



MAXELLE

*wake up with make up*

*You can't buy happiness  
but you can buy Maxelle's products...  
which is almost the same thing..."*

*#iwokeuplikethis*

*#Maxelle*



# About us

New York, concrete jungle where dreams are made of  
There's nothing you can't do  
Now you're in New York  
These streets will make you feel brand new  
Big lights will inspire you  
Hear it for New York, New York, New York  
- Alicia Keys -

Mieke van Looveren, current COO, has come a long way ... Literally ... The story starts back more than 20 years ago in New York. As a single mum with a pocket full of dreams instead of money, she was searching for a new additional income. A course in permanent make-up was the start and as she flew around the world in her day job as a stewardess, she got to know all sorts of interesting people and places. One day, Mieke spotted a beauty parlor in New York: a place where they offered you the most beautiful look thanks to eyelash extensions. After only one (read: very long) treatment, Mieke fell in love with her lashes. Who wouldn't? She had the luxury of waking up every day looking beautiful! But there was a problem, if she wanted to keep these beautiful eyelashes, she had to return to New York every 3 weeks.

As enterprising as she was, Mieke decided to look for lash extensions and to execute the treatment on her own. A few months later Maxelle was born in an attic room in Belgium in the city of Antwerp. Today Maxelle has become a one-stop brand that offers make-up expertise, innovative techniques and quality products through a global distribution network.

Maxelle creates instant happiness by optimizing each woman's natural beauty and allowing her to wake up with make-up, ready to seize the day ...Wake up with make-up!





*... Wake up with make-up!*

Voluminous, long-curved lashes, well-shaped and colored eyebrows, lips and eyeliners to maximize your natural look!

IT'S ALL POSSIBLE WITH MAXELLE.

Become a part of our passionate Maxelle family and get to know our professional range of semi-permanent make-up & eyelash products. Our qualitative trainings and fantastic beauty concept with strong return on investment will definitely surprise you!

*Testimonial from our distributor in Spain:*

Dear all,

My experience with Maxelle could be summarized as the story of a beautiful, personal and professional one. I met Mieke Van Looveren in the show of Bologna, Italy. It was the last day at the fair, and I was exhausted and saturated of seeing things during several days. I felt like picking up the brochure, maybe one of many that simply get forgotten. She attended me personally, and I sensed since the beginning that I had met one in a million, a truly passionate woman in the beauty world.

It has been 5 years since our company works with her products, and I still see the same passion for quality and novelty. A great training staff and marketing vision completes the story. If you are seeking for a great business opportunity, Maxelle could be what you are looking for!

In summary; a great business opportunity and to top it all you get to work with Mieke who is a generous and fabulous woman.

Warm regards,  
José Vidal - CEO DRV Spain



## *Our Brands*

LashCreations: silk eyelash extensions

Mascara+: semi-permanent mascara

LashCurla: eyelash lift systems

Maxerum: eyelash growth serum

ForeverPink: lip color booster

MPM : manual permanent make up

## *Our Marketing Material*

Maxelle provides an attractive media kit containing unique assets for digital and print usage. A lovely designed packaging, displays, a flyer, posters, postcards, a catalog, training certificates and promotional material for online activities (websites, Facebook, Instagram, etc.) are all part of a well thought-out marketing strategy concept.





*Lashes from Maxelle  
with love xoxo*



## #LashCreations

Maxelle offers a wide range of silk eyelash extensions as they are considered being the best quality on the market. They are handmade, feather light and don't damage the natural lashes. We have all kinds of varieties to use for the one-by-one technique as well as the russian volume technique. Of course we also offer a complete supplementary range of lash accessories, retail and aftercare products.

All products are EU proof as they are registered with the Cosmetic Products Notification Portal.

LashCreations from Maxelle has it all to keep your lash game strong!





## *LashCreations products for one-by-one technique*

The one-by-one lash technique gives a very natural look and applies one extension to one natural lash only. With our many different lengths, curls and thicknesses you can create a personal look.

One by one eyelash extensions create length and volume but with a very natural look as a result. They stay in place for 6 to 8 weeks. Make-up is no longer necessary and therefore you will save time in the morning.

Full one-by-one set = approx. 1 hour

Cost for the beautician = approx. 1.5 €

We provide our one-by-one lash products in luxury packaging and have 2 different kits which are composed with attentive care.

### *Starterskit*

(150 treatments)

The starterskit LashCreations one-by-one obtains 6 trays of eyelash extensions, quick fusion 10 ml, primer 15 ml, remover 15 ml, tweezers straight, tweezers bended, medical tape, 25 lashwands, scissors, blower, 100 microbrushes, gluestone, cleanser.

### *Luxe pro kit*

(500 treatments)

The luxe pro kit Lash Creations one-by-one obtains 15 trays of eyelash extensions, quick fusion 10 ml, primer 15ml, remover 15 ml, tweezers straight, tweezers bended, medical tape, 25 lashwands, scissors, blower, 100 microbrushes, gluestone, cleanser, magnifying glasses small, neck pillow, lashtray, 10 lin free pads, coloured lashes, diamond lashes, mirror.

For our product list, order codes and prices contact our team: [info@maxelle.eu](mailto:info@maxelle.eu)







*I woke up like this!*  
*#Maxelle*

# *LashCreations products for Russian volume technique*

Volume techniques allow to apply multiple extensions to one isolated natural lash. The "russian volume" technique masterfully achieves this with far thinner lashes than we have used with the one-by-one basic technique. The result? A full, lush lash line that appears fluffy and soft and maintains the health and safety of our client's natural lashes. They stay in place for 6 to 8 weeks. Make-up is no longer necessary and therefore you will save time in the morning.

Full Russian volume set = approx. 2 hour  
Cost for the beautician = approx. 2.5 €

We provide our russian volume lash products in a luxury packaging and have 1 kit which is composed with attentive care.

## *Russian volume kit*

The starterskit LashCreations Russian volume obtains quick fusion glue 10 ml, Russian volume mix, 10 lintfree pads, 10 eyelash pads, eyelash cleansing foam 50 ml, 5 cleanser brushes, 25 silicone mascarawands, isolate volume tweezer, basic bended tweezer

*Never underestimate the power of  
#Maxelle*







## *#LashCurla*

Maxelle offers an eyelash lifting treatment with keratin for the natural lashes.  
With our 2 lift techniques all the eyelashes are lifted upwards  
to get a clear open view.

Natural lashes will stay curly for 4-6 weeks and so the eyelash curler  
becomes completely unnecessary!

All products are EU proof as they are registered with the  
Cosmetic Products Notification Portal.

Full Lift = approx. 30 minutes

Cost for the beautician = approx. 3 €

We provide our lash lift products in a luxury packaging and offer  
2 kits which are composed with attentive care.

## *Silicone pads kit*

(30 treatments)

The silicone pads kit Lashcurla obtains 10 monodose solutions, 10 monodose neutralizer, 10 lashbotox, isolation tool, timer, 5 silicone pads small, 5 silicone pads medium, 5 silicone pads large, 100 LashCurla microbrushes, LashCurla glue, medical tape.

## *Clips kit*

(30 treatments)

The clips kit LashCurla obtains 10 monodose solutions, 10 monodose neutralizer,  
10 lashbotox, clips, timer, double sided comb

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xoxo



## #Mascara+

Maxelle offers a semi-permanent mascara which guarantees a black mascara look for 2 to 3 weeks. The lashes stay flexible and thanks to the medical grade lash coat (which contains fibers) you'll be able to create a natural volume.

Perfect to combine with our fast and simple eyelash lift; LashCurla.

Full Mascara+ = approx. 20 minutes

Cost for the beautician = approx. 1,50 €

We provide our semi-permanent mascara products in a luxury packaging and offer 2 kits which are composed with attentive care.

## Mascara+ kits

You can choose between 2 kits containing 5gr or 10gr mascara+ product.

The Mascara+ kits obtains 5 gr Mascara+ OR 10 gr Mascara+, primer 15 ml, remover 15 ml, cleanser, crystal stone, heated eyelash curler, 25 mascarawands, 100 microbrushes, medical tape, metal eyelashcomb, pincet straight

5gr kit: 75 treatments.

10gr kit: 225 treatments.

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Manual permanent  
make-up  
From Maxelle with  
love xoxo



# #Mpm

Manual Permanent Make-up is a breakthrough in the world of beauty. Maxelle developed a simple semi-permanent make-up method, using different kind of pens, all with fine needles to manually insert a rich pigment into the correct skin layer. Surprise customers with creative techniques like microblading, skin lifting and sliding and make everyone happy with perfect made-up eyes, lips & eyebrows! Of course we offer a complete range of rich pigments, several needles and other accessories.

All products are EU proof as they are registered with the Cosmetic Products Notification Portal.

MPM from Maxelle has it all to keep your make-up game strong!





## *Mpm kits*

We provide our manual permanent make-up products in luxury packaging and have 4 different kits which are composed with attentive care. You can choose between 4 kits: eyebrow kit, eyeliner kit, lip kit and the full luxe kit.

### *Eyebrow kit*

The eyebrow kit obtains 20 MPM disposable pens ( 5 x U18, 5 x MXM, 5x MX14, 5x MX36), 3 MPM pigments 5 ml (beauty brown, brown, medium taupe), 10 pigment rings, skin marker, 50 liner brushes, 10 x ointment cream.

### *Eyeliner kit*

The eyeliner kit obtains 5 MPM disposable pens (MX24), 2 MPM pigments 5ml (beauty black, charcoal) ,10 pigment rings, eyelash cleanser foam 50ml, 5 cleanser brushes, 50 liner brushes, 10 x ointment cream.

### *Lip kit*

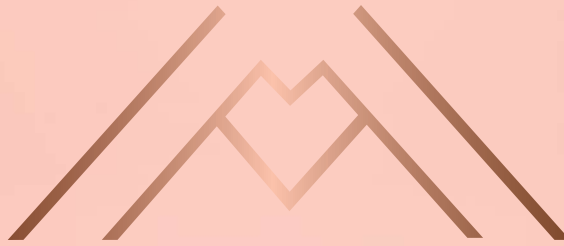
The lip kit obtains 10 MPM disposable pens (5x U18, 5 x MX24), 4 MPM pigments 5ml (natural, pink, terra, dark red), 10 pigment rings, 50 liner brushes, 10 x ointment cream.

### *Full luxe kit*

The full luxe kit obtains 25 MPM disposable pens (5 x U18, 5x MX14, 5x MX24, x MX36, 5x MXM), 12 MPM pigments 5ml (beauty black, dark blue, natural, pink, terra, dark red, black brown, warm brown, blonde, charcoal, brown, beauty brown), 10 pigment rings, skin marker, eyelash cleanser foam 50ml, 5 cleanser brushes, 50 liner brushes, 10 x ointment cream.

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*wake up with make up*





# Tools & Applicators







*Aftercare  
&  
Retail products*

## Oil-free make up remover

Oil free products are essential for the eyelash extensions as oil influences the glue used to fix the lash extensions.

When removing make-up around the eye area, it is important to use our specially developed oil-free make-up cleanser.



## Mascara

### OIL-FREE BLACK MASCARA

Oil free products are essential for the eyelash extensions. In most mascaras oil is used, but this is bad for the glue which is used to fix the lash extensions. When you desire a more finished look, it's recommended to use our oil-free mascara. Of course you can also use this mascara on natural eyelashes.



## Maxerum

### EYELASH GROWTH SERUM

Maxerum is a cocktail of Enzymes, vitamins and natural ingredients which will provide the hair follicles of eyelashes the necessary boost from inside out to become stronger, longer and darker. Maxerum does not contain prostaglandins as several eyelash serums on the market with their negative side effects do. This makes it possible to keep on using it for a long lasting effect. For optimal results, follow the instruction manual.







ForeverDink



# ForeverPink

## LIP COLOR BOOSTER

ForeverPink contains the extract of a cherish blossom which will colorize (painless) the natural pigment in lips (and areola), after daily use for one week, for a long period of time. Concerning the lips, ForeverPink increases the metabolism and will provide the red blood cells oxygen which will make lips appear fuller.

Wrinkles will fade because the melanin content will be stimulated.

Lips will get a pinkish and healthy tint. Apply 2 to 3 times a day, for one week, after cleaning lips. Use Foreverpink regularly for optimal results.

For our product list, order codes and prices contact our team: [info@maxelle.eu](mailto:info@maxelle.eu)





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MAXELLE HEAD OFFICE  
INDUSTRIEPARK BRECHTSEBAAN 8  
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BELGIUM

*Find us on [maxelle-beauty.com](http://maxelle-beauty.com)*