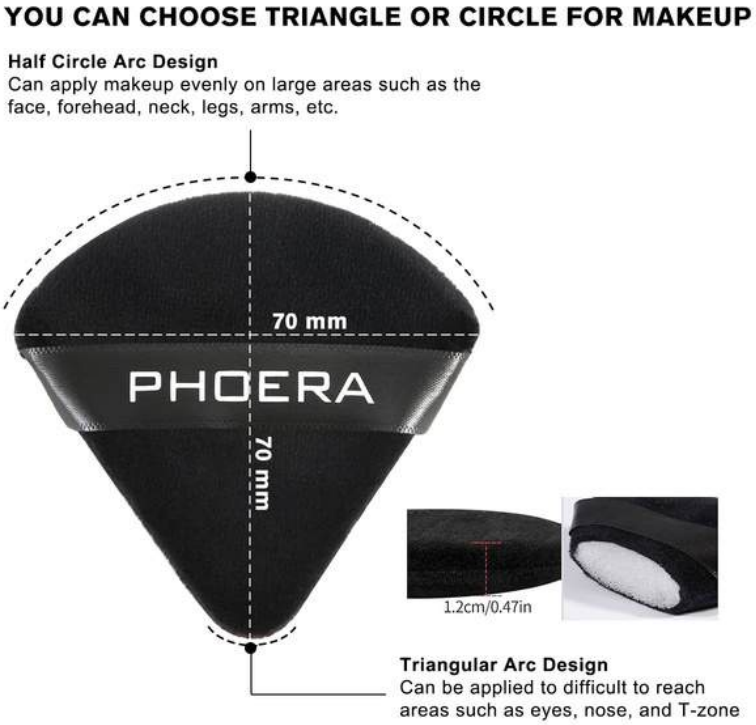


Phoera's soft triangle puff is easy to hold and allows for a smooth makeup application on the face, neck and even the legs!

The larger half circle arc can be used for larger areas, and the smaller triangle tip for difficult to reach areas like the eyes nose and T-zone.

The puff size is 70 x 70mm, has a thickness of 12mm, and comes in a convenient bargain pack of 6!

Important!
Your puff should be cleaned after every makeup application to prevent the accumulation of bacteria which could cause skin breakouts.







Easy to hold


Soft cotton velour



Soft touch

Accessories
Main

Non-Phoera Brushes

Brush 4 Lips R25



Using a lip brush to apply lip makeup will help it last longer as less layers are required in each application.
A lip brush is also often used for the blending of lip products such as a lipliner and lipstick for a more seamless look.
It is also great (and much more hygenic) for testing purposes allowing for washing / sterilazation after testing lip products.
Unfortunately Phoera does not have any lip brushes, so we have acquired these to assist you (not the same quality as Phoera, but will serve the purpose)!
The brush is tiny (only 10cm in length), but it suits the grip for applying precision-type strokes required for the perfect lip finish, and the price is super cheap!

Scythe Eyeliner Brush R45



Elegant, sharp, and effortlessly precise, this brush is designed for flawless eye definition. Its slim, angled head mimics the precision of a blade, allowing you to sculpt crisp wings, clean lines, and refined detail with ease.
The smooth synthetic bristles pick up and deposit product evenly, while the perfectly balanced 15.8 cm handle offers comfort and control for steady, confident application. Ideal for gel, cream, or powder eyeliner, this brush delivers professional results whether you are creating bold drama or subtle enhancement.
Sleek in design and powerful in performance, it is a must-have tool for elevated eye looks that cut clean every time!

Accessories Main