

CATALOG

Because
We Care.



HYP⓪Allergenic
Allergy Tested

What is true beauty?



HYP⊙Allergenic
Allergy Tested

It's all about making conscious choices. Caring not only for ourselves, but also for what surrounds us.

It's about being gentle to yourself and your skin.

This is how color cosmetics Bell Hypoallergenic and the unique 2023 novelties were created.

By women for women as a response to their current needs, with the idea that even those with the most sensitive skin do not have to stop using make-up products.



What does hypoallergenic mean?

All our products contain specially selected ingredients that are perfect even for extremely delicate skin.

Our products underwent special tests under the supervision of a dermatologist on the group of people with positive allergic case history (especially sensitive, atopic skin) and all eye products have been tested under the supervision of an ophthalmologist*.

** products were tested in repetitive test (long term tolerance of skin - regular application in accordance with the intended use).*

CLEAN BEAUTY

In response to consumers' needs, in 2023 we continue to expand Bell Hypoallergenic portfolio with make-up products from the Clean Beauty category.

Clean Beauty is a worldwide trend in cosmetics, considered as one of the most important directions in the beauty market.

Where did it come from and what does "clean beauty" mean from a technical point of view?

It was started by the food industry and its "clean labeling" movement. Stimulated by consumers, it meant avoiding artificial flavors, minimizing additives that modify texture or taste, and finally, shrinking product composition to the very basics, keeping only those ingredients that are vital or have natural-sounding names.

“Clean cosmetics”

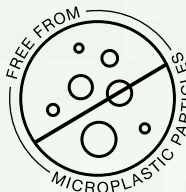
And it is the same with cosmetics. Removing unnecessary ingredients and using natural substances where possible is the very essence of clean beauty. This results from the market tendency towards natural cosmetics.

A significant part of our products is made according Clean Beauty idea and is:

- free from cyclic silicones
- free from fragrances (except lip products)
- free from alcohol
- free from mineral oils
- made with palm oil from sustainable cultivation
- free from gluten
- free from lactose
- not tested on animals
- 100% vegan



Look for these **pictograms** on our products:





VEGAN

More sustainable way of living

Vegan cosmetics, which take care of the skin as well as eyebrows and eyelashes in a conscious and responsible way. Some of the packaging is made of recycled materials (Post Consumer Recycled), making it possible to reduce unnecessary plastic and significantly reduce waste.



HYPOAllergenic
Allergy Tested



80%
NATURAL
ORIGIN
INGREDIENTS

SLEEVE
70%
PCR
POST-CONSUMER RECYCLED



02 SAND



01 IVORY

NEW!

HYPOAllergenic

VEGAN EYE CONCEALER SPF 25

Hypoallergenic Vegan Eye Concealer with SPF 25

Vegan, **light concealer** with intensely pigmented, **oil-free formula** perfectly conceals dark circles and covers signs of fatigue providing the effect of radiant complexion and rested, fresh look. **Glycerine** and **aloe vera leaf juice** moisturise and nourish the delicate eye area and **SPF 25** protect from the harmful effects of sunlight. The concealer **does not accumulate in the creases** and keeps your make-up looking flawless all day long. Suitable for sensitive skin prone to irritation. Tested by a dermatologist and ophthalmologist.



85%
NATURAL
ORIGIN
INGREDIENTS



01



SMOKED ROSES



ROASTED CINNAMON



PLUM NOIR



PASTEL DEW



BLAZING STAR

NEW!

HYPOAllergenic

VEGAN EYESHADOWS

Hypoallergenic Vegan Eyeshadows

Palette of **vegan eye shadows** in 5 fashionable colors is a perfect set for creating subtle, daytime make-up as well as original evening look. Creamy, **highly pigmented**, mat shadows give **depth** to the look, and beautiful, tiny, golden-pink shades provide **unique glow** and fresh make-up effect. The shadows blend perfectly with each other, without creating spots and leaving lasting make-up effect. They do not flake or fade during the day. Suitable for sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.





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NEW!

HYPOAllergenic

VEGAN CURLY MASCARA

Hypoallergenic Vegan Curling Mascara

Vegan mascara **curls**, **lengthens** and **thickens** perfectly, while its **intense black color** highlights the look and adds more expression. **Olive oil** and **castor oil** give lashes shine, improve their condition and increase their flexibility. Hypoallergenic, optically thickening formula is enriched with **rice bran wax** and **moisturising glycerine**. The mascara has a **comfortable, curling brush**, which separates lashes perfectly and allows to emphasise even the shortest hairs. Does not run off during the day and does not get on the eyelid. Suitable for sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.



NEW!

HYPOAllergenic

VEGAN WATERPROOF MASCARA

Hypoallergenic Waterproof Vegan Mascara

Vegan, **waterproof** mascara **thickens** and **lengthens** lashes perfectly to provide lasting make-up in all conditions. **Intensely black**, hypoallergenic formula highlights the look and adds expressiveness. Comfortable, precise brush, **perfectly separates** lashes and defines even the shortest hairs. The product **does not flake** during the day or get on the eyelid. Suitable for sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.





NEW!

HYPOAllergenic

VEGAN BROW & LASH GEL MASCARA

Hypoallergenic Vegan Eyebrow and Lash Styling and Conditioning Gel

Vegan, colorless gel for styling, fixing and shaping perfect eyebrows and highlighting lashes naturally. Hypoallergenic formula contains **moisturizing glycerine** and **nourishing aloe vera leaf juice**, which strengthens hairs and improves their condition. Convenient brush makes the product easy to spread on eyebrows and lashes, and the transparent gel **does not stick** them together or leave a visible layer. Suitable for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.





01

NEW!

HYPOAllergenic

VEGAN LIP BALM SPF 25

Hypoallergenic Vegan Lip Care and Protection Balm

Vegan balm conditions dry and chapped lips, while SPF 25 protects from the harmful effects of sunlight. Comfortable, **light formula** perfectly highlights their natural color. **Aloe vera leaf extract** and **coconut oil** nourish and soften lips and improve their flexibility. **Apricot kernel oil, vitamins A and E** and **castor oil** provide gloss and smoothness. **Sunflower oil**, contained in the formulation, a source of **vitamin E**, has antioxidant properties, strengthening the **protective barrier** of the skin against harmful external factors. The balm is perfect **for all seasons**. Suitable for sensitive skin prone to irritation. Tested by a dermatologist.



01

NEW!

HYPOAllergenic

VEGAN LIP SCRUB

Hypoallergenic Vegan Lip Scrub

Vegan, **sugar lip scrub** gently peels and smooths the lip skin. Hypoallergenic formula **protects** lips from drying and moisture loss, while **coconut oil** nourishes and softens them and increases their flexibility. **Apricot kernel oil, vitamins A and E**, and castor oil provide gloss and smoothness to the lips. Pleasant, fruity scent makes the scrub a regular ritual that leaves lips **smooth and soft**. Suitable for people with sensitive and prone to irritation skin. Tested by a dermatologist.



VEGAN COLLAGEN

Plant-based collagen boost

Vegan collagen is a plant-based alternative to traditional collagen, the so called “protein of youth”. It allows for equally spectacular anti-ageing effects, without contributing to suffering of farm and marine animals. This unique ingredient perfectly moisturises, firms and conditions delicate face and lip skin as well as eyelashes.

Part of the packaging is made of recycled (Post Consumer Recycled) or post-industrial recycled (Post Industrial Recycled) materials, which allows for less unnecessary plastic and significant waste reduction.





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93%
NATURAL
ORIGIN
INGREDIENTS



01

NEW!

HYPOAllergenic
VEGAN COLLAGEN VOLUMIZING MASCARA

Hypoallergenic Volumising Mascara with Vegan Collagen

Vegan mascara **volumises**, intensely **thickens** and **lengthens** lashes. Its deep black color helps to **highlight the look** to the maximum and give it expressiveness. The nourishing, hypoallergenic formula contains **vegan collagen** to improve the condition of the hairs and **jojoba seed** oil to nourish them. **Olive oil** makes lashes more flexible, moisturising **pro-vitamin B5** and **rice bran wax**. The mascara does not run off during the day and does not mark on the eyelid. Suitable for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.



WATERPROOF
FORMULA



01

NEW!

HYPOAllergenic
VEGAN COLLAGEN WATERPROOF VOLUMIZING MASCARA

Hypoallergenic Waterproof Mascara with Vegan Collagen

Waterproof mascara provides **long-lasting eye make-up** resistant to heat and humidity. Unique, vegan formula **volumises** them and **intense black color** adds expressiveness to the look. **The vegan collagen** in the formulation improves their condition. Comfortable silicone brush allows for precise mascaraing of even the shortest hairs and their **perfect separation**. The mascara does not run throughout the day or mark on the eyelid. Suitable for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.





NEW! 0.28 OZ

HYPOAllergenic
**VEGAN COLLAGEN LASH
SERUM & PRIMER**

Hypoallergenic Nourishing Lash Volumising Serum

Vegan eyelash serum is a perfect combination of nourishing conditioner and base. It gives lashes extra volume for a “fluffy look”. The texture wraps around the lashes with a precision silicone brush to lengthen, thicken and volumise even the shortest hairs, preparing them for mascara application. The formula contains vegan collagen to improve their condition, as well as olive oil and castor oil for shine and elasticity. Provitamin B5 in the formulation moisturises the lashes and vitamin E is an excellent antioxidant. Suitable for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.



NEW!

HYPOAllergenic
**VEGAN COLLAGEN PLUMPING
COLOR LIPSTICK**

Hypoallergenic Lipstick with a Lip Filling Effect

Vegan, raspberry-scented **stick lipstick** optically **plumps** and **highlights** the shape of the lips. Hypoallergenic formula contains vegan collagen, **mango seed butter** and **special emollients**, which condition and moisturise dry lip skin. **Castor oil** contained in the composition gives them shine and smoothness, and **vegetable butter** makes it perfectly spreadable. It is perfect for everyday lip make-up or as a complement to an evening look. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





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Allergy Tested



97%
NATURAL
ORIGIN
INGREDIENTS



01



80%
NATURAL
ORIGIN
INGREDIENTS



01

NEW!

HYPOAllergenic

VEGAN COLLAGEN NIGHT LIP MASK

Hypoallergenic Intensive Regenerating Lip Mask with Vegan Collagen

Vegan **lip mask** intensively regenerates and conditions chapped lips. Hypoallergenic and rich in beneficial ingredients formula contains **vegan collagen** which conditions and perfectly moisturises dry lip skin. **Shea butter** nourishes them, **apricot kernel oil** and **castor oil** provide them with shine and smoothness, while **vitamin E** has antioxidant properties. Delicate pink shade of the mask gives lips a **fresh look**, and the **watermelon scent** makes application a pleasant ritual. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



NEW!

HYPOAllergenic

VEGAN COLLAGEN EYE SERUM

Hypoallergenic Smoothing Eye Area Serum with Vegan Collagen

Vegan serum **refreshes** the look and **reduces signs of fatigue** around the eyes. Optically smooths the complexion and fine lines. Light, comfortable formula contains vegan collagen that intensely moisturises and conditions the thin, delicate skin around the eyes. The serum is ideal for use under cream and makeup. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist and ophthalmologist.







ULTRA LIGHT

Like light levitation

The collection includes products with subtly shimmering finishes, allowing for “playing” with light, and in pleasantly light formulas as well as in mood-boosting shades. These vegan cosmetics highlight natural beauty while keeping up with the latest make-up trends. Part of the packaging is made of recycled (Post Consumer Recycled) or post-industrial recycled (Post Industrial Recycled) materials, allowing for less unnecessary plastic and significant waste reduction.



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01

NEW!

HYPOAllergenic

ULTRA VOLUME MASCARA

Hypoallergenic Volumising Mascara

Intense black, vegan mascara adds definition to the look, **volumises lashes, thickens and lengthens** them to the maximum. Hypoallergenic formula contains **jojoba seed oil** to nourish the hairs and **vegan collagen** to improve their condition. **Olive oil** makes lashes more flexible and **panthenol** moisturises them. Precise silicone brush **perfectly separates** the lashes and allows even the shortest hairs to be covered. The mascara **does not flake** during the day and does not clump on the eyelid. Suitable for people with sensitive eyes and contact lens wearers. Dermatologist and ophthalmologist tested.



01 RADIANT GLAZE

NEW!

HYPOAllergenic

ULTRA SHINY HIGHLIGHTER STICK

Hypoallergenic Face Highlighter

Vegan highlighter stick is ideal for “wet” face modelling using light. Leaves a beautiful, **naturally shimmering water surface** effect on the skin. The hypoallergenic formula contains **pearlescent pigments** that add radiance to the complexion and make it look **glowing and fresh**. Creamy, lightweight texture **blends and mixes perfectly** with other products. The rounded stick makes application of the highlighter easy without **blotting or streaking**. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





01 MISTY BLOSSOM



01 CLASSIC BRONZE

NEW!

HYPOAllergenic

ULTRA LIGHT LIP & BLUSH STICK

Hypoallergenic Blush For Cheeks and Lips

Vegan, multipurpose blush stick allows for subtle lip highlighting and “wet” face shaping. Its **creamy, lightweight texture spreads perfectly** and, when applied over unpowdered foundation, leaves a **natural-looking blush effect**. The blush blends and melts perfectly into the complexion, and when applied on lips gives them **fresh color**. Hypoallergenic formula contains **castor oil** to provide optically smooth skin and radiant glow. Suitable for those with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



NEW!

HYPOAllergenic

ULTRA BRONZE CONTOUR STICK

Hypoallergenic Face Contouring Stick

Vegan bronzer stick is perfect for “wet” face contouring. The product’s **creamy, velvety texture** provides a **natural make-up effect**, and the universal color perfectly matches any skin tone. When applied over an unpowdered foundation, the bronzer **blends and combines perfectly** with other products, and the rounded stick makes application easy **without blotting or streaking**. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.







NEW!

HYPOAllergenic

ULTRA GLOSS LIP SERUM VOLUMIZER

Hypoallergenic Optically Lip Plumping Serum

Optically enlarging lip serum with an exotic pineapple fragrance and a **light-reflecting formula with menthol**, which gives a **gentle tingling sensation and a comfortable cooling effect**. Semi-transparent color with beautiful shimmering particles naturally highlights lips and gives a three-dimensional shine with a water surface effect. **Jojoba seed oil** reduces water loss through the epidermis, softens and conditions the lips, while **sunflower oil** makes them smooth and supple. The vegan formula is also rich in **watermelon extract and guava fruit extract**, which have antioxidant properties and protect the skin from harmful external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



01 HOLO GLOW



NEW!

HYPOAllergenic

ULTRA GLOW LIP, FACE & EYE GLOSS

Hypoallergenic Lip, Face and Eyelid Gloss

Innovative, transparent gloss product for **lips, face and eyelids** provides the trendy “glass skin” effect, i.e. flawless skin that is **optically smooth and shiny**, like a sheet of glass. Its light, pleasant texture is **non-sticky** and makes application easy. This multipurpose product is ideal when applied directly onto a non-make-up skin or after make-up giving a **fresh, wet finish and natural effect**. Moisturising, vegan formula contains beneficial **apricot kernel oil** to soften and condition the skin and, along with **vitamin E**, has antioxidant properties to protect the skin. Suitable for people with sensitive skin prone to irritation. Suitable for sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.



01





01



03 CRYSTAL ROSE



02 DIGITAL LAVENDER



01 SUMMER SONG

NEW!

HYP@Allergenic

ULTRA CARE NAIL OIL

Hypoallergenic Nail And Cuticle Oil

Vegan oil for daily care of nails and dry cuticles. Hypoallergenic formula contains a complex of beneficial ingredients such as **watermelon extract, vitamin E and apricot kernel, raspberry, jojoba seed and sunflower oils**. Thanks to their properties, the nail plate is **regenerated, more flexible and smoothed**, while the **cuticles are deeply nourished**. A convenient brush makes application easy. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



NEW!

HYP@Allergenic

ULTRA SHINE NAIL ENAMEL

Hypoallergenic Breathable Long-lasting Nail Enamel

Vegan, **long-lasting** nail enamel is a perfect way to get a beautiful manicure. Thanks to the use of high-quality polymers, the product is **resistant to abrasion, chipping and crumbling**. The enamel provides **intense shine and strong covering** even after the first layer is applied. The modern formula **allows proper oxygenation of the nail plate** by free exchange of oxygen molecules under the enamel layer. Precision brush makes application easy. Tested under the supervision of a dermatologist.





ANTI AIR POLLUTION

Abundance of antioxidants from seabed

Conscious care is the basis of skin care. It needs protection from external factors. It is exposed to smog, pollution and UV radiation on a daily basis. Therefore, the protective barrier should be rebuilt and strengthened. This delicate layer provides the skin with defence against dryness, damage and pollution.





ALGAE EXTRACT

Amazing ingredient that **strengthens the hydrolipidic barrier**. It forms a protective film on the skin to protect it from harmful effects of the surrounding environment and **reduces water loss**. It is an ingredient that responds to the needs of every skin type, whether sensitive or mature, oily or dry.

NATURE REFLECTION

Fusion with Nature

Caring for nature is a trend that is becoming increasingly noticeable both in European countries and globally. Caring for Mother Earth will never go out of fashion. That is why we are responding to this challenge by creating a line inspired by Nature!

It is a bold collection full of different structures, unusual textures and sparkling pearls, based on formulas containing ingredients of natural origin. Some of the packagings are made of recycled (Post Consumer Recycled) or leftover (Post Industrial Recycled) materials, which allows for less unnecessary plastic and significant reduction of waste.







LIPS

Lips speak for themselves

It doesn't matter if the lips are silent, speak or whisper in a mysterious smile. It is important that they look healthy, hydrated and shine with full color. The new Bell Hypoallergenic line is a unique composition that cares for the delicate skin of the lips, emphasizes their shape and is perfect for both everyday make-up and bold stylizations. A wide range of colors and formulas will satisfy even the most demanding smile!



*HYPO*Allergenic

RICH MAT LIPSTICK

Hypoallergenic Matt Lipstick

Fall in love with the rich formula of the new Hypoallergenic Rich Mat Lipstick and enjoy the **intense color** for a long time. The lipstick glides on evenly, leaving a **matt finish** on the lips without emphasising cracks. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





-  06 MAUVE
-  05 FUCHSIA
-  04 CLASSIC RED
-  03 NATURAL
-  02 TEA ROSE
-  01 PINK NUDE

HYPOAllergenic
LONG WEAR LIP PENCIL
Hypoallergenic Long-Lasting Lip Liner Stick

Precise contouring and long-lasting lip make-up thanks to this hypoallergenic pencil. A vivid color after the first stroke. Thanks to its **soft, delicate texture**, the lip liner can be applied easily and does not dry out your lips. Gives a **long-lasting effect** without smudging. The set includes vibrant colors of red and pink and stylish shades of nude. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



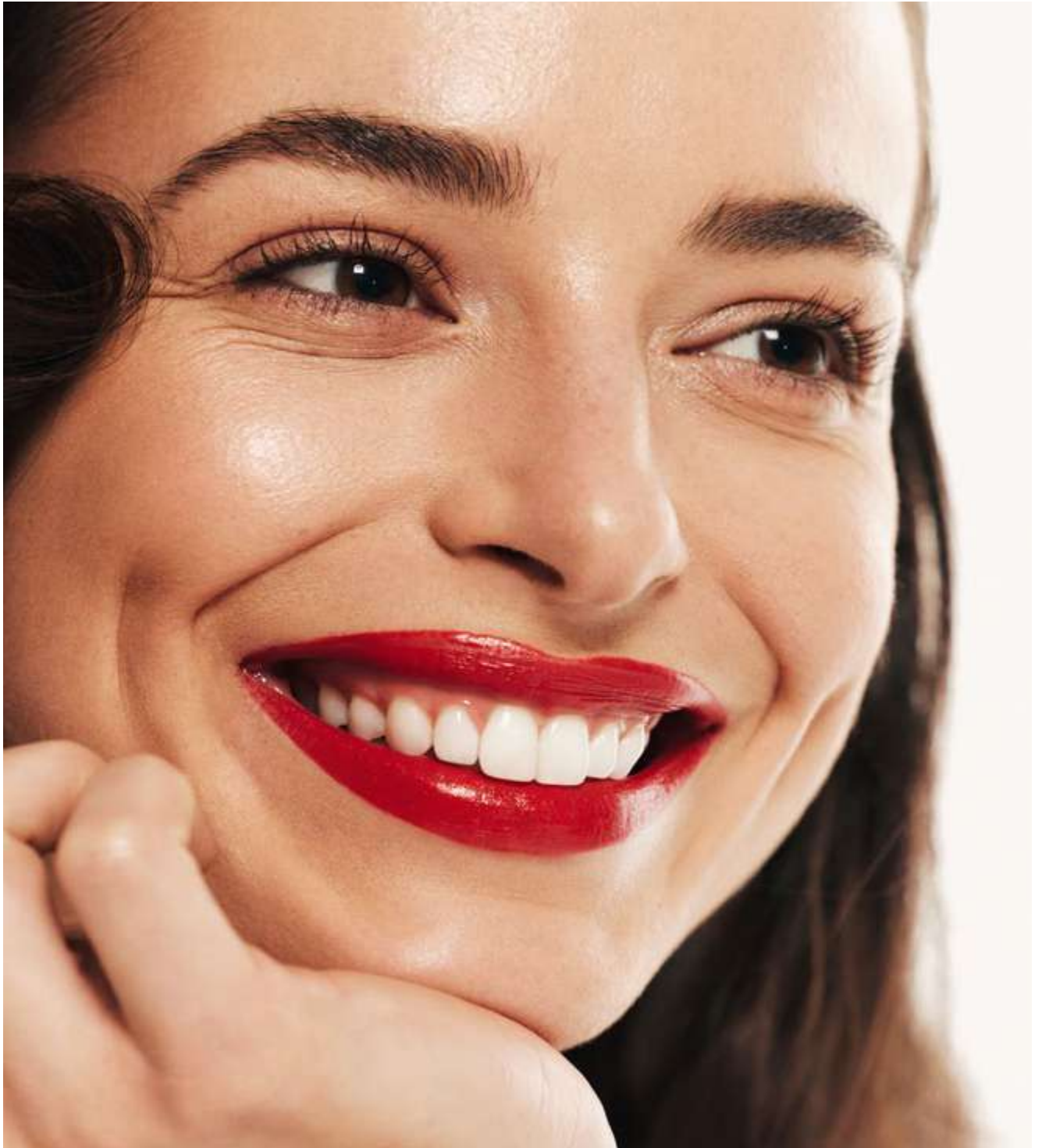
-  06 MAUVE PINK
-  05 RASPBERRY
-  04 FRESH CORAL
-  03 ROSE WOOD
-  02 MOCHA BEIGE
-  01 SOFT CREAM

HYPOAllergenic
MELTING MOISTURE LIPSTICK







Hypoallergenic Moisturising Lipstick

The **velvety formula** of the lipstick provides the effect of **intensely shiny**, varnished lips. Its exceptionally **light texture** enables smooth and even application, leaving the **feeling of 'melting'** and good **moisture**. The lipstick provides **full cover** with just the first stroke. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.







- | | |
|---|---|
|  |  |
| 03 LAS VEGAS | 06 SYDNEY |
|  |  |
| 02 WARSAW | 05 BERLIN |
|  |  |
| 01 FLORENCE | 04 SAN FRANCISCO |

HYPOAllergenic
MAT LIQUID LIPSTICK
Hypoallergenic Mat Liquid Lipstick

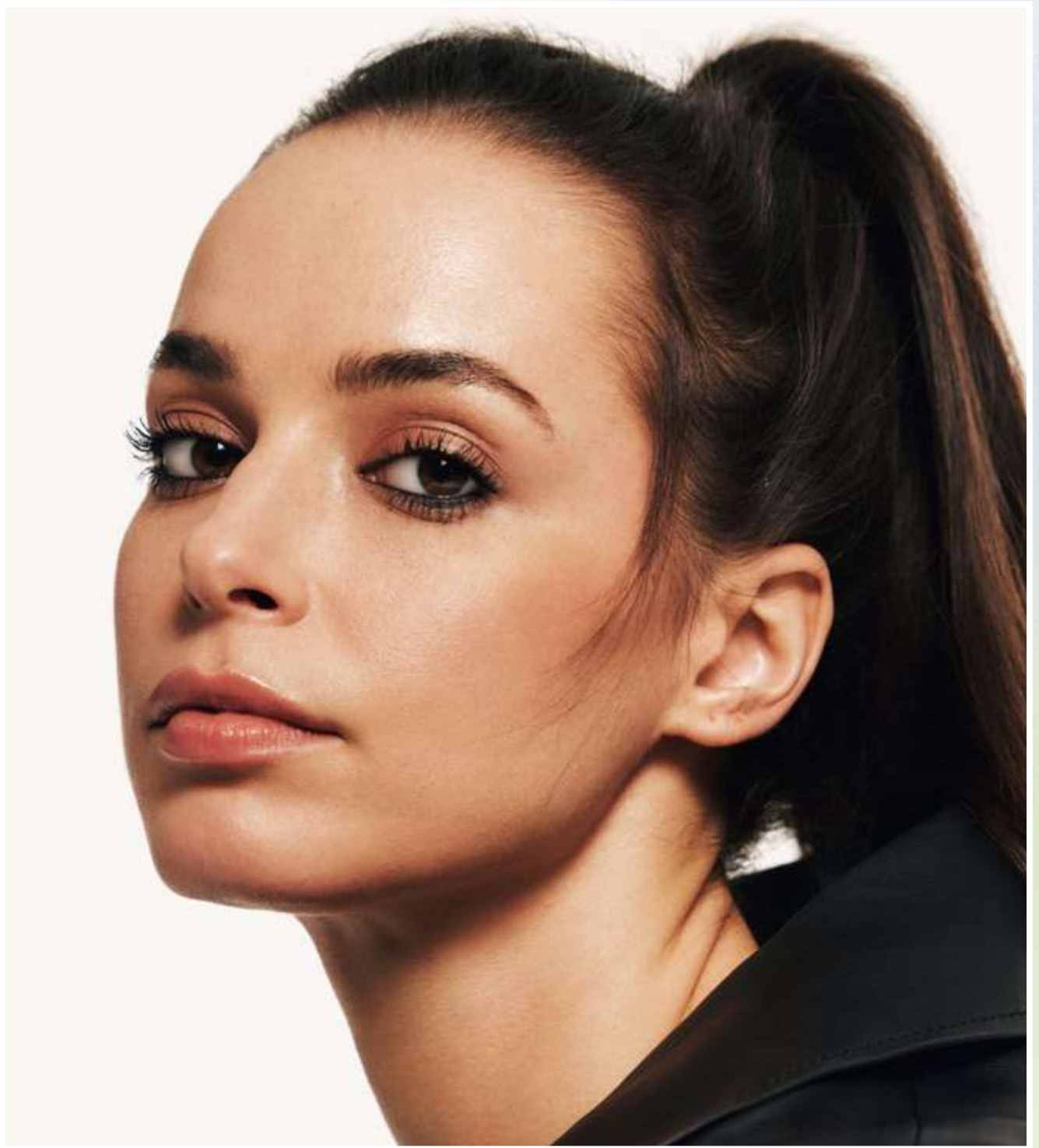
The hottest, **full-coverage** shades and a long-lasting **mat effect** in just one stroke. Its **liquid formula** makes the application **precise** and **easy**. The lipstick does not make your lips dry and does not leave dry spots. Your lips stay **smooth, soft** and **full of vivid color** that lasts the entire day. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



EYES

We have our eye on the ingredients

The eyes are not only a mirror of the soul, they are also a good indicator of our health. Red, swollen, tearful are not a great decoration of our face. That is why it is so important to pay special attention to them and choose cosmetics tested not only by dermatologists, but also by ophthalmologists. And because we often wear our make-up all day, they should be extremely durable so that the particles do not get into the eye. That is why we make every effort to ensure that the composition of our Bell Hypoallergenic line only adds glamor and beauty to the eyes, and does not cause irritation.





03 DARK



02 MEDIUM



01 LIGHT

HYPOAllergenic

WATERPROOF BROW MAKER

Hypoallergenic Waterproof Brow Pomade

A **waterproof**, mat brow pomade with a **soft texture** and **powdery finish**. It is perfect for brow **filling** and **shaping**. Its long-lasting formula prolongs brow make-up longevity. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under supervision of a dermatologist and ophthalmologist.





02 BLONDE



01 BRUNETTE



03 BRUNETTE



02 TAUPE
BLONDE



01 LIGHT
BLONDE

HYPOAllergenic

PRECISE BROW PENCIL

Hypoallergenic Precision Eyebrow Liner

Create the **perfect eyebrow** make-up using this **precise** pencil with an **ultra slim** stick. It helps you shape and fix your eyebrows, while its **highly pigmented** formula **naturally thickens** the eyebrows and can be used to draw single hairs. Its soft and delicate texture allows easy application and long-lasting make-up. This **convenient, automatic liner** is self-sharpening. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic

BROW MODELLING STICK

Hypoallergenic Eyebrow Modelling Wax

Thanks to the practical stick format, this product will give your eyebrows the **perfect shape**, strengthening and emphasising their **natural color**. The wax will **model the contour** and provide a **shiny finish**, giving your face a powerful, yet natural look. Guarantees a **long-lasting finish** that stays on for hours. **Water resistant**. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





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HYPOAllergenic
BROW LINER
Hypoallergenic Eyebrow Pencil

Precision pencil allows to **model** and **correct** the shape of eyebrows, optically **thickening** them. Thanks to long-lasting formula, the product remains stable for several hours guaranteeing clearly highlighted look. Due to the content of ingredients of **natural** origin, the pencil **nourishes** and **strengthens** eyebrows. Pencil available in 3 colors: for blondes, brunettes and brown-haired women. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.



HYPOAllergenic
TINTED BROW MASCARA
Hypoallergenic Eyebrow Mascara

Allows you to give your eyebrows **desired shape** and **fill** them with color. Possible gradation of the effect for subtle or expressive emphasis on the look. **Convenient brush** allows precise application **without sticking** the eyebrows. **Congeaing formula** makes the product last for a **long time**. Available in 3 colors. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.







01

HYPOAllergenic
SOFT EYESHADOW BASE
Hypoallergenic Liquid Eyeshadow Base

Want your eye make-up to be long-lasting? Choose this **liquid base** for your eyeshadows. It will **prolong the durability** of your make-up, and its **delicate beige shade** will even out the skin tone of your eyelids. The precision applicator makes the application easier. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





01

HYPOAllergenic

LIGHTENING EYESHADOW BASE

Hypoallergenic Highlighting Eyeshadow Base

The base **extends the durability** of shadows, **intensifies** the color and facilitates application. It also **evens out** the color of the eyelid and gives it a **subtle shine**. **Micronised minerals** contained in the formula contribute to the **creamy, delicate** consistency. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



04



03



02



01

HYPOAllergenic

NUDE EYESHADOW

Hypoallergenic Creamy Satin Eyeshadow Set

Intense cover in subtle shades. The creamy, lightweight formula of the eyeshadow **provides durability** of your make-up without the impression of heavy eyelids. A velvety layer covers your eyelids with precision to subtly **highlight your eyes**. The **deep color** adorns the eyelid for long hours. The eyeshadows do not flake or accumulate in the eyelid crease. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





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Allergy Tested



HYPOAllergenic
LONG WEAR EYE PENCIL
Hypoallergenic Long-Lasting Eyeliner Stick

Thanks to the **special polymer** content, the intensely opaque eyeliner leaves a long-lasting effect and does not smudge or accumulate in the eyelid crease. The **soft, delicate consistency** makes the product easy to apply. This **convenient stick** does not need sharpening and helps you create a **precise line**. Perfect both for the upper and the lower eyelid. The collection features six deep classic shades. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic
PRECISE LIQUID EYELINER
Hypoallergenic Liquid Eyeliner

A **long-lasting** eyeliner in a **highly pigmented** color. The line, made with a **handy, flexible applicator**, is precise and does not smudge or flake off. Due to its intense pigmentation, the product allows you to create a **distinctive line** with the very first stroke without any unattractive show-throughs. Suitable for people with sensitive eyes and those who wear contact lenses. Dermatologist and ophthalmologist tested.





01

HYPOAllergenic

LASH BOOSTER PEN

Hypoallergenic Eyelash Strengthening Eyeliner

A combination of an **eyeliner with a delicate eyelash strengthening serum**. Its **intense pigmentation** creates a dramatic black effect with just one layer. Its long-lasting, **waterproof** formula prevents smudging throughout the day. The **special applicator** helps create different make-up looks - a precise thicker or more vivid line. When applied every day, it **supports eyelash growth**, and **increases** their **length and volume**. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under supervision of a dermatologist and ophthalmologist.

To be stored tip downwards – the tip should be soaked with formula and ready to use.





HYPOAllergenic
Allergy Tested



HYPOAllergenic

AMAZING LASH MASCARA

Hypoallergenic Mascara – Theatrical Eyelashes Effect

Try the magic of gaze! The formula provides an intense black color. Lengthens, thickens and curls the hairs, giving them a **spectacular effect of theatrical eyelashes**. A specially **selected brush** will comb them out and prevent them from sticking together. Evenly applies the product without leaving any lumps. **Lasts for many hours** without smudging or crumbling. Contains **beeswax** for eyelash care. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic

AMAZING LASH WATERPROOF MASCARA

Hypoallergenic Lengthening Waterproof Mascara

The formula provides an **intense black color**. Lengthens, thickens and curls your lashes, giving them a **spectacular effect** of theatrical eyelashes. The specially selected brush will comb them out and prevent them from sticking together. Evenly applies the product without leaving any lumps. Thanks to its **long-lasting formula**, the mascara does not crumble or smudge during the day. Washable only with products intended for removing **waterproof** make-up. Contains **beeswax** for eyelash care. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





HYPOAllergenic
Allergy Tested



HYPOAllergenic

STRONG MASCARA

Hypoallergenic Intensely Enhancing Mascara

The specially developed dense mascara formula provides exceptionally **high adhesion** to your lashes. The **professional brush** separates them and covers each and every tiny hair with mascara, significantly **thickening** and **lengthening** your eyelashes, visually **adding volume**. The mascara does not flake, so your make-up can last for hours. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic

BOLD UP! INTENSE MASCARA

Hypoallergenic Mascara Building Up An Intensive Eyelash Volume

The intense black and creamy formula makes it even easier to achieve the effect of **maximum lengthening** and **thickening** of your eyelashes! It does not flake or make the lashes stick together. Achieve a **magnetic and intense look** with a specially shaped brush that reaches the shortest lashes. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





HYPOAllergenic
Allergy Tested



HYPOAllergenic
UPPER & LOWER LASH PRECISE MASCARA

Hypoallergenic Precision Mascara For Upper And Lower Eyelashes

Hypoallergenic, **precise** mascara for upper and lower eyelashes intensively **volumizes, lengthens** and visually **thickens** them. Lasts **long** and **does not crumble** during the day. **Precision brush** separates the hairs well and is **perfect for lower eyelashes**. Suitable for people with sensitive eyes and those who wear contact lenses. Product tested under the supervision of a dermatologist and ophthalmologist.



80%
NATURAL
ORIGIN
INGREDIENTS

HYPOAllergenic
OPEN EYES INTENSE MASCARA
Hypoallergenic Intensively Lengthening And Thickening Mascara

Mascara that spectacularly **lengthens** and **thickens** eyelashes without sticking them together, giving the optical effect of **wide-open, rested eyes**. Creamy formula and the right consistency of the product enable the application of subsequent layers for expressive highlighting of the look. **Silicone brush** ensures **precise** application, clear **separation** and highlighting of **even the shortest** eyelashes. **Deep, black color** of mascara emphasizes the iris of eyes of any color. **Long-lasting** formula prevents the mascara from flaking during the day and does not transfer to the eyelid. Suitable for people with sensitive eyes and contact lens wearers. Product tested under the supervision of a dermatologist and ophthalmologist.







HYP⊙Allergenic
Allergy Tested



HYP⊙Allergenic
LONG WEAR MASCARA
Hypoallergenic Long-Lasting Water-Washable Mascara

Long-lasting **lengthening** and **slightly volumising** mascara. Provides a very long-lasting finish, **resistant to moisture, sweat and tears**, yet is easy to **remove with warm water**. Does not crumble or flake. An excellent alternative for women who care about long-lasting eye make-up but do not want to resort to waterproof mascaras. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYP⊙Allergenic
LONG & VOLUME MASCARA
Hypoallergenic Mascara

It **lengthens, thickens** and **subtly curls** the eyelashes. It is crumble and **smudge-free**. It prevents the eyelashes from sticking together and clumping. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under supervision of a dermatologist and an ophthalmologist.





HYPOAllergenic
Allergy Tested



HYPOAllergenic
THICKENING MASCARA
Hypoallergenic Thickening Mascara

Intensely **thickens, lengthens** and **increases** the volume of lashes along their entire length. The brush curls the lashes, combing them thoroughly. It **reaches the shortest hairs** and gives them an **intense black color**. Ensures even application without lumps. The product contains nutrients, such as **olive oil, beeswax, argan oil** and **panthenol**, which care for your eyelashes. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic
WATERPROOF MASCARA
Hypoallergenic Waterproof Mascara

This **waterproof** mascara will provide a **super-long-lasting** effect of **long** and **thick** eyelashes. The brush reaches even the shortest hairs, preventing lumps and clumps. Does not crumble or flake. The **beeswax, carnauba wax** and **castor oil** **nourish** and **nurture** your eyelashes. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





PALETTES

All the colors of gentleness

Thanks to the unique recipes of the Bell Hypoallergenic line, every shade in our palettes is safe for sensitive and prone to allergies skin. Despite such a restrictive approach to composition, the amount of colors, textures and the durability of our products is still unique and will allow everyone to express themselves as they like, without fear of irritation.



HYPOAllergenic
Allergy Tested



01	02
TAR	EBONY
BARK	WOOD
EARTH	WIND
DESERT	MIST
FIRE	STONE
AFTERGLOW	DEW
MOON	DRIZZLE
SAND	FOG

HYPOAllergenic

EYESHADOW PALETTE

Hypoallergenic Eyeshadow Set

Creamy eyeshadow palette. It contains eight **highly pigmented** shades which you can blend, mix and apply to create **endless looks** – from casual to glam. The matt shades add **depth** to your eyes while the shiny shades provide a **glamorous shine**. The product guarantees a **long-lasting** make-up that stays on for hours. Does not flake or crumble during application. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under the supervision of a dermatologist and an ophthalmologist.





HYPOAllergenic
Allergy Tested



01



VENUS



AURORA



LIGHTNING



MOONLIGHT

HYPOAllergenic

HIGHLIGHT & BLUSH KIT

Hypoallergenic Highlighters And Blush Set

This set of three **extraordinary** highlighters and a matt blush makes your skin look **fresh** and **radiant**. Its delicate, powder-like formula blends perfectly with the skin, leaving it **silky smooth**, without highlighting dry spots or pores. Easy application becomes part of your daily routine and your fun with make-up. The matt blush creates a **natural-looking** flush and the highlighting powders make your look more **romantic**. Mix them to create your **dream shade**. This kit is perfect for **light contouring** and guarantees **long-lasting** make-up. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



01



SUNTAN



GOLD



SUNSET



SUNRISE

HYPOAllergenic

HIGHLIGHT & BRONZE KIT

Hypoallergenic Highlighters And Bronzer Set

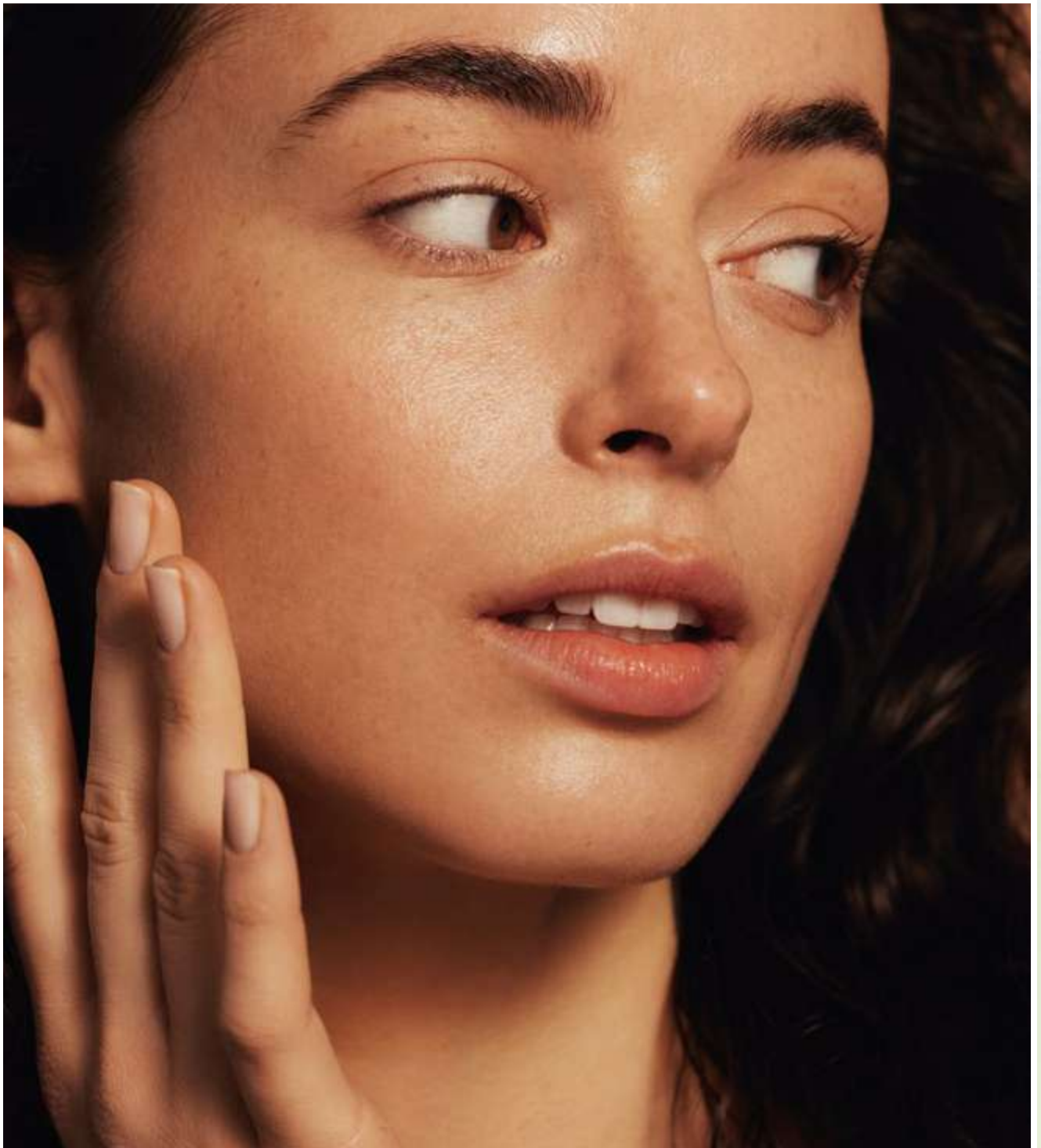
A palette of three shades of **highlighters** perfectly matching the versatile **bronzer** shade. This set will allow you to create different types of make-up, from your everyday routine to **holiday sun-kissed** skin. The **pearl pigments** give your skin a **shine** and **glamorous** radiance. The velvety formula makes it easy to apply, giving the effect of **smooth skin** without emphasising dry spots. The product guarantees long-lasting make-up that stays on for hours. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



FACE

Face to face with facts

Every day we care for our face and embellish it with the help of many cosmetics. Stress, smog and daily contact with irritating substances can cause irritation and over-sensitivity. Sometimes it is difficult to eliminate the product that is inappropriate for us. That is why we highlight that the cosmetics we use are tested by dermatologists and are composed with ingredients of the highest quality. The Bell Hypoallergenic series is not only a selection of safe and delicate products, it is above all an invitation to a great adventure with make-up.





HYPOAllergenic

Allergy Tested



95%
NATURAL
ORIGIN
INGREDIENTS

01

HYPOAllergenic

LONGWEAR PRIME & FIX SPRAY

Hypoallergenic Moisturizing Over And Under Make-up Setting Spray

Lasting make-up effect at your fingertips! Dual purpose **moisturizing** spray: it can be used as a **base** and final **make-up fixer**. Creates an invisible coating on the skin that **extends the durability of make-up**. Thanks to hypoallergenic properties, the mist also works well in the **delicate eye area**. Formula based on ingredients of **natural** origin **conditions** the skin without feeling tight. The mist is enriched with rich in **vitamin C**, **cucumber** juice, which has **soothing**, **refreshing** and **anti-aging** properties. **Hyaluronic acid** contained in the product **moisturizes** and improves skin **flexibility**. Suitable for people with sensitive skin, prone to irritation. Tested under the supervision of a dermatologist.



01

HYPOAllergenic

MOISTURIZING PRIMER

Hypoallergenic Moisturising And Soothing Primer

A product that not only **beautifies** and smooths the skin, but also **improves** its **condition**. The **moisturising** and **soothing** primer has a deeply **moisturising** effect, while the **aloe vera** also soothes irritations. Extends the life of your make-up for a flawless complexion all day long. The **innovative formula** of the moisturising and soothing base is enriched with a **plant sugar complex**, which **increases water reserves** in the skin and facilitates water circulation. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





01

HYPOAllergenic

BEAUTY GLOW PRIMER

Hypoallergenic Highlighting And Beautifying Make-up Primer

The make-up primer guarantees the effect of a **smooth** and **radiant** complexion. It can be used in combination with a foundation or as a stand-alone cosmetic that will give your skin a **healthy glow** and extend the life of your make-up. The primer makes the **skin look rested** and minimises the visibility of minor imperfections. Visibly **smooths out wrinkles** thanks to the content of **illuminating pigments**. The primer contains a **hyaluronic acid** derivative and specially selected **moisturising and cooling components**. The lightweight water-based formula is enriched with **aloe vera leaf juice** which has a smoothing effect and soothes the skin. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





01

HYPOAllergenic

MAT & SMOOTH MAKE-UP BASE

Hypoallergenic Mattifying And Smoothing Make-up Base

When applied before make-up, the base **facilitates the application** of foundation and **prolongs the durability** of cosmetics. **Moisturises** and **smooths fine lines and wrinkles**. After applying this product, the skin becomes matt and velvety smooth to the touch. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





01



01

HYPoAllergenic

PORE CORRECTING PRIMER

Hypoallergenic Make-up Primer For Reduced Visibility Of Pores

Thanks to its **filling effect**, the product significantly **reduces the visibility of pores**. The lightweight formula does not make the skin look greasy and does not feel dull. Glides on evenly to visually **smooth** out the skin. Its **moisturising properties** prevent the skin from drying. Gives the skin a **uniform color** and makes it feel tight without visible pores **for many hours**.

It also facilitates the application of foundation and extends the life of your make-up. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



HYPoAllergenic

ANTI-REDNESS PRIMER

Hypoallergenic Redness Neutralising Make-up Primer

It **neutralises redness** and masks skin imperfections, making capillaries and discolorations almost invisible. **Moisturises**, visually **smooths** out the skin and extends the durability of make-up. The **lightweight formula** makes application easy and even. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





35 PEACH
BEIGE



30 BEIGE



20 LIGHT



10 FAIR

HYPOAllergenic

COVER EYE & SKIN CONCEALER

Hypoallergenic Camouflage Concealer

A **special-task product**. The concealer **perfectly camouflages** all skin imperfections, and its formula has been designed to also be suitable for use around the eyes.

It **covers circles under the eyes** and visually smooths out the skin around them.

Guarantees **full, long-lasting cover** and unmatched comfort of use. Has a **light texture**, does not dry out the skin. Blends seamlessly with other make-up products.

The range of four shades will make it easy to find the one best suited to any skin tone. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





HYPOAllergenic
Allergy Tested



02 MEDIUM



01 NATURAL



02 WARM
BEIGE



01 LIGHT
BEIGE

HYPOAllergenic

LIQUID EYE CONCEALER

Hypoallergenic Highlighting Under-Eye Concealer

Nourishes the sensitive skin under your eyes and visually **reduces wrinkles**. It fuses with the skin, **covering** all signs of fatigue, shadows and circles around your eyes. Necessary for women who want to cover up all imperfections **quickly** and **effectively**. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



HYPOAllergenic

SKIN STICK CONCEALER

Hypoallergenic Masking Stick Concealer

Perfectly adapts to the color and structure of the skin, giving it a **natural** look. Skin imperfections are no longer visible. Thanks to the wide range of colors, it is easier to match the concealer to the skin tone. Matches a light complexion especially well. The **convenient stick** format ensures easy and **even application**. Does **not clog pores**. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





HYPOAllergenic
Allergy Tested



02



01

HYPOAllergenic

LONG-STAY COLOR ADAPTING MAKE-UP

Hypoallergenic Long-Lasting Skin Color Adapting Liquid Powder

The revolutionary white cream formula turns during application into a foundation **resistant to sweat, water and abrasion!** Visibly **reduces skin imperfections** such as pigmentation spots and discolorations and gives the optical effect of **smoothing** the skin. Light and **oil-free** formula is enriched with **aloe vera** leaf juice, which **moisturizes** and **nourishes**, giving you a **feeling of comfort** for hours of use. Forget about the trouble of choosing the perfect shade - the foundation will do it for you! The **color will adapt** to all skin types, both lighter and darker. 2 colors available. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



04 GOLDEN BEIGE



03 CREAMY NATURAL



02 LIGHT SANDBEIGE



01 LIGHT PORCELAIN

HYPOAllergenic

AQUA JELLY MAKE-UP

Hypoallergenic Moisturising And Matting Foundation With A Jelly Consistency

Light, cooling, gently mattifying, jelly-like foundation. Leaves a pleasant feeling of lightness. It **blends perfectly** with the skin and, thanks to its **vitamin E** content, **moisturises** and improves its elasticity. Evens out the skin tone and makes the skin look **healthy and natural**. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.









03 COLD BEIGE



02 WARM BEIGE



01 IVORY



06 BUFF



05 GOLDEN BEIGE



04 NATURAL TAN

HYPOAllergenic

GREAT COVER MAKE-UP SPF 20

Hypoallergenic Full-Coverage Mousse Foundation

Choose **full coverage** that stays on all day, without a mask effect. The foundation restores the **natural glow** of your skin and intensely **covers imperfections**. It is recommended for couperose, grey and thin skin with discolored skin patches. The **skin looks natural** and radiant after application. The product is enriched with **SPF 20** which protects the skin from sunlight. Tested under supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.



04 VANILLA



03 YELLOW ALABASTER



02 IVORY



01 YELLOW PORCELAIN



08 GOLDEN HONEY



07 WARM PEACH



06 WARM BEIGE



05 SAND BEIGE

HYPOAllergenic

LONG LASTING DROP MAKE-UP

Hypoallergenic Full Coverage Foundation

A **full coverage**, incredibly **long-lasting** foundation. Its **light** formula smooths out fine lines and does not leave your skin dry. The foundation is suitable for all skin types, including sensitive skin. Its two natural ingredients, **sea water, rich in minerals**, and **pumpkin seed extract**, turn your daily make-up routine into a soothing skin treatment. Tested under supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.





HYPOAllergenic

Allergy Tested



-  04 GOLDEN BEIGE
-  03 VANILLA
-  02 YELLOW ALABASTER
-  01 IVORY

HYPOAllergenic

LIFT COMPLEX MAKE-UP SPF 15

Hypoallergenic Lifting And Regenerating Foundation

An innovative **beautifying** and **moisturising** foundation that creates a **natural effect** on your skin. Its light formula does not highlight wrinkles or dry spots. You can **adjust coverage** as needed. Its long-lasting formula is enriched with **SPF 15** which protects the face from the harmful effects of sunlight. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



-  05 OLIVE BEIGE
-  04 GOLDEN BEIGE
-  03 SUNNY BEIGE
-  02 NATURAL
-  01 LIGHT BEIGE
-  00 ALABASTER

HYPOAllergenic

MAT & SOFT MAKE-UP

Hypoallergenic Mattifying Fluid

The light, **fat-free consistency** of the foundation does not feel dull or clog the pores, allowing the skin to retain its **natural appearance** without a cake-on finish. **Covers redness** and other imperfections of the skin. Visibly **improves** the appearance of the skin. **Reduces the visibility of pores**, gives the skin a **powder finish** and a **healthy tone**. Makes your skin feel **moisturised** and comfortable. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.







HYPOAllergenic
Allergy Tested



06 CARAMEL



05 TAWNY



04 TANNED



03 NATURAL
BEIGE



02 DESERT
SAND



01 ALABASTER

HYPOAllergenic

FRESH MAT POCKET POWDER

Hypoallergenic Matting Powder

Makes the skin look fresh and relaxed. Thanks to its **tapioca starch** content, it leaves a **matt finish** for many hours. Visually **smooths** out pores and fine lines. The use of pigments coated with **jojoba oil esters** ensures **moisturisation** and smooth application. The creamy formula adapts perfectly to the skin and leaves a **natural** make-up effect. Available in four shades. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



02 HD-PASTEL



01 HD-BANANA

HYPOAllergenic

PERFECTIONIST POWDER

Hypoallergenic Beautifying Powder

Give your skin a glow! The powder color palette is versatile. It contains two **carefully selected** color sets that let you select a tone **suitable for every complexion**. The powder **evens out your skin tone, visually smooths wrinkles** and **reduces the visibility of pores**. Provides a **silky finish**. Makes the skin look fresh and relaxed. The product is intended for all skin types. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





01

HYPOAllergenic

FIXING MAT POWDER

Hypoallergenic Setting Powder

Its **transparent filler** creates an optical **dilution effect**, visibly **reducing fine lines and imperfections**. The powder contains **micronised talc** that makes the application easier. It visibly smooths and softens the skin. It **absorbs excess sebum** and creates the perfect make-up finish, without a mask effect. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





HYP@Allergenic
Allergy Tested



91%
NATURAL
ORIGIN
INGREDIENTS

HYP@Allergenic

GLOW PRESSED POWDER

Hypoallergenic Highlighting Pressed Powder

Create a **subtle shiny** effect on your skin! This velvety **highlighting powder** smooths the skin and evens out its tone, without highlighting fine lines, wrinkles or pores. It prolongs foundation wear, making the **skin look healthy** and **radiant**. This **universal and translucent** product is perfect for all skin tones. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.

01 NATURAL
GLOW



01 COOL

HYP@Allergenic

FACE & BODY ILLUMINATING POWDER

Hypoallergenic Face And Body Highlighter

Intended for women who want to give their skin a fresh and relaxed look. The formula contains **pearlescent pigments** and provides subtle, **natural skin radiance**. Also makes the skin **smoother** thanks to emollients. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





01 ON THE MOON

HYPOAllergenic

FRESH GLOW ILLUMINATING POWDER

Hypoallergenic Face And Body Highlighter

Perfect for **strobing**. The **pearlescent pigments** highlight the skin strongly, leaving it absolutely **glowing**. The product makes the skin look fresh and relaxed. Guarantees a **long-lasting** make-up that stays on for hours. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





02 FROZEN ROSE



01 GOLDEN PEACH

HYPoAllergenic
FRESH BLUSH
Hypoallergenic Blush

Hypoallergenic Fresh Blush is a **highlighting** blush which **gently lifts** your cheeks and adds a **subtle shine**. Its exceptional visually **smoothing** formula does not highlight dry spots, and guarantees long-lasting make-up. The blush is available in two **unique** shades: Golden Peach and Frozen Rose, which are perfect for **draping**. Its light cover guarantees **excellent face contouring** and allows you to achieve the desired make-up intensity. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.





HYPoAllergenic

FRESH BRONZE POWDER

Hypoallergenic Bronzing Powder

A **bronzing powder** to even out your skin tone. It can be used for face **contouring** or instead of a blush. Gives your face a **Sun-Kissed Look**. The color of the powder can be graded by adding more layers. Suitable for people with sensitive and/or irritation-prone skin. Tested under the supervision of a dermatologist.



HYPoAllergenic

FRECKLE MAKER

Hypoallergenic freckle marker

Perfect way to create trendy, fake freckles. Vegan, **easy to apply** formula in a subtle color provides semi-transparent effect and makes freckles look **extremely natural**. Product can be applied after completing make-up or on clean skin. It contains **87% ingredients of natural origin**. Suitable for people with sensitive skin. Tested under the supervision of a dermatologist.





NAILS

On the palm of your hand

The nail plate, although it seems naturally durable and resistant, also deserves gentle treatment. That is why it is so important that cosmetics for everyday contact with our hands have not only the approval of dermatologists, but also that they suit even the most delicate nail. Bell Hypoallergenic varnishes have a composition in which safety can be seen at a glance, and at the same time are great in everyday nail stylization and are characterized by exceptional durability.



HYPOAllergenic
Allergy Tested

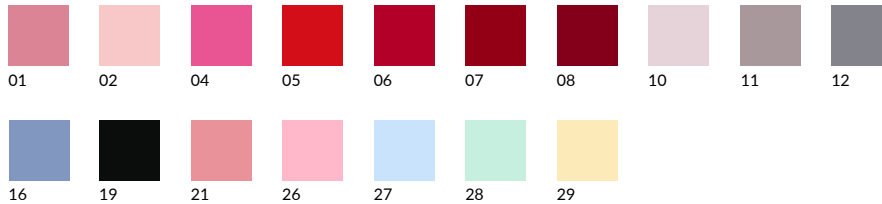


HYPOAllergenic

LONG LASTING NAIL ENAMEL

Hypoallergenic Long-Lasting Breathable Nail Polish

A proven, long-lasting formula, **saturated colors** in line with the latest trends and stylish packaging. Owing to the use of **high quality polymers**, the product is more **resistant** to abrasion, chipping and crumbling. The **advanced formula** allows for **proper oxygenation of the nail plate** through free exchange of oxygen molecules under the coat of the polish. Enjoy **precise, streak-free application** thanks to a brush that adapts to any nail type. Suitable for people with sensitive skin, prone to irritation. Tested under the supervision of a dermatologist.









HYPOAllergenic

FRENCH NAIL ENAMEL

Hypoallergenic Long-Lasting Breathable Nail Polish

A new version of long-lasting nail polishes in subtle, light colors. HYPOAllergenic French Nail Enamel nail polish gives your nails a **well-groomed look**. This technologically advanced formula **breathes**, oxygenating the nail plate. The wide brush makes it **easy to apply** without streaking or staining. The French polish is **timeless**, always **fashionable** and **elegant**. Suitable for people with sensitive skin, prone to irritation. Tested under the supervision of a dermatologist.



01

04

05



HYPOAllergenic
Allergy Tested



01

HYPOAllergenic

BEAUTY NAIL OIL

Hypoallergenic Cuticle And Nail Nourishing Oil

Nourishes and **moisturizes** the nails and cuticles around them. **Absorbs quickly** and does not leave an adhesive layer. The formula is rich in **natural, nutritious oils**: from **apricot kernels** (source of **vitamins A and E**), from **jojoba** seeds, **sunflower** seeds, which **moisturize, nourish** and **smooth** the skin, and also **argan oil** with **softening** and **anti-aging** properties. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.



01

HYPOAllergenic

INTENSE REBULIDER BASE COAT

Hypoallergenic Intensely Regenerating Serum For Damaged Nails

Intensely strengthens soft, thin and splitting nails. Thanks to the content of **vitamins E and B5** and **natural** ingredients (**ginkgo biloba** leaf extract, **rooibos** tea extract, **argan oil, Incalnchi oil**) it **smoothes** and **restores** elasticity, thus preventing **breaking** and **crumbling** nails. Gives **delicate color** and **high gloss**. Immediately improves the appearance of nails by **masking imperfections** and discoloration. Used as a smoothing base under colored nail enamel makes application easy and even and also extends its durability. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.





01

HYPOAllergenic

STOP BREAKING NAIL HARDENER

Hypoallergenic Nail Hardener That Limits Breaking

Prevents **breaking, cracking** and **splitting** nails. Contains a complex of **vitamins A, C** and **E**, which nourish and **strengthen** the plate.

Algae extract, **chestnut** seeds, **sea minerals** and **silicon stimulate nail growth**. The product can be used as a **smoothing base** for easy and even application of colored nail enamel. Also works as a **colorless conditioner** that protects the plate against yellowing, stains and discoloration. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.



01

HYPOAllergenic

SHINY TOP COAT

Hypoallergenic Glossy Top Coat Formulation Extending Enamel Durability

Hypoallergenic topcoat for **long lasting, intense gloss**. Extends **durability** and **enhances the color** of nail enamel. Prevents **abrasion** and **chipping**. Easy and convenient application without streaks or strains with the use of a handy, flat brush. **Dries quickly**. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.





HEMP

The power of beauty seeds

The properties of hemp oil have been known in medicine and cosmetology for years. It perfectly moisturizes and mineralizes the skin, supports its elasticity and soothes irritations. Therefore, it should come as no surprise that vegan products based on hemp seed oil made it into the Bell Hypoallergenic line. With the addition of many natural origin ingredients they care for the delicate skin of the face. The line includes elixirs, primer, foundation and even extremely delicate and nourishing mascara.







93%
NATURAL
ORIGIN
INGREDIENTS



01

HYPoAllergenic

SKIN OIL ELIXIR

Hypoallergenic Nourishing And Moisturising Make-up Oil

A universal, **multi-purpose** product that **preps the skin** before make-up. The combination of **five oils, hemp seed, apricot kernel, argan, jojoba and sunflower seed oil**, perfectly **moisturises, regenerates and conditions** the skin. Its formula, **rich in vitamins C and E**, has **antioxidant** properties, **slows down the ageing process** and **improves the skin's elasticity**. Suitable for grey, tired and dull skin. You can use the oil alone or combine it with foundation, making your make-up **more natural**. It is also perfect **for the body and hair**. Tested under the supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.



MASSAGE
ROLL-ON



01

HYPoAllergenic

LIP OIL ELIXIR

Hypoallergenic Moisturising And Regenerating Lip Oil

It contains **hemp seed, apricot kernel and argan oils** that **moisturise, nourish, soften** and smooth the lips. The lips are **regenerated and hydrated**. Its light texture is **not sticky** and makes you feel comfortable. Its special **roller ball** applicator **massages** and smooths the lips. Tested under the supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.





HYPOAllergenic
Allergy Tested



95%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

ANTI-SMOG PRIMER

Hypoallergenic Anti-Smog Make-up Primer

The primer's **innovative formula** with **hemp seed extract** and **aloe leaf juice** intensely **moisturises** the skin, **improves** its **firmness** and **slows down** the **ageing process**. The **algae extract** create a barrier on the skin that **protects** it from impurities and harmful outside factors. It effectively **improves make-up longevity**, keeping you comfortable. Tested under the supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.



BLUE LIGHT
PROTECTION



04 NATURAL TAN



03 SAND



02 BEIGE



01 LIGHT BEIGE

HYPOAllergenic

NUDE & MOIST MAKE-UP

Hypoallergenic Moisturizing And Nourishing Fluid

A light, creamy foundation that allows you to adjust the coverage as needed. It **perfectly evens** out the skin tone, and **conceals imperfections** and signs of tiredness. Its formula contains **hemp extract**, rich in vitamins, minerals, and antioxidants, which intensely **moisturises** the skin, and improves its **elasticity** and overall functioning. It also contains **melanin** which **protects the skin** from the harmful effects of the blue light emitted by phones, computers and TVs. It **prevents skin ageing**. **Natural betaine moisturises** the skin, making it **silky smooth**. Tested under the supervision of a dermatologist. Suitable for people with sensitive and/or irritation-prone skin.





89%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

GREAT LASHES REGENERIST MASCARA

Hypoallergenic Regenerating Mascara With Multi-Eyelash Effect

Such as hemp **seed oil**, **panthenol**, **castor oil** and **olive oil** nourish and **moisturise** the eyelashes, **improving** their **elasticity**. Its **special silicone brush** perfectly adheres to the eyelashes and covers them all with the mascara in just one stroke. Suitable for people with sensitive eyes and those who wear contact lenses. Tested under supervision of a dermatologist and an ophthalmologist.





JUST FREE SKIN

Just Free Skin Collection was developed in the spirit of CLEAN BEAUTY. Removing unnecessary ingredients and using natural substances where possible is the very essence of Clean beauty. The formulas are silicone free and contain only palm oil from sustainable cultivation. Active ingredients: quinoa extract, aloe juice and white tea extract hydrate, nourish and rejuvenate skin.



94%
NATURAL
ORIGIN
INGREDIENTS

HYPOAllergenic

JUST FREE SKIN COLOR BALANCE PRIMER

Hypoallergenic Soothing Base To Even Skin Tone

Quick way to **moisturize** and prepare your skin for further make-up. First of all the product evens out the color and **camouflages imperfections**. **Soothes redness** and **irritation**. Gives the skin **healthy, radiant** and **rested** look. Extremely light, pleasant to the skin texture. The formulation contains moisturizing **glycerin**, **aloe** leaf juice with a **soothing** effect, rich in **amino acids**, **vitamins** and **minerals**, **quinoa** seed extract and **white tea** extract, which thanks to its **antioxidant** properties can effectively delay skin aging process. **UNISEX** product. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist



01 BETTER
SKIN





85%
NATURAL
ORIGIN
INGREDIENTS



HYPOAllergenic

JUST FREE SKIN LIGHT LIQUID FOUNDATION

Hypoallergenic Skin Blending Foundation



03 SUNNY



02 NATURAL



01 LIGHT

Light and practically invisible. Reduces the appearance of skin imperfections and evens out its color nicely. Leaves the feeling of **moisture** on the skin, **nourishes**, gives really **natural** and **healthy look**. The foundation contains: moisturizing **glycerin**, soothing **aloe vera** juice, rich in **amino acids**, **vitamins** and **minerals**, **quinoa** seed extract with nourishing and moisturizing effects, as well as skin regenerating **white tea** extract with **antioxidant** properties. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.



81%
NATURAL
ORIGIN
INGREDIENTS



HYPOAllergenic

JUST FREE SKIN LIGHT LIQUID CONCEALER

Hypoallergenic Liquid Under Eye Concealer



04 SAND



03 PEACH



02 FRESH



01 IVORY

Camouflages imperfections and dark under-eye circles. Light, fluid consistency means that the product does not accumulate in skin creases. Blends perfectly and is practically invisible. Gives the skin a **natural** and **healthy** look. **Nourishes** and leaves it **moisturized**. The concealer contains : moisturizing **glycerin**, soothing **aloe vera** juice, rich in **amino acids**, **vitamins** and **minerals**, **quinoa** seed extract with nourishing and moisturizing effects, as well as skin regenerating **white tea** extract with **antioxidant** effects. In addition ideal as a base for eye shadows. Suitable for people with sensitive skin, prone to irritation. Tested under the control of a dermatologist.





DETOX ING The Secret Of Japanese Skin Care

Matcha was called the “elixir of the immortals” by a Buddhist master. This ingredient, discovered in Japan, has antioxidant properties that are essential in today’s world. Prevents premature aging of the skin, protects against air pollution and UV radiation. DETOXING is a complete line that combines face care, make-up and make-up removal products. It reduces inflammation and helps maintain a radiant complexion in the spirit of the CLEAN BEAUTY philosophy.



HYPOAllergenic
Allergy Tested



87%
NATURAL
ORIGIN
INGREDIENTS



01



68%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

DETOXING MICELLAR WATER EYE MAKE-UP REMOVER

*Hypoallergenic Micellar Water For Eyelashes,
Eyebrows And Eye Area*

Delicate, fragrance-free micellar make-up remover for sensitive eye area. Dissolves cosmetics perfectly. **Excellent for eyelash extensions.** Leaves no irritation or discomfort. **Matcha extract**, rich in antioxidant components, **prevents skin ageing processes.** Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist and an ophthalmologist.



HYPOAllergenic

DETOXING OIL CLEANSER

*Hypoallergenic Washing Oil, Washable
With Warm Water*

Quick, simple **make-up removal** and **skin nourishment** in one! The cleansing oil perfectly dissolves make-up, deeply cleanses the skin from impurities and excess sebum, at the same time does not affect the natural pH of the skin and **moisturises, refreshes** and **smoothes.** **Matcha extract**, rich in antioxidant components, **prevents skin ageing processes.** Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





01

HYPOAllergenic

DETOXING TONER MIST

Hypoallergenic Toning, Moisturizing And Protecting Mist

Gentle, fragrance-free toning mist. **Moisturises** and **protects**. Contains hyaluronic acid and **aloe vera leaf juice** to deeply moisturise, hydrate and improves skin elasticity. **Vitamin B3** improves skin elasticity, strengthens the hydrolipidic skin barrier and evens out skin tone. **Matcha extract**, rich in antioxidant components, **prevents skin ageing processes**.

Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



01

HYPOAllergenic

DETOXING NOURISHING LOTION

Hypoallergenic Nourishing Emulsion For Face, Neck And Decollete

Light milk texture allows for easy absorption, leaving the skin feeling moisturised and regenerated. Does not leave a greasy film. The product is perfect to be used as the **base** for foundation and even under powder. **Mango seed butter** and **apricot seed oil** deeply moisturise and revitalise, while **jojoba oil** reduces water loss and smoothes the skin. The emulsion is also rich in **hydrating betaine** and **hyaluronic acid**, which deeply moisturises, hydrates the skin. Contains **matcha extract** rich in antioxidant components, therefore **prevents skin ageing processes**. Additionally, it supports the regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.







HYPOAllergenic

DETOXING FACE ELIXIR

Hypoallergenic Antioxidant Under Make-up Serum

Extremely light, gel formula absorbs quickly and does not leave greasy film. **Extends durability of make-up.** Skin regains a feeling of comfort, moisture and freshness. **Aloe leaf juice** moisturises, soothes and alleviates irritations. **Hyaluronic acid** deeply moisturises, hydrates and firms the skin. Contains **matcha extract**, rich in antioxidants, which **prevents skin ageing processes.** Additionally, it supports skin regeneration after exposure to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

DETOXING FACE MATTIFIER GEL

Hypoallergenic Mattifying Gel Fluid

Light, beautifying mattifying gel in a **universal, skin tone-adapting shade.** Gives fresh, mat effect. Spreads easily and evens out skin tone. Contains **moisturising glycerine** and **aloe vera leaf juice** to soothe and alleviate irritation. **Matcha extract**, rich in antioxidant components, **prevents skin ageing processes.** Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





HYPOAllergenic
Allergy Tested



91%
NATURAL
ORIGIN
INGREDIENTS



01



98%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

DETOXING FACE GLOWER GEL

Hypoallergenic Illuminating Gel Fluid

Light, beautifying illuminating gel in a universal, skin tone-adapting shade. Provides the effect of **optically smooth and well-rested skin**. Spreads easily and evens out the skin tone. Apricot kernel oil supplies the skin with **vitamins A and E** and deeply moisturises, while **aloe vera leaf juice** soothes and alleviates irritation. Contains **matcha extract** rich in antioxidant components, therefore **prevents skin ageing processes**. Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

DETOXING FACE MOISTURISER GEL

Hypoallergenic Gel Moisturizing Fluid

Light, beautifying moisturising gel in a versatile, skin tone-adapting shade. Gives a **healthy appearance** and a **long-lasting moisturising feeling**. Spreads easily and evens out skin tone. Contains **moisturising glycerine** and **aloe vera leaf juice** to soothe and alleviate irritation. **Matcha extract**, rich in antioxidant components, **prevents skin ageing processes**. Additionally, it supports regeneration of skin exposed to adverse external factors such as air pollution and UV radiation. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





LOVE MY LIP & SKIN

Fruit Vitamin Bomb

LOVE MY LIP & SKIN line enriched with watermelon extract is a real treat for the skin. It has a softening, moisturizing, soothing and anti-aging effect. It is also an excellent source of antioxidants, minerals and vitamins. The LOVE MY LIP & SKIN line is completed with nourishing extracts of pomegranate and lychee fruit and beneficial oils: avocado, coconut, jojoba, sunflower, castor and argan oil, the so-called liquid gold of Morocco.





HYPOAllergenic
Allergy Tested



90%
NATURAL
ORIGIN
INGREDIENTS



03



02



01

HYPOAllergenic

JELLY GLAZE LIP MASK

Hypoallergenic Regenerating Jelly Lip Mask

This vegan mask wraps lips with a unique **jelly-like texture**, leaving them feeling **comfortably moisturised**. It naturally **enhances their color**, giving them a healthier appearance, while the **watermelon scent** pleasantly stimulates the senses. Rich, regenerating formula contains **castor oil, jojoba seed oil, avocado oil** and **coconut oil**, which **reduce water loss** through the epidermis, **softening and nourishing the lips**. Sunflower oil optically smoothes them and olive oil provides a beautiful shine. The formula is rich in **watermelon extract** and **vitamin E**, which have **antioxidant properties** that **strengthen the skin's protective barrier**, protecting it from harmful external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



97%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

OIL LIP TINT

Hypoallergenic Lip Tinting Oil

Tinting, vegan oil lastingly colors lips a beautiful **peach color** and delights with a pleasant **watermelon scent**. Comfortable, **non-sticky texture** is perfect **under a mask** and as a **base for lip gloss or lipstick**. The moisturising formula contains beneficial **apricot kernel oil**, which softens the lips and improves their condition, and together with **vitamin E** and **watermelon extract**, shows **antioxidant properties**, strengthening the protective barrier of the skin, protecting it against harmful external factors. The formula also contains **argan oil**, the so-called liquid gold of Morocco, which has an anti-ageing effect and, together with **castor oil**, reduces water loss through the epidermis, softening and nourishing the lips. **Sunflower oil** gives them an extraordinary smoothness. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





01

HYPOAllergenic

GLOW OIL

Hypoallergenic Fruit Illuminating Oil

This vegan, fruit-based face oil is perfect both as a **make-up base** and as a **standalone elixir** to bring out the natural beauty in all skin types. The product provides a **subtle illumination** that makes the **skin look rested, radiant and healthy**. Exceptionally **light, easily absorbed texture spreads smoothly** and leaves an undetectable, comfortable effect. The formula contains **argan oil**, the so-called liquid gold of Morocco, which has an **anti-ageing effect**, and together with **apricot kernel oil** **reduces water loss** through the epidermis, softens, nourishes and improves the skin's flexibility. **Watermelon extract** and **sunflower oil**, thanks to their **antioxidant properties**, **strengthen the skin's protective barrier**, ensuring its safety from harmful external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.







HYPOAllergenic
Allergy Tested



96%
NATURAL
ORIGIN
INGREDIENTS



01



91%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

FRUIT COCKTAIL

Hypoallergenic Fruit Make-up Base

Stimulating the senses, this fruit cocktail is ideal as a **make-up base** thanks to its **light and quickly absorbed consistency**. The product spreads easily and does not leave a sticky feeling. Refreshing, vegan formula contains **coconut water**, which is a source of amino acids, phytonutrients and cytokinins (plant hormones), showing **anti-ageing properties**. Together with **glycerine**, they ensure **intense moisturising of the skin**. **Cucumber juice** contained in the composition improves the look of the skin, nourishes it and has soothing and comforting properties. **Watermelon and lychee extracts, sunflower oil** and **cucumber juice**, thanks to their **antioxidant properties**, **reinforce the skin's protective barrier**, securing it from harmful external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

BLUSH & GLOW

Hypoallergenic Illuminating Blush

Illuminating, vegan blush gives tired, dull skin **fresh and a healthy glow**. Combination of two unique shades provides luminous finish to the make-up and the effect of well-rested and radiant complexion. Blends perfectly with other products. The formula contains **pearly pigments**, which **optically smooth the skin**, as well as **moisturising watermelon extract**. It also demonstrates **antioxidant properties, strengthening the skin's protective barrier**, securing it from the harmful effects of external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





HYPOAllergenic
Allergy Tested



71%
NATURAL
ORIGIN
INGREDIENTS



01



98%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

DARKENING DROPS

Hypoallergenic Foundation Darkening Drops

The drops **darken and adjust the color of foundation and concealer** without affecting their coverage, longevity or finish. **Darkening effect can be graded**, and the convenient packaging makes it easy to add the right amount of product. Vegan formula contains **sunflower oil** and beneficial **watermelon, pomegranate and lychee extracts**. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

SUN BRONZE SPRAY

Hypoallergenic Bronzing And Illuminating Spray

Bronzing spray provides a moisturised and **sun-kissed effect on skin**, whatever the season. It has a natural tan shade without orange undertones. Vegan formula, thanks to the pearl pigments contained in the composition, **perfectly illuminates the skin** and gives it a flawless look. The spray allows for practical and **easy application**, without streaks or patches, and its **extremely light, non-greasy texture** is quickly absorbed and leaves a feeling of comfort. The cosmetic is free from artificial tanning fragrance. The formula contains **pomegranate extract**, which has **antioxidant properties** and **strengthens the skin's protective barrier**, protecting it from the harmful effects of external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.







HYDRA TING **Healthy & Perfect**

Hyaluronic acid is an essential ingredient in moisturizers, creams, masks, body lotions and tonics. The craze for the ingredient has been driven by aesthetic medicine treatments in which hyaluronic acid is the most commonly used rejuvenating substance; hence its current popularity among care products – anti-aging treatment that does not interfere with natural beauty. At the same time, the number of consumers with dry skin is growing.





HYPOAllergenic
Allergy Tested



99%
NATURAL
ORIGIN
INGREDIENTS



01



85%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

HYDRATING 2-PHASE SERUM

*Hypoallergenic Intensely Moisturizing Serum
With Hyaluronic Acid*

Innovative two-phase serum **intensely moisturizes** thanks to the content of **hyaluronic acid** and **apricot kernel oil**. Restores **shine, elasticity** and a **sense of comfort**. Thanks to the light formula, it is easily and **quickly absorbed** without burdening the skin. The product is suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

HYDRATING MILKY DROPS

*Hypoallergenic Nourishing Drops
With Hyaluronic Acid*

Intensely moisturizing and **nourishing** drops in the form of a light milk. Creamy formula restores **the feeling of comfort** without burdening the skin. Product is based on **natural ingredients**. Contains, among others, **hyaluronic acid, jojoba oil, coconut water** and **aloe vera** juice, known for their **moisturizing** and **regenerating** properties. The product is suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





HYPOAllergenic
Allergy Tested

HYDRA
2-phase serum TING

DRY SKIN

VEGAN CLEAN BEAUTY

HYALURONIC ACID
APRICOT OIL • VITAMIN E

NET WT. 0.81 OZ.

HYPOAllergenic
Allergy Tested

HYDRA
milky drops TING

MIXED & OILY SKIN

VEGAN CLEAN BEAUTY

HYALURONIC ACID
JOJOBA OIL • COCONUT WATER
ALOE VERA JUICE

NET WT. 0.84 OZ.





HYPoAllergenic
Allergy Tested



87%
NATURAL
ORIGIN
INGREDIENTS



04 SUNNY



03 NATURAL



02 NUDE



01 ALABASTER



90%
NATURAL
ORIGIN
INGREDIENTS



04 SUN BEIGE



03 NATURAL



02 LIGHT BEIGE



01 NUDE

HYPOAllergenic

LONGWEAR HYDRATING BALM FOUNDATION

Hypoallergenic, Long-Lasting And Moisturizing Foundation With Hyaluronic Acid

Hypoallergenic **moisturizing** foundation with **hyaluronic acid** evens out the skin tone and reduces **visibility of skin imperfections**. Light and **long-lasting** formula blends with the skin and becomes practically invisible, giving the face a **natural, radiant** look. Due to the content of **hyaluronic acid**, it intensely **moisturizes** and **nourishes** the skin. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



HYPOAllergenic

LONGWEAR HYDRATING POWDER

Hypoallergenic Powder With Hyaluronic Acid

Hypoallergenic powder that **moisturizes** and **nourishes** thanks to the content of **hyaluronic acid**. Sets make-up without burdening the skin, restoring its **glow** and **fresh** appearance. Optically **evens out** and **smoothes** the skin. Light formula cares for the skin and leaves a **feeling of comfort**. Powder in a convenient, pressed form - perfect for a make-up bag and touch-ups during the day. Product suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





ALOE

Take Care

Aloe vera - the so-called “miraculous cosmetic plant”. The benefits of this plant cannot be emphasized enough. It is used in natural medicine and cosmetics.

Beneficial properties of Aloe vera for the skin are: moisturizing, nourishing, regenerating properties, soothing skin redness and irritation. Cosmetics with Aloe vera can be used by people of all skin types, regardless of whether they have acne or dry and tired skin.



HYPOAllergenic
Allergy Tested



89%
NATURAL
ORIGIN
INGREDIENTS

HYPOAllergenic

ALOE SUN CARE LIP BALM SPF 25

Hypoallergenic Protective Lip Balm With SPF 25

Protective lip balm with an **SPF 25** filter protects delicate skin of the lips against harmful solar radiation. Quickly brings **comfort** and gives the lips **delicate shade of pink**. The **light, oil-free formula** of the balm is based on ingredients of natural origin: **aloe** leaf extract with a strong **moisturizing** and **nourishing** effect, nourishing **coconut oil**, which **strengthens the flexibility** of the lips, and **apricot kernel** oil rich in **vitamins A** and **E**. The balm is perfect at any time of the year to protect lips against external factors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



01



95%
NATURAL
ORIGIN
INGREDIENTS

HYPOAllergenic

ALOE LIP REGENERATING TREATMENT

Hypoallergenic Regenerating And Protective Lip Serum

Light lip serum that **regenerates** and **protects** the delicate skin of the lips. The formula is based on ingredients of **natural** origin. **Long-lasting moisturizing** and **nourishing** thanks to the extract of **aloe** leaves. Relieves chapped or dry lips. Very pleasant and comfortable to use - it has a **slightly sweet taste** and is **not sticky**. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



01





83%
NATURAL
INGREDIENTS



02 VANILLA



04 HONEY



01 CREAM



03 NATURAL

HYPOAllergenic

ALOE BB CREAM SPF 15

Hypoallergenic Care And Protection Coloring Face Cream With SPF 15

Coloring cream with light, **oil-free** formula, combining care and make-up. BB cream contains **SPF 15**, which **protects the skin** against harmful sun rays. Thanks to creamy texture, it spreads easily, providing **natural coverage** and giving the effect of **rested, healthy-looking skin**. BB cream saturates and nourishes the skin, due to the presence of **moisturizing aloe** leaf juice. Available in 4 colors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





80%
NATURAL
ORIGIN
INGREDIENTS



02 PEACH



01 LIGHT

HYPOAllergenic

ALOE EYE CONCEALER SPF 25

Hypoallergenic Camouflage and Protective Eye Concealer With SPF 25

Under eye concealer with a light, **oil-free** formula resistant to clumping in skin folds. Thanks to intense pigmentation, it **covers dark circles** under the eyes, **refreshes the look** and gives the **effect of rest**, even after a sleepless night. The formula is enriched with **aloe vera** juice with a **moisturizing** and **nourishing** effect. The concealer contains an **SPF 25** filter to **protects** the delicate skin under the eyes against the harmful effects of sunlight. Available in 2 colors. Suitable for people with sensitive skin prone to irritation and for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.





86%
NATURAL
ORIGIN
INGREDIENTS



04 HONEY



03 NATURAL



02 VANILLA



01 CREAM

HYPOAllergenic

ALOE PRESSED POWDER SPF 15

Hypoallergenic Mat-Protective Face Powder With SPF 15

Powder to **fix make-up** and moisturize the skin at the same time? This is possible due to the content of **aloe** leaf extract with **moisturizing** and **nourishing** properties. The formula based on ingredients of natural origin provides a **mat, long-lasting finish** and **lasting care**. The powder contains **SPF 15**, which **protects** the skin against harmful sun rays. Easy application thanks to pressed formula – which is the most convenient way to make quick corrections during the day. Available in 4 colors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



81%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

ALOE LASH & BROW SERUM

Hypoallergenic Care Serum For Eyebrows And Eyelashes

Give your eyes a **seductive look** using hypoallergenic eyebrow and lash serum. **Nourishing** and **moisturizing** juice of **aloe** leaves will **strengthen** them and significantly **improve** their **condition**. The serum was also enriched with **provitamin B5**, which easily penetrates the hair fibers, improving their **shine** and **reducing** their **loss**. **Practical brush** will ensure a comfortable application of the serum. Suitable for people with sensitive skin prone to irritation and for people with sensitive eyes and contact lens wearers. Tested under the supervision of a dermatologist and ophthalmologist.



GET IT ALL!

Philosophy and fashion = Clean Beauty for the evening

Clean Beauty, although associated with cleanliness and delicacy, does not necessarily mean abstaining from the make-up fever. That is why we have developed a collection of glamour products perfectly highlighting your eyes and lips each time a special occasion comes up and taking care of your skin as well.





HYPOAllergenic

Allergy Tested



92%
NATURAL
ORIGIN
INGREDIENTS



03 BERRY
BLAST



02 ROSE
PETAL



01 MY
MOCHA



06 LADY IN
RED



05 TRUE
PINK



04 FAME
FUCHSIA

HYPOAllergenic

HYPOALLERGENIC STAY-ON WATER LIP TINT

Hypoallergenic Lip Tint

It is a cosmetic of **light, creamy consistency**, which **stays on the lips for many hours**, giving them a **juicy color**. The tint contains **moisturising watermelon extract**, thanks to which it conditions without leaving an unpleasant layer on the lips. The cosmetic tints lips in a long-lasting color and **optically smoothes** them. Specially shaped, flattened applicator makes it easy to color the lips precisely in the first stroke. Available in 6 trendy colors. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.



95%
NATURAL
ORIGIN
INGREDIENTS



01

HYPOAllergenic

HYPOALLERGENIC SKIN BOOSTING CONCENTRATE

Hypoallergenic Skin Stimulating Concentrate

Radiant and healthy looking skin right now? We have a solution - a hypoallergenic concentrate that **stimulates the skin, reduces the signs of fatigue and brings out the glow of the skin**. Energizing, light essence **moisturizes** and leaves a long-lasting feeling of comfort. The cosmetic formula is based on **natural ingredients** known for their beneficial care properties. **Pomegranate extract** contains ellagic acid, which is a powerful antioxidant. Whereas **watermelon extract** moisturises, nourishes and regenerates the skin. Product suitable for make-up as a base. It can also be used alone, giving an **optical smoothing effect**. Shake well before use. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.





81%
NATURAL
ORIGIN
INGREDIENTS



HYPOAllergenic

HYPOALLERGENIC PERFECT BROW BRUSH PEN

Hypoallergenic Eyebrow Marker With A Comb

Highlighted eyebrows are a must for any make-up - even minimalist one. Thanks to this, the face immediately becomes expressive. It is best to choose a long-lasting but light cosmetic, which allows to achieve the desired effect quickly. The **innovative, comb-shaped tip** combs the eyebrows during application and fills in the gaps with **semi-transparent color**, giving a natural final effect. Thanks to the **long-lasting, light formula** the make-up does not smudge or crumble during the day. The composition is enriched with **moisturising glycerine**, which moisturises and nourishes the eyebrows. Available in 3 shades - for blondes, brunettes and brown haired. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.

To be stored tip downwards – the tip should be soaked with formula and ready to use.



79%
NATURAL
ORIGIN
INGREDIENTS



HYPOAllergenic

HYPOALLERGENIC OPEN EYES PEN EYELINER

Hypoallergenic Lasting Precision Eyeliner Marker

Black line on the eyes is the essence of elegance and minimalistic make-up. Its proper execution depends on the skills and the product - that is why it is so important to reach for a cosmetic that will make this task as easy as possible. The **flexible applicator** makes it **easy to apply** even very thin, intensely black lines. Thanks to the **waterproof formula** the make-up lasts, does not run on the eyelid during the day, and the end of the line remains sharp and does not wear off. Suitable for people with sensitive skin prone to irritation. Tested under the supervision of a dermatologist.

To be stored tip downwards – the tip should be soaked with formula and ready to use.



HYPOAllergenic
Allergy Tested

OUR DESIGN

Exceptional products must be displayed in an exceptional way

That is why we created the exposition furniture dedicated to HYPOAllergenic line. We create our cosmetics bearing in mind the comfort of our clients. We have the same requirements concerning display stands. The twisted block exposes maximum shelf space so that the products can be shown much better. The furniture features a modern, minimalist, and yet avant-garde line. All these make that the solutions we apply are well thought out and functional.

Unique display for unique products!



100 x 175,5 x 46,5 [cm]



100 x 201,5 x 50 [cm]



HYPoAllergenic
Allergy Tested



40 x 60 x 41 [cm]



50 x 201,5 x 50 [cm]



HYP⓪Allergenic
Allergy Tested



72 x 145,5 x 91 [cm]



50 x 140 x 41 [cm]

BELL CERTIFICATES:

ZERTIFIKAT ◆ CERTIFICATE ◆ CERTIFICADO ◆ CERTIFICAT ◆ 認證證書 ◆ CERTIFICATE ◆ ZERTIFIKAT ◆ CERTIFICATE ◆ CERTIFICADO ◆ CERTIFICAT ◆ 認證證書 ◆ CERTIFICATE ◆



CERTIFICATE

The Certification Body
of TÜV SÜD Management Service GmbH
certifies that



P.P.H.U. BELL Krzysztof Pałyska
ul. Graniczna 79g
05-410 Józefów
Poland

including the sites and scope of application
see enclosure

has established and applies
a Quality Management System.

An audit was performed, Order No. **73432214**.
Proof has been furnished that the requirements
according to

ISO 9001:2015

are fulfilled.

The certificate is valid from **2022-07-08** until **2025-07-04**.
Previous certificate valid until 2022-07-04.
Certificate Registration No.: **12 100 57601 TMS**.



Head of Certification Body
Munich, 2022-07-13



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TÜV SÜD Management Service GmbH • Zertifizierungszentrale • Röhrenstrasse 57 • 80339 München • Germany
www.tuev-sued.de/certificate-validity-check





HYPOAllergenic
Allergy Tested

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Bell.HYPOAllergenic



[bell.hypoallergenic](https://www.instagram.com/bell.hypoallergenic)