



At SEP, we refuse to compromise sustainability for beauty. We trust that confidence is the most important element of true beauty and strive to bring out the inherent beauty within every woman. As the first Korean makeup brand to seek to embody healthful products, all products are made from carefully chosen safe ingredients.

**SEP**  
BEAUTY



## IDEALISTICK

**IDEALISTICK** is sheer type with a combination of unique signature pattern and ingredients containing more than 75% natural plant extracts, adding greater color and smoother application. **IDEALISTICK's** limited-edition color Beet Purple is a 100% vegetable product composed of natural beet origin, giving it its natural, yet signature look.



## FACE MAKE UP

- **EYE STARTER Z**, eye irritation testing approved eye starter, used as an eye base to cover and brighten eyes
- **3-in-1 STARTER Z**, combining SPF protection, primer and toning cream to prepare your skin to its best condition before applying makeup
- **CONCEALER Z**, perfectly covers blemishes
- **PACT Z**, a compact type foundation
- **CUSHION Z**, a cushion type foundation All products have passed hypoallergenic testing, and contain Icelandic Glacial Water, the Ölfus Spring in Iceland, to help moisten your skin.

## LIPSTICK X

Try our signature product, **LIPSTICK X**. This product comes in three types of distinctive formulas, with 45 different colors that provide a variety in texture and shades. The slim design allows detailed application to express a sharp, bold lip.

- **LIPSTICK X**, a steady-seller popular among SEPA's recurring customers, is a standard formula lipstick composed of 15 colors designed to highlight your everyday.
- **LIPSTICK X MOISTURE**, known for its moisturizing formula and sophisticated shades, represents both SEPA's sensibilities and the professionalism of global trend-setter, Nelly Rodi.
- **LIPSTICK X MATTE** glides on smoothly with a sharp color. The easy to apply matte lipstick offers a comfortable wear and a velvety texture. As the first Korean makeup brand to use sustainable cosmetic packages made of 100% recyclable material, the **LIPSTICK X** line reflects a healthful and environmentally conscious makeup. Blended with a base of 7 different natural oils, **LIPSTICK X** helps moisturize your lips with incredible color.



## NAIL

**LIQUID NAIL STICKER** is a new type of nail polish that is easy to apply and peels off like a sticker. The color can remain up to 3-4 days or longer and can be easily changed to match your makeup and attire without the toxic smell nor the hassle of a nail polish remover.

