



# BEAUTY Bash

# 2016

## TOP TIPS...

FROM QVC'S  
BEAUTY EXPERT,  
ALISON YOUNG



## BEAUTY BUYERS TOP PICKS...

COSMETICS, SKINCARE,  
HEALTH, HAIR & NAILS

## NEW TO QVC FOR 2016...

- ♥ JULIEN FAREL
- ♥ FILLERINA
- ♥ IT COSMETICS
- ♥ NUDESTIX
- ♥ BEE GOOD
- ♥ DR. DENNIS GROSS
- ♥ NEXXUS
- ♥ PURE GOLD COLLAGEN
- ♥ LITTLE ONDINE
- ♥ NIOD
- ♥ & MUCH MORE...



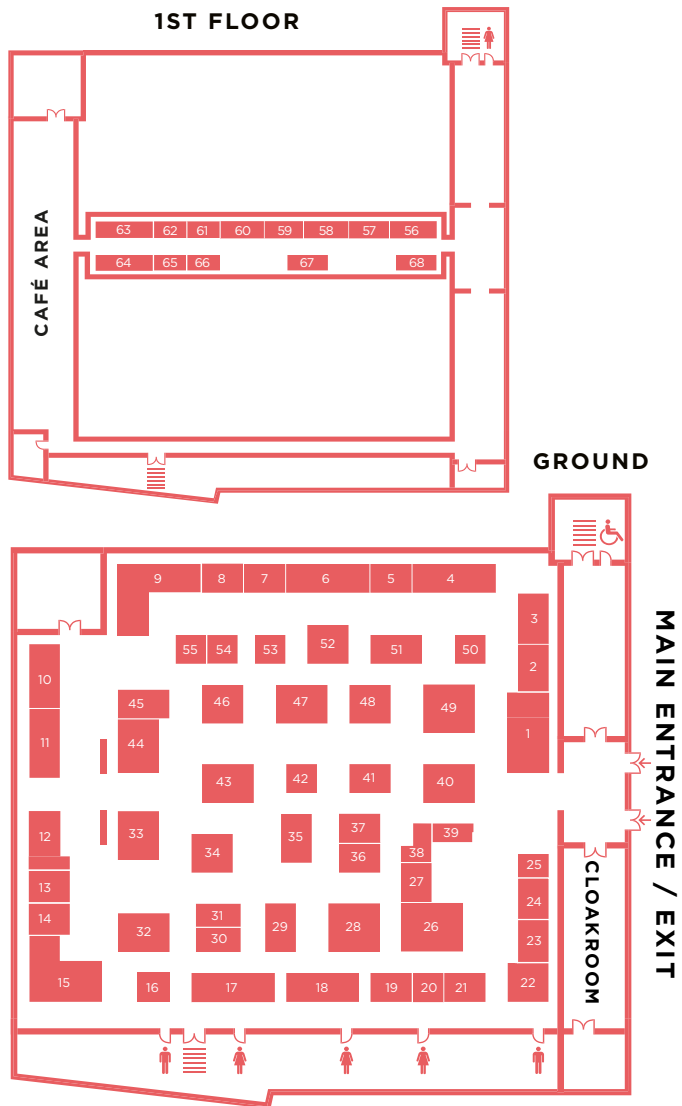
#QVCBeautyBash



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## 2016 FLOOR PLAN

1. QVC
2. Perricone
3. Molton Brown
4. OPI
5. Judith Williams
6. Color Wow and Lulu's Time bomb
7. Pure Collagen Gold
8. Benefit
9. Nexxus
10. Nails Inc.
11. Alpha-H
12. SBC
13. Becca
14. Margaret Dabbs
15. Decl or
16. Julien Farel
17. Gatineau
18. Leighton Denny
19. Dr Dennis Gross
20. Aurelia
21. James Read
22. Little Ondine
23. NIOD
24. Revitalash
25. Nude Stix
26. IT Cosmetics
27. Beauty Bioscience
28. L'Occitane
29. Taya
30. This Works
31. Prai
32. Laura Geller
33. Percy + Reed
34. Sarah Chapman
35. Babylliss
36. Vita Liberata
37. Murad
38. bbrowbar
39. Ariane Poole
40. Liz Earle
41. bareMinerals
42. Imedeen
43. tarte
44. Philosophy
45. Joan Collins
46. hairdo
47. UltraSun
48. Illuminage
49. Elemis
50. no!no!
51. Radical
52. Ole Henriksen
53. Caudalie
54. Magnitone
55. Dafni
56. Algenist
57. Ego
58. ABC
59. Flora Mare
60. Living Proof
61. BioEffect
62. Bee Good
63. Philip Kingsley
64. Tan Luxe
65. Life + Lab
66. Fillerina
67. QVC Pay Point
68. M. Asam



## Welcome to QVC's 2016 Beauty Bash!

We are so excited to have you with us at the 2016 Beauty Bash and I have been really looking forward to meeting with you to share and discuss our joint passion for beauty. QVC UK has a wonderful portfolio of beauty brands and the Beauty Bash is a fantastic way of showcasing all of the fabulous products we have coming up in 2016.

Along with new and exciting products it's also really important to remember heritage products. These are proven products for a reason; they've stood the test of time and have qualified industry professionals supporting them. The new excitement doesn't mean you have to stop using old products, in fact, a lot of new launches are about finding what will slot into your regime rather than replacing heritage pieces.

It's also really important to remember that your regime should be built around one great product. Strip it back to a core product, then once this is has been established and it gives you the magic results you want, you can then start to introduce additional products into your daily routine. It's then up to you how complex you want your regime to be, but it is essential to make sure every product is working for you and working together to ensure the best results possible - become your own expert and own your own routine.

Remember that results take time! When trialling anything new it is essential that you allow three months to see if a product works for you. Skincare works in harmony with your body, so by allowing the product to work with your body across three hormonal cycles you will really get to see the difference in your skin and the benefits of using it.

Please do contact me through social media and let me know how you are getting on. If you need any further tips or advice on new or existing products please do not hesitate to get in touch. Remember, it's important to be your own expert and really know what works for you.

Don't forget, another date for your diary is my weekly 'Alison Young Beauty Night' show with QVC's wonderful Will Gowing, starting back on Wednesday, 27th January at 8pm.

Have a safe journey home.

*Alison Young*

Kind regards,  
Alison



QVC's Qualified Beauty Expert  
Contact via social media  
@AlisonYoungQVC  
facebook.com/AlisonYoungQVC

### Alison's top tips!

#### Become your own expert!

- Look at your routine in two parts. Work out what your priorities are and then lay out your make-up accordingly in order to achieve this.
- It's really important to pack your make-up bag with items to maintain your look throughout the day as well as a few items to change up your look for the evening if need be.
- Your morning routine should be geared towards speed, skincare preparation, protection and make-up application.
- Night time routines should take longer and should be more luxurious. This is aimed at skin and hair recovery and longer term goals such as anti-ageing and anti-pigmentation.

- It's important to remember that sleep preparation techniques and products are essential - because beauty sleep really is just that!
- It is essential that you understand your core products - only when you have done this can you look at introducing the new into your routine.
- You will start to see results after one month but always allow 3 months when using a new product, as you will not see the full results of any beauty product in less than 12 weeks.

# Buyers Picks

## COSMETICS

Beauty Saviours - Cosmetics buyers Lauren and Louisa pick their must-haves for a flawless, fresh-faced everyday look this year.

### 1 | NUDESTIX'S LIP AND CHEEK PENCIL DUO

Item number 209812  
QVC Price £30.00

I love this simple collection of easy-to-use make up crayons as they cover all bases to give you a fresh-faced, nude look. Enriched with skin-saving vitamins, antioxidants and moisturisers, each multipurpose Nudistix is loaded with strong pigment and enough colour to ensure I have adequate coverage throughout the day.



1

### 2 | TARTE ENERGY NOIR PALETTE

Item number 211280  
QVC Price £29.50

This limited edition palette of rich versatile shades really energises my eyes and cheeks. tarte's newest must-have eye and cheek palette features an array of liner, crease and highlight shades and a gorgeously warm neutral blush. Amazonian Clay infused formulas balances and hydrates my skin, and keeps oil at bay to ensure a true colour that won't fade. Currently only available at QVC!



2

### 3 | BAREMINERALS BARESKIN SERUM CONCEALER DUO

Item number 213677  
QVC Price £27.00

This clever concealer features high-definition mineral optics to counteract shadows and give a brightened, lustrous finish. With an ultra-lightweight texture containing anti-oxidant lilac plant stem cells and hydrating humectants, this concealer helps to moisturise the under eye area and instantly blur fine lines, dark circles, discoloration and imperfections. I love it!



3



Louisa Harris & Lauren Jones

### MEET QVC'S BEAUTY BUYING DIRECTOR



Sandra

A whole year has passed and it's Beauty Bash time once again! What better way to kick start the New Year than with some beauty treats to pamper yourself with following on from all of the festivities. From skincare and cosmetics through to health, hair and nails - we really are excited for 2016!

Love Sandra x  
QVC's Beauty Buying Director

ALL AVAILABLE TO BUY IN JANUARY!

# SKINCARE

Nature combines with technology - Skincare buyer Tracy reveals her best buys for pioneering skincare.



Tracy Ryan

### 1 | BEE GOOD NECTA PERFECTA

Item Number 214633  
QVC Price £35.00

This mask will exfoliate, rejuvenate and transform skin. The youth-enhancing 4-in-1 face and body enzyme mask has a potent blend of naturally-sourced British honey, propolis, wheatgerm and camelia oils. This is a real multi-tasking and multi-benefit product that can be used as a hydrating balm for elbows, knees, hands and feet as well as the face or scalp.



1

### 2 | DR DENNIS GROSS ALPHA BETA EXTRA DAILY PEEL

Item number 212196  
QVC Price £70.00

Dr. Gross, a leading US Dermatologist and Dermatological surgeon has been the pioneer of the at-home facial peel that delivers instant and lasting benefits. The Alpha Beta Peel designed to reduce fine lines, wrinkles, enlarged pores, fights blemishes and helps with dark spots and redness.



2



3

### 3 | PRAI AGELESS THROAT DEVICE AND SERUM 30ML

Item number 213078  
QVC Price £75.00

Designed especially for the throat and décolleté area, both the serum and the device work via iontophoresis technology - the serum has been designed with a small positive electrostatic charge on its surface, and the device is also positively charged with a minute current so small it cannot be felt. The device works in tandem with the serum to gently push key functional ingredients deeper into the skin's top layers for optimal benefits.

### 4 | SARAH CHAPMAN LIQUID FACIAL RESURFACER

Item number 214628  
QVC Price £32.00

This daily use complexion-correcting liquid refiner helps to resurface your complexion, dissolving dead skin cells and surface residue, tightening pores and revealing smoother, more luminous, even-toned skin. The results-driven peel and resurfacing treatments are some of Sarah's most popular salon treatments, and this product allows you to have similar gentle results at home. I love that it feels so hydrating after I have used it!



4



# NAILS, HAIR & HEALTH

**Pamper Yourself Fabulous! Hair and Nails buyer Jo reveals her top tips for New Year pampering**



Jo Iddon

1



### 1 | TAYA STYLING INNER CORE ANTI BREAKAGE CRÈME

Item number 213219  
QVC Price £24.50

The new Inner Core range from Taya is great, and the Styling Fiber Crème has made such a difference to the condition of my hair. This can be applied on either wet hair, or dry hair for instant styling. As well as making your hair appear much healthier, it smells amazing and is packed full of botanical ingredients from the rainforest. This is a real go to product for keeping your hair at its best all year round.

2



### 2 | NEXXUS YOUTH RENEWAL TRIO WITH SHAMPOO, CONDITIONER AND MASQUE

Item number 214147  
QVC Price £44.00

The Nexxus Youth Renewal is enriched with liquid pearl and 100% pure, concentrated elastin protein to help reinvigorate your hair for a youthful-looking result, full of volume and shine. This shampoo and conditioner duo will both pamper and rejuvenate your hair, delicately cleansing from within to help restore your hair's youthful radiance, delicately cleansing from within to help restore the protective barrier.

3



### 3 | OPI HELLO KITTY COLLECTION

Item number 214588  
QVC Price £35.00

At QVC UK we are so excited about the launch of OPI's new Hello Kitty collection. With such an iconic character that is over 40 years old, this collection is full of all the fun and charm of Hello Kitty. The gorgeous colours include statement brights, shimmer and glitter tones and beautiful pink shades perfect for every occasion. Each nail lacquer has a fun and playful name, while the bottle lids are adorned with Kitty's face. We can't wait to get creative with our nails and celebrate all things Hello Kitty.

4



### 4 | PURE GOLD COLLAGEN 10 DAY SUPPLEMENT PROGRAM

Item number 401235  
QVC Price £28.50

It's amazing that we can now get a shot of collagen which nourishes you from the inside, promoting a beautiful and younger-looking you on the outside. Great for those of you looking to fight the early signs of ageing by helping to promote skin suppleness, prompting healthy skin and nails, and increasing skin hydration.



Vanessa Towers

**A younger looking you! Lifestyle buyer Vanessa reveals nourishing supplements for the New Year.**

The day you notice something's not right  
The day you are diagnosed  
The day you can't accept the news  
The day you tell those close to you  
The day you tell your children  
The day you decide you're not giving up  
The day you start your treatment  
The day you wonder 'what now?'  
The day you move forward

**breast cancer care**  
here from day one

**Breast Cancer Care are proud to have been partnered with QVC for 16 years.** Thanks to QVC's incredible customers they have raised £5.5 million, so we can provide care, support and information to women affected by breast cancer, from day one. If you need support call our nurses free on **0808 800 6000** or visit **www.breastcancercare.org.uk**.

**For every QVC Beauty Bash ticket sold £5 will be donated to Breast Cancer Care (Registered charity in England and Wales 1017658, and Scotland SC038104) via Breast Cancer Care Trading Limited (CRN 2681072).**

# NEW FOR 2016

2016 brings lots of exciting new brands to QVC UK. Offering some fantastic products across the board, from skincare, health and cosmetics, QVC has it covered when it comes to innovative products for the coming year. Here is a sneak peak of what's to come....



### 1 | FILLERINA STARTER KIT, LAUNCHING JANUARY 2016

Launching during January Beauty weekend, Fillerina is a revolutionary, no-needle, dermo-cosmetic filler for at-home use that contains the first-ever blend of six hyaluronic acids with different weights and structures, to facilitate in the plumping of tissues without puncturing the skin. Featuring a patent for the precision applicator and for the formula containing the six different molecular structures and volume of hyaluronic acid, Fillerina is the only cosmetic product that allows large quantities of hyaluronic acid to penetrate deep into the cutaneous tissues - without injections!

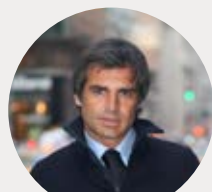
### 3 | JULIEN FAREL, LAUNCHING JANUARY 2016

Launching at QVC on 20th January, Julien Farel will be offering their new and currently only available at QVC UK - De-Frizz Family alongside existing Hydrating, Anti-ageing and Vitamin collections! Empowered by their intuitive A2B (Anti-Ageing Balance) Technology - the science in which a precise amount of specific ingredient is delivered to the very source of the living strand - these unique elixirs are formulated to maintain the optimal integrity of hair and its re-growth.



### 2 | IT COSMETICS, LAUNCHING SPRING 2016

Developed with leading plastic surgeons, IT Cosmetics creates clinically proven, innovative, and problem-solving colour cosmetics and skincare products that harness cutting-edge technologies and high-performance formulas. The range contains skin-loving ingredients to provide you with serious beauty solutions, giving you the power to look and feel your most beautiful. Launching at QVC UK this spring - stay tuned for more on this exciting brand!



Julien Farel

“The De-Frizz products have the highest level of moisture in our Anti-Ageing haircare range so perfect for frizzy, coarse or curly hair. Premium ingredients such as Grape Seed Oil, Sweet Almond Oil, Jojoba Oil and Hyaluronic Acid deeply hydrate hair and scalp for optimal hair health and youthfulness.”

JULIEN FAREL

# Find a Beauty Brand IN ASSOCIATION WITH CEW

For the third year running, QVC UK sought to discover up-and-coming beauty brands by launching the 'Find a Beauty Brand' competition in association with Cosmetic Executive Women (CEW).

CEW is a not-for-profit professional organisation set up to promote the contributions of individuals in the cosmetics industry. With over 1,000 executives in the beauty industry and related fields in the United Kingdom, CEW continues to shape the future of the industry.

CONGRATULATIONS to the worthy winners, Little Ondine and Niod, who will be launching their products with QVC UK this year!



### 1 | LITTLE ONDINE ESSENTIAL KIT £25

Item number 214223

Price £25

Little Ondine is reimagining nail polish with its innovative all-in-one formula. The entire range of polishes are odourless, fast-drying and easily peeled off (no more nail polish remover!) so it's easier than ever to update your manicure to suit your outfit or occasion. To top it off, the impressive non-toxic polish is composed of water, resin and pigments, making it 5-free, cruelty-free and safe for vegans, children and mums-to-be.



### 2 | NIOD COPPER AMINO ISOLATE SERUM 1.00% 15ML

Item Number 214390

QVC Price £35

Traditionally, skincare has been focused around targeting the individual aspects of visible ageing. Niod addresses all ageing concerns by promoting the skin to work, repair and regenerate as it did during youth. Niod Copper Amino Isolate Serum places the skin into a constant state of heightened repair without causing inflammation or irritation. This novel approach encourages skin health, forming a foundation to help skin look and act younger from its lowest depths upward.

### 3 | NIOD MULTI-MOLECULAR HYALURONIC COMPLEX 30ML

Item Number 214398

QVC Price £35

Niod's Multi-Molecular Hyaluronic Complex encourages the skin to produce more of its own hyaluronic acid, aiming to replace your body's natural hyaluronic acid that may have declined with age, to offer visible anti-ageing effects - perfect for those in need of surface hydration.

### 4 | NIOD PHOTOGRAPHY FLUID 30ML

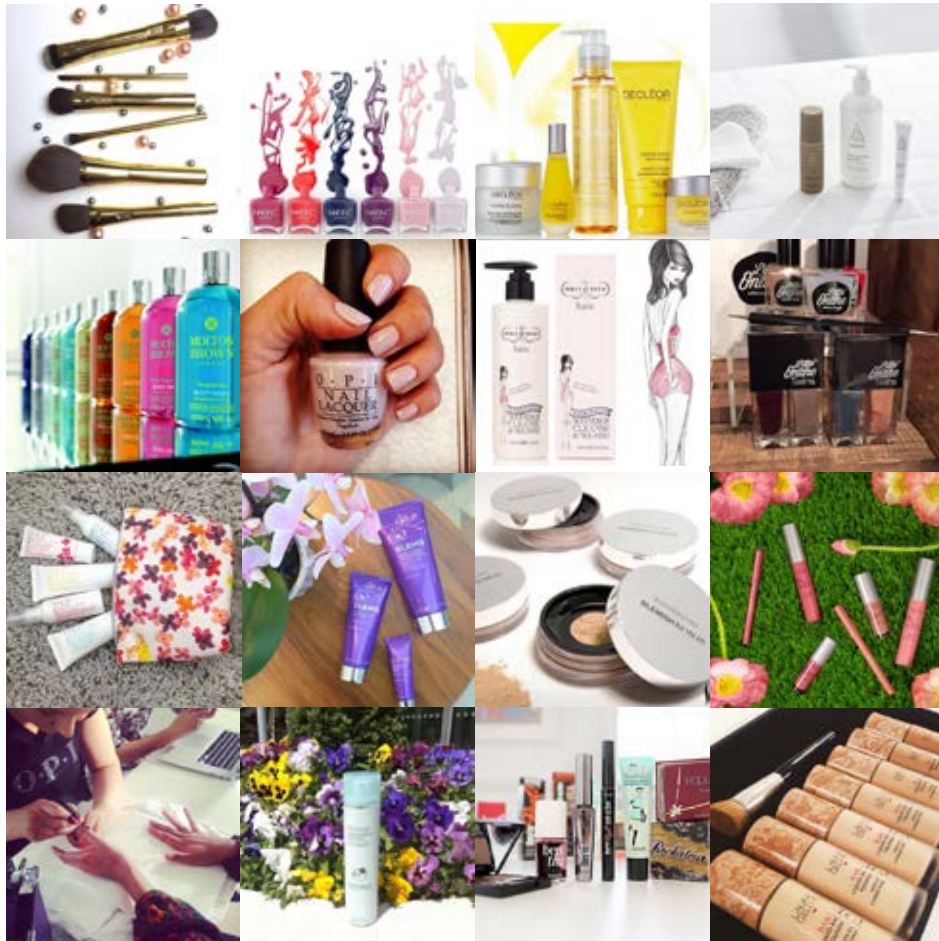
Item Number 214337

QVC Price £18

With a wide array of light-refracting prisms, tone correctors and photo finishing technologies, Niod's colourless priming fluid will prep skin to become such a perfected canvas that even bare-faced beauty will perform well on camera. Niod's Photography Fluid reflects radiance to capture a perfect skin finish, both in real life and specifically though the camera lens.







## Exclusive Beauty Bash Competition

WIN A BEAUTY HAMPER  
WORTH OVER £500!

For the chance to win a QVC UK beauty hamper worth over £500 simply strike a pose with the hashtag #QVCBeautyBash on Facebook, Twitter or Instagram.

One lucky winner will win a selection of fabulous beauty goodies, hand-picked by our beauty specialists. What better way to kick start the New Year than with an array of top beauty products to pamper yourself from top to toe.

**COMPETITION CLOSSES AT 5PM ON FRIDAY, 22ND JANUARY.**



## Beauty Weekend

### TODAY'S SPECIAL VALUE OFFERS



#### SATURDAY 23RD JANUARY

#### PERRICONE 5 PIECE ULTIMATE YOUTHFUL SKINCARE COLLECTION

Item number: 209672

The first Perricone TSV to launch a new product! Dr. Perricone's patented DMAE Firming Pads are brand new to QVC UK and are designed to give the look of firmer skin. They instantly soften the appearance of fine lines and wrinkles, gently exfoliate skin to reveal a natural, healthy glow, and work in perfect harmony with Dr Perricone's existing products.



#### SUNDAY 24TH JANUARY

#### REVITALASH 2 PIECE LASH & TINTED BROW

Item number: 209988

The Revitalash Hi-Def Tinted Brow Gel helps to sculpt, enhance and condition your brows for immediate dramatic results, and we're launching a brand new colour designed to suit different eyebrow shades - choose from soft brown or dark brown. It's paired with the Revitalash Advanced Eyelash Conditioner to enhance natural lash beauty with its breakthrough cosmetic formula.

### Your guide to what's on:

SATURDAY 23RD JANUARY		SUNDAY 24TH JANUARY	
12 AM	Perricone	12 AM	New in Beauty Ft Revitalash
1 AM	Beauty Secrets Revealed	1 AM	Beauty Day
2 AM	New in Beauty	2 AM	New in Beauty
3 AM	New in Beauty	3 AM	New in Beauty
4 AM	Perricone	4 AM	Beauty Day
5 AM	All I want for Jan Review	5 AM	Healthy Living
6 AM	Look Good Feel Good	6 AM	QVC Top Ten
7 AM	Beauty Secrets Revealed	7 AM	Beauty Day
8 AM	Perricone	8 AM	New in Beauty Ft Revitalash
9 AM	New in Beauty	9 AM	New in Beauty
10 AM	tarte Cosmetics	10 AM	Decleor
11 AM	Perricone	11 AM	Beauty Discovery
12 PM	Molton Brown	12 PM	bareMinerals
1 PM	Little Ondine	1 PM	NIOD
2 PM	Beauty Refresh	2 PM	Beauty Refresh
3 PM	Becca Cosmetics	3 PM	Elemis
4 PM	Beauty Discovery	4 PM	New in Beauty
5 PM	Philosophy	5 PM	Nexus
6 PM	Beauty Wellbeing - Premier	6 PM	Sarah Chapman
7 PM	Perricone	7 PM	Beauty Discovery
8 PM	Taya Haircare	8 PM	OPI
9 PM	Alison Young on Beauty Trends	9 PM	Liz Earle
10 PM	Flora Mare	10 PM	L'Occitane
11 PM	tarte Cosmetics	11 PM	In the Salon With Décléor

Last minute changes are sometimes unavoidable. For the latest listings please refer to our website.

Don't forget to tune-in to Beauty Weekend  
on Saturday 23rd & Sunday 24th January

Freeview 16 / Sky TV 650  
Virgin TV 740 / Freesat 800

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