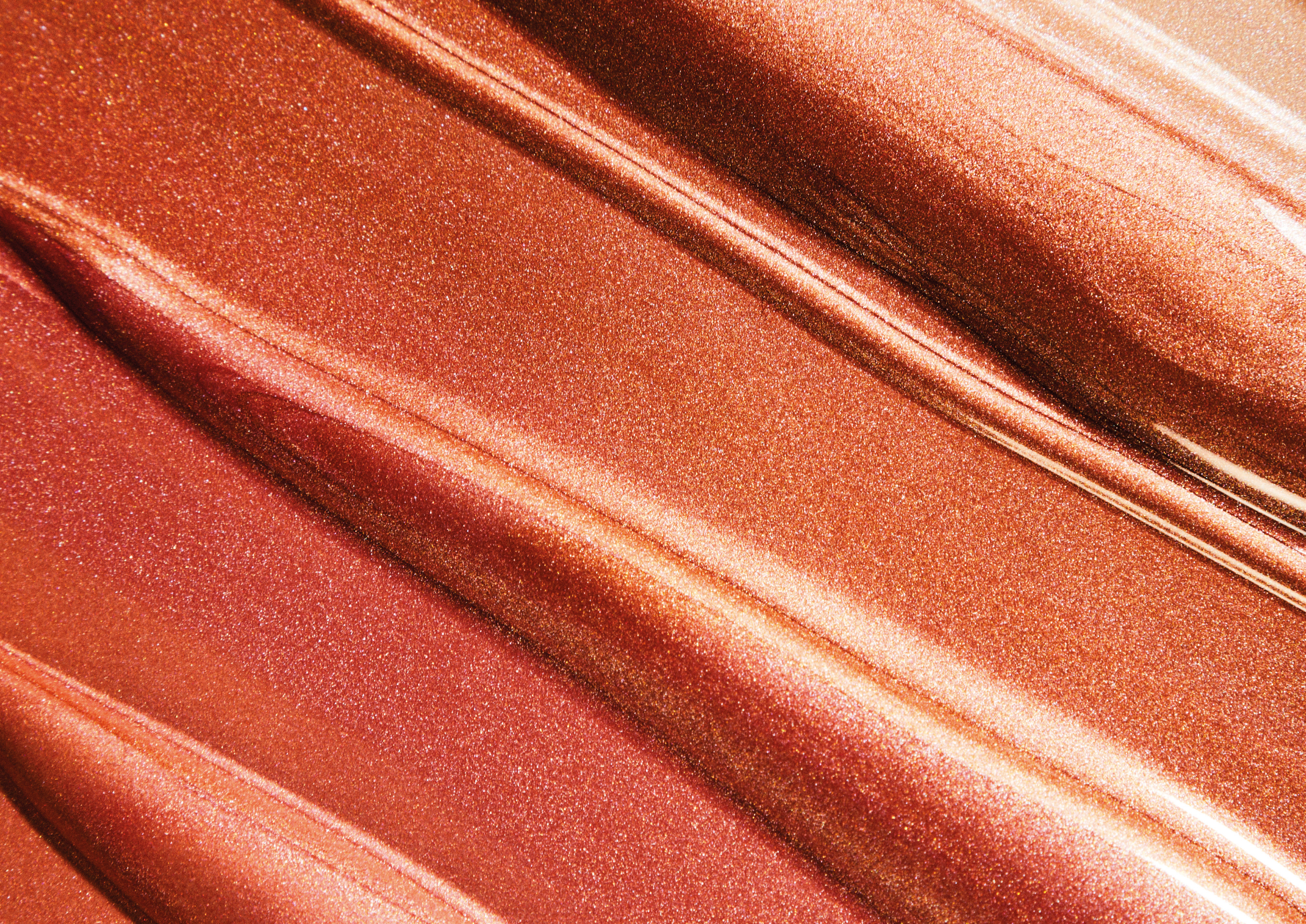




LA BEAUTÉ EST UN DROIT



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The 1944 Paris Catalogue

2026

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*« 1944 Paris,
it's a family story »*



A FAMILY

Since founding their company in the 1980s, the Delrieus have always worked as a family.

After distributing professional hair care brands, they turned their attention to hand beauty and developed their own cosmetics line.

Alexandre, Aurélien, and Alban join their parents and embark on the development of nail bars. Being close to women, helping them feel as free as they are beautiful, these are the goals that drive them.

Diane joined the Delrieu family in 2014, passionate about the world of beauty. Together, they decided to launch their own makeup brand, 1944 Paris.



A BRAND

«Simple, strong, loving art and ideals, brave and free too, the woman of tomorrow will want neither to dominate nor be dominated.»

Louise Michel

In France, women gained the right to vote in 1944. This fundamental freedom created a new generation of women free to be themselves.

The year 1944 strengthened women in their struggle to live as they had always wanted to: to love, dream, laugh, discover, cry, learn, kiss...

They are so often persistent, inventive every day, and constantly courageous that we want to support them on a daily basis by giving them confidence in themselves, whatever the situation.

That's why we created the cosmetics brand 1944 Paris in 2017, an independent range of French-quality makeup.

1944 Paris Beauty is a right



OUR COMMITMENT

Makeup is an art form, and all art forms require skill and expertise. 1944 Paris products have been created by professionals. Each product has been designed and developed to deliver stunning results, and it is essential to master the right techniques for applying the products and bringing out their best. These techniques are simple, but essential.

Our job is to meet the expectations of all women, of all ages and styles. We want them to feel beautiful, confident, and self-assured. Understanding their needs, listening to them, and helping them enhance their daily lives.

Diane Tessandier,
Creation Director, 1944 Paris.



ENVIRONMENT AND RESPONSIBILITY

An obsession : combining cosmetics with genuine skincare performance, because the first step to beauty comes from within.

The ingredients in the formulas are all rigorously selected for their targeted performance. Whether used on the skin, lips, or eyes, each product has a protective and nourishing effect depending on the area of the face.

 COCOA Antioxidant	 BAOBAB Regenerates Hydrates	 COCONUT Nourishing	 CASTOR OIL Nourishes Accelerates growth	 RASPBERRY Hydrate	 SHEA BUTTER Nourishing Soothing	 SESAME Antioxidant	 CANDELILLA Smooths Protects the Skin
 JOJOBA Soothing Softening	 MARULA Hydrating Anti-aging	 SUNFLOWER Nourishing Hydrating Regenerating	 CAMELINA Anti-aging Regenerating Healing	 CHAMOMILE Soothing Toning	 NEEM TREE Hydrating Softening	 SOY Strengthens Firming	 CARNAUBA Protects the skin
 BOSWELLIA Healing Antioxidant	 SAMPIRE Hydrating Replumping	 WAKAME Strengthens the Skin	 COTTON Softening Soothing	 OUESSANT SEAWEED Reduces Dark Circles	 LOTUS Protective barrier, Prepares and Sets Makeup	 AVOCADO Regenerating Antioxidant	



SKINCARE



MH005
LE MASQUE SÉRUM
ÉCLAT DE JEUNESSE

THE YOUTH RADIANCE MASK

FIRMING AND REGENERATING

The power of a concentrated rejuvenating serum in a second-skin fabric mask, for hydrated and plumped skin in 15 minutes. An anti-aging boost composed of firming active ingredients. Skin cells are regenerated, allowing for deep firming. Immediately, the skin is firmer, more elastic, and more radiant.

THE EXTRA BENEFITS :

Hydrolyzed collagen, adenosine, and soy extract strengthen skin elasticity and firm the skin. The result? A luminous complexion, smoothed fine lines, and plumped skin. The skin is bursting with youthfulness.

HOW TO USE :

After opening the sachet, unfold the mask. Place it on your clean, dry face. Leave on for 15 minutes. Massage any excess serum into your skin with your fingertips. No need to rinse. Repeat 1 to 2 times a week.



- | | | | |
|----------------|---------------|--------------|-----------------|
| MH101 | MH102 | MH103 | MH104 |
| HYDRA | HYDRA | HYDRA | HYDRA |
| TENSEUR | EXPERT | GLOW | APAISANT |

HYDRA MASKS

FIRMING, MOISTURIZING, AND ANTI-WRINKLE

THE HYDRA GLOW MASK :

Is a formula containing niacinamide, lotus, pomegranate, and more... It also helps to brighten the skin (anti-dark spots) and add radiance.

THE HYDRA SOOTHING MASK :

Containing madecassoside (derived from the Centella Asiatica plant, which has healing properties), bamboo, tea tree, cica, green tea, niacinamide, and more, helps to soothe the skin.

THE HYDRA TENSEUR MASK :

Contains adenosine (a powerful anti-wrinkle ingredient), soy, ginseng, vitamin E, and natto gum (a Japanese food rich in prebiotics) and is specially designed to combat skin aging.

THE HYDRA EXPERT MASK :

A formula containing hyaluronic acid, witch hazel, camellia, shea butter, and adenosine (a powerful anti-wrinkle ingredient), among other ingredients, helps to moisturize the skin.

HOW TO USE :

After opening the sachet, unfold the mask and apply to clean, dry skin on your face. Leave on for 15-20 minutes. Massage any excess serum into your skin with your fingertips. No need to rinse. Repeat 1-2 times a week.



MH201
LE MASQUE
JEUNESSE DU REGARD

EYES PATCHES

FIRMING, MOISTURIZING, AND ANTI-WRINKLE

The 1944 Paris Youthful Eye Mask is inspired by Korean rituals to offer a real burst of freshness to the eye contour area. These hydrogel patches deliver a concentrated dose of moisturizing and smoothing active ingredients to instantly reduce signs of fatigue and stress. Enriched with hyaluronic acid, plant-based collagen, and natural soothing extracts, it plumps, firms, and brightens the delicate skin around the eyes. In just 10 to 15 minutes, the eyes appear visibly more rested, luminous, and rejuvenated.

THE EXTRA BENEFITS :

An express treatment that smooths, hydrates, and restores radiance to the eye contour area. Its fresh and comfortable hydrogel texture adheres perfectly to the skin for targeted and immediate action. Inspired by K-Beauty, made in Korea, and cruelty-free, it is ideal before makeup application, after a tiring day, or as part of a weekly ritual to enhance the eyes.

HOW TO USE :

Apply the patches under each eye to clean, dry skin. Leave on for 10 to 15 minutes, remove gently, then pat in any excess serum. Use 2 to 3 times a week or as an intensive treatment for visibly younger and more rested eyes.



MH202
GLOW BOOST

MH203
YOUTH LIFT

SKIN TRANSFORM

REACTIVE HYDROGEL MASK

GLOW BOOST :

A formula enriched with Vitamin C, known to brighten the complexion, restore the skin's natural radiance, and improve its overall evenness. Its responsive hydrogel technology gradually becomes transparent during application, indicating the absorption of active ingredients. Upon waking, the complexion appears fresher and more luminous, while the skin feels intensely hydrated.

YOUTH LIFT :

A formula enriched with Collagen, Panthenol, Vitamin E, and Retinol (Vitamin A), designed to help improve the appearance of firmness, smooth facial features, and leave the skin looking well-rested. Its responsive hydrogel texture gradually becomes transparent during application, allowing the active ingredients to be released progressively. Upon waking, the skin appears smoother, more supple, and visibly revitalised.

HOW TO USE :

Apply the mask to clean, dry skin. Leave on for at least 4 to 5 hours or overnight. The mask will gradually become transparent during use. Gently remove it, then massage any excess serum into the skin until fully absorbed. Use once or twice a week.



MH001
MACADAMIA

MH003
THÉ VERT

MH004
JASMIN

HAND MASK

NOURISHES, BEAUTIFIES, AND REPAIRS

Discover the 1944 Paris Hand Mask, an intensive treatment inspired by K-Beauty rituals that hydrates, purifies, and softens your hands in a single step. Delivering an immediate sensation of comfort with a velvety texture, its practical glove format ensures optimal diffusion of active ingredients, leaving hands supple, revitalized, and delicately scented.

THE EXTRA BENEFITS:

Hydrating and soothing, this treatment nourishes and protects dry or sensitive hands while remaining comfortable to wear thanks to its lightweight, non-sticky texture. Inspired by K-Beauty and made in South Korea, this cruelty-free mask combines efficacy and ethics for perfectly nourished and protected hands.

HOW TO USE :

Hydrating and soothing, this treatment nourishes and protects dry or sensitive hands while remaining comfortable to wear thanks to its lightweight, non-sticky texture. Inspired by K-Beauty and made in South Korea, this cruelty-free mask combines efficacy and ethics for perfectly nourished and protected hands.



MH002
MACADAMIA

MH006
LAVANDE
MENTHOL

FOOT MASK

SOOTHES, REPAIRS, AND HYDRATES

The Foot Mask, a treatment inspired by K-Beauty rituals, delivers immediate freshness and absolute comfort. Its Korean formula hydrates, repairs, and soothes the feet while restoring suppleness and lightness. It tones and revitalizes tired feet. Enriched with natural active ingredients, it softens the skin, reduces roughness, and leaves a delicate veil of freshness. From the very first application, feet appear visibly smoother, hydrated, and pleasantly refreshed.

THE EXTRA BENEFITS:

Hydrating and soothing, this treatment nourishes and repairs dry or tired feet while providing an immediate sensation of freshness. Inspired by K-Beauty and made in Korea, its soft, non-greasy texture ensures optimal comfort, while the sock format enhances the absorption of active ingredients and envelops the feet in care. Cruelty-free, this mask combines efficacy, well-being, and ethical standards.

HOW TO USE :

Slip the socks onto clean, dry feet and leave on for 15 to 20 minutes. Then remove them and gently massage any excess serum until fully absorbed. For an enhanced cooling effect, place the mask in the refrigerator for 10 minutes before use.



RC001
LE BAUME DÉMAQUILLANT

CLEANSING BALM

PINK V COLLAGEN RANGE

Discover the Sorbet Cleansing Balm by 1944 Paris, inspired by the excellence of Korean cosmetics. Its melt-in texture removes makeup and impurities while preserving the skin's balance, for gentle, soothing, and luminous makeup removal.

THE EXTRAT BENEFITS :

Effectively removes makeup while respecting the skin
Lightweight texture, easy to rinse off, non-greasy finish
Suitable for all skin types, even sensitive skin
100% vegan formula

ACTIVES INGREDIENTS :

Blueberry flower: soothes and protects, antioxidant
Camellia Sinensis: moisturizes, nourishes, and brightens
Vegan collagen: smoothes and firms
Shea butter: nourishes, softens, and protects

HOW TO USE :

Take a small amount, warm it between your fingers, and apply to dry skin. Massage to dissolve makeup, then rinse with warm water or remove with a damp cloth. The result: clean, soft, and radiant skin.



RC002
LE DUO ÉCLAT

PURIFYING FACE CLEANSER

THE PINK V COLLAGEN RANGE

Discover the 1944 Paris 2-in-1 Cleanser & Mask, formulated in Korea to purify the skin and revive its radiance. It combines the gentleness of a daily cleanser with the effectiveness of a purifying mask for balanced, clear, and fresh skin.

THE EXTRAT BENEFITS :

Dual action: daily cleanser and purifying mask
Purifies, mattifies, and refines skin texture
Moisturizes and protects
Suitable for normal to combination skin, and all skin types seeking radiance.

ACTIVE INDREDIENTS :

Kaolin (5%): purifying and mattifying
Camellia Sinensis: antioxidant and moisturizer
Vegan collagen: smoothes and firms the skin

HOW TO USE :

When cleansing: apply to damp skin, massage in, then rinse.

As a mask: apply to dry skin, leave on for 10-15 minutes, then rinse.

The result: clear, fresh, and radiant skin day after day.



RC007
LA MOUSSE COLLAGÈNE

COLLAGZEN FOAM

THE PINK V COLLAGEN RANGE

Treat your skin to a gentle deep cleanse with 1944 Paris Collagen Cleansing Foam. Its fine, creamy texture removes impurities, excess sebum, and pollution residue, leaving skin plumped, supple, and radiant.

THE EXTRA BENEFITS :

Deep cleans and purifies
Skin texture refinement
Hydrates and tones for a plumping effect
Suitable for combination, tired, or sensitive skin

ACTIVE INGREDIENTS:

Salicylic acid: unclogs pores and prevents blemishes
Vegan collagen: moisturizes and plumps
Hyaluronic acid: tones and revitalizes

HOW TO USE :

Apply a small amount to damp skin, morning and/or evening. Massage in circular motions, focusing on the T-zone. Rinse with warm water and pat dry without rubbing. For best results, use before your daily moisturizer.



RC003
L'ÉLIXIR JELLY

MULTIVITAMIN JELLY

THE PINK V COLLAGEN RANGE

Give your skin a breath of freshness and radiance with Mist Jelly 1944 Paris, a toning mist formulated in Korea. With multiple benefits, it instantly hydrates, soothes, and revitalizes for a luminous and fresh complexion.

THE EXTRAT BENEFITS :

Instant hydration and nourishment
Soothes and protects the skin from external aggressions
Light texture, delicate fragrance
Suitable for all skin types

ACTIVE INGRÉDIENTS :

Vitamin B12: revitalizes and boosts radiance
Vegan collagen: firms and improves elasticity
Calendula flower: soothes and repairs
Camellia Sinensis Flower: nourishes and protects
Hyaluronic Acid: deeply hydrates and plumps

HOW TO USE :

As a toner: perfects cleansing and prepares the skin for treatment.
In mist form: moisturizes and refreshes throughout the day for a luminous and fresh complexion.



RC004
LE CONCENTRÉ MILKY

MILKY CONCENTRATE

THE PINK V COLLAGEN RANGE

Discover the Multi-Action Serum by 1944 Paris, inspired by Korean rituals. Its advanced formula combines tradition and innovation to nourish, protect, and enhance the skin every day. Its light texture absorbs quickly, leaving skin soft, radiant, and revitalized.

THE EXTRAT BENEFITS :

Intense and long-lasting hydration
Radiance and revitalized complexion
Strengthens and protects the skin barrier
Improves elasticity and softness
Fresh, light, and non-sticky finish

ACTIVE INGRÉDIENTS :

Vegan collagen: elasticity and firmness
Vitamin B12: revives the radiance of the complexion
Calendula flower: soothes and repairs
Camellia Sinensis: moisturizes and soothes
Ceramides: strengthen the skin barrier and smooth the skin

HOW TO USE :

Apply a few drops to a clean, dry face. Massage gently until completely absorbed. Use morning and evening for radiant, revitalized skin.



RC005
LE SOIN ÉCLAT

REVITALIZING EYE CREAM

THE PINK V COLLAGEN RANGE

Give your eyes an instant boost of vitality with 1944 Paris Revitalizing Eye Cream. Developed in Korea, it awakens and brightens tired eyes with a lightweight yet nourishing formula, for a more radiant and hydrated look from the very first application.

LE PLUS :

Revitalise et illumine instantanément.
Hydratation intense et durable.
Réduit cernes et ridules.
Texture légère, absorption rapide, non grasse.
Convient à tous types de peau, testée dermatologiquement.

ACTIVE INGRÉDIENTS :

Collagène vegan : élasticité et fermeté.
Vitamine C : antioxydante et illuminatrice.
Niacinamide (B3) : renforce la barrière cutanée, réduit cernes et ridules.
Vitamine B12 : hydrate et favorise la régénération cellulaire.
Fleur de Camélia : antioxydante, protège et lisse.
Fleur de Calendula : apaise et répare.

L'UTILISATION :

Appliquez une petite quantité sur le contour des yeux matin et soir. Tapotez doucement jusqu'à absorption complète, en évitant le contact direct avec les yeux.
Pour un regard revitalisé et lumineux au quotidien.



RC006
LA SUBLIME GLOW

DEEP HYDRATATION CREAM

THE PINK V COLLAGEN RANGE

Discover 1944 Paris High Hydration Cream, an innovative Korean formula designed to intensely moisturize and strengthen the skin's lipid barrier. Inspired by Asian rituals, it nourishes, soothes, and protects while providing a natural glow and a light, silky texture.

THE EXTRAT BENEFITS :

Intense and long-lasting hydration
Strengthens the skin barrier
Soothes and protects dehydrated and sensitive skin
Lightweight, penetrating texture, soft and luminous finish

ACTIVE INGREDIENTS :

Shea butter: nourishes, repairs, and soothes
10 types of hyaluronic acids: multi-layer hydration and plumping
Niacinamide: brightens and strengthens the skin barrier
Vitamin B12: regenerates and calms
Camellia & Calendula Flowers: soothing and softening
Ceramide: protects and strengthens the lipid barrier

HOW TO USE :

Apply a small amount to a clean face and neck, morning and evening. Massage gently in circular motions until completely absorbed for soft, supple, and perfectly hydrated skin.



RC101
L'ESSENCE BRUME
PRÉPARATRICE

PRIMING ESSENCE MIST

THE MIDNIGHT RE-GLOW RANGE

Préparez votre peau au rituel de nuit avec l'Essence Brume Préparatrice 1944 Paris. Sa brume fine hydrate intensément, ravive l'éclat et prépare la peau à recevoir les soins suivants. Inspirée de la cosmétique coréenne, sa formule apporte confort, souplesse et une sensation immédiate de fraîcheur.

THE EXTRA BENEFICE :

Deeply hydrates. Prepares the skin for the skincare products that follow. Enhances comfort and suppleness. Boosts the skin's natural radiance. Provides an immediate sensation of freshness.

ACTIVE INGREDIENTS :

Niacinamide: helps even out the complexion and strengthen the skin barrier.

Adenosine: helps smooth the skin and maintain its elasticity.

Copper Tripeptide-1: supports skin renewal.

Sodium DNA: helps revitalise the skin.

Glycerin & moisturising agents: provide intense hydration.

HOW TO USE :

Mist onto clean skin before applying serum. Follow with the rest of the Midnight Re-Glow ritual for skin that feels intensely hydrated, restored, and radiant upon waking.



RC102
LE SÉRUM NUIT
SKIN RENEWAL

SKIN RENEWAL NIGHT SERUM

THE MIDNIGHT RE-GLOW RANGE

Reveal smoother, more radiant-looking skin with the 1944 Paris Skin Renewal Night Serum. Inspired by Korean skincare, it works overnight to support the skin's natural renewal process, refine its texture, and restore its radiance. Upon waking, the skin appears more supple, well-rested, and visibly revitalised.

THE EXTRA BENEFITS :

Supports the skin's natural overnight renewal process. Enhances the complexion's radiance. Refines skin texture. Leaves the skin feeling more supple and comfortable upon waking. The key active step at the heart of the Midnight Re-Glow ritual.

ACTIVE INGREDIENTS :

Niacinamide: helps even out and brighten the complexion.
Bakuchiol: helps smooth the skin and refine its texture.
Copper Tripeptide-1: supports skin renewal.
Sodium DNA: helps revitalise the skin.
Centella Asiatica: helps soothe the skin and strengthen its barrier.

HOW TO USE :

Apply in the evening to clean skin, after the Priming Essence Mist and before the Night Cream. Follow with the rest of the Midnight Re-Glow ritual for visibly more radiant-looking skin upon waking.



RC103
LA CRÈME NUIT
NUTRITION & CONFORT

NOURISHING & COMFORTING NIGHT CREAM

THE MIDNIGHT RE-GLOW RANGE

Treat your skin to intense nourishment with the 1944 Paris Nourishing & Comforting Night Cream. Inspired by Korean skincare, it helps nourish, protect, and strengthen the skin barrier overnight for lasting comfort. Upon waking, the skin feels more supple and plump and appears visibly revitalised.

THE EXTRA BENEFITS :

Provides intense nourishment without a greasy feel.
Strengthens the skin barrier. Improves suppleness and plumpness. Delivers lasting comfort throughout the night.
The essential final step in the Midnight Re-Glow ritual.

ACTIVE INGREDIENTS :

Niacinamide: helps strengthen the skin barrier and even out the complexion.
Ceramide NP: helps retain moisture and protect the skin.
Shea Butter: deeply nourishes and provides lasting comfort.
Sodium Hyaluronate: hydrates and plumps the skin.
Adenosine: helps smooth the skin and maintain its elasticity.

HOW TO USE :

Apply in the evening as the final step of your skincare routine, to the face and neck, after the Skin Renewal Night Serum. Upon waking, the skin feels nourished, protected, and comfortable.



RC104
LE SLEEPING
MASK JELLY

JELLY SLEEPING MASK

THE MIDNIGHT RE-GLOW RANGE

Immerse your skin in a wave of hydration with the 1944 Paris Jelly Overnight Mask. Inspired by Korean skincare, this overnight mask deeply hydrates, plumps the skin, and smooths its texture while you sleep. Upon waking, the skin appears softer and more supple, while the complexion looks visibly fresher and more radiant.

THE EXTRA BENEFITS :

Deeply hydrates overnight. Visibly plumps the skin. Smooths and softens the skin. Reveals a fresh, radiant complexion upon waking. Use once or twice a week for a renewed-skin effect.

ACTIVE INGREDIENTS :

Trehalose: helps maintain the skin's moisture levels.
Panthenol: helps soothe the skin and strengthen its barrier.
Sodium Hyaluronate: provides intense hydration and helps plump the skin.
Bakuchiol: helps improve skin texture.
Adenosine: helps smooth the skin.

HOW TO USE :

Apply a generous layer to the face as the final step of your evening skincare routine, once or twice a week. Leave on overnight for smoother, plumper, and more radiant-looking skin upon waking.



RC105
LE MASQUE
REGARD RECOVERY

RECOVERY EYE MASK

THE MIDNIGHT RE-GLOW RANGE

Awaken the radiance of your eyes with the 1944 Paris Recovery Eye Mask. Inspired by Korean skincare, this overnight treatment hydrates, smooths the eye contour, and helps reduce visible signs of fatigue. Upon waking, the eye area appears fresher, more rested, and visibly brighter.

THE EXTRA BENEFITS :

Hydrates and smooths the eye contour. Helps reduce visible signs of fatigue. Provides freshness and comfort. Reveals a brighter, more rested-looking eye area upon waking.

ACTIVE INGREDIENTS :

Niacinamide: helps brighten the eye area and strengthen the skin barrier.
Adenosine: helps smooth the eye contour.
Caffeine: helps reduce visible signs of fatigue.
Sodium Hyaluronate: deeply hydrates and plumps the skin.
Copper Tripeptide-1: supports skin renewal.

HOW TO USE :

Apply to the eye contour in the evening. Leave on or gently massage until fully absorbed for a visibly fresher, brighter-looking eye area upon waking.



HL001
LA SCINTILLANTE



HL002
LA CLASSIQUE

THE MIRACLE OIL

NOURISHING, SOFTENING, BODY AND HAIR

The multi-purpose Huile aux Merveilles « La Classique» 1944 Paris was created to nourish, soften, and beautify your skin and hair. Its fragrance is rich in evocations and its texture divine. A composition based on four nourishing oils: coconut oil, macadamia nut oil, camellia seed oil, and sweet almond oil.

THE EXTRAT BENEFITS :

L'Huile Orient. An oriental floral composition with spicy rose accents, blended with notes of incense, benzoin, and precious woods that immerse you in a warm atmosphere and open a relaxing interlude.

HOW TO USE :

This oil can be used to massage all parts of the body, using circular movements, preferably after a bath or shower. It can also be used for hair care : Apply to the lengths and ends.



EP201
OR



EP202
OR ROSE



EP203
BRONZE

PERFECTING BODY CREAM

BODY CREAM

BB Body 1944 Paris is the perfect highlighter for beautiful radiance on the skin. This water-based formula combined with highly reflective pearls provides a « glaze» of color and luminosity with moisturizing ingredients for a healthy, radiant, long-lasting finish. Waterproof and transfer-proof.

THE EXTRA BENEFITS :

A perfecting highlighter that effortlessly enhances radiance and beautifies the appearance of skin. Formulated with chamomile, a powerful anti-inflammatory agent that improves the skin's natural glow. Green tea, which helps reduce the signs of aging and diminishes the appearance of cellulite. And Centella Asiatica extract, which is an effective ingredient not only for anti-aging but also for improving skin hydration.

HOW TO USE :

Apply BB Body directly to your body to improve your skin and give it a beautiful glow. Blend into the skin using long strokes with a brush or your hand. Allow to dry a little before getting dressed. To remove it, use soap and water or makeup remover wipes



CR002
**FLEUR
DE TIARÉ**

HAND AND FOOTS SCRUB

COMPLETE CARE - MOISTURIZES THE SKIN

The Hand and Foot Scrub with sugar and grape seed oil gently exfoliates while moisturizing the skin. Hands and feet are perfectly smooth, soft, silky, and delicately nourished. The skin is revitalized and pleasant to the touch.

ACTIVE INGREDIENTS:

Sugar, to gently exfoliate and remove dead skin cells
Grape seed oil to nourish, soften, and moisturize the skin

HOW TO USE :

Apply the scrub to damp hands and feet, then massage gently for one minute before rinsing with warm water. Can also be used on the body for soft, glowing skin.



ME003
L'EAU
DÉMAQUILLANTE

MICELLAR WATER

WITH CORNFLOWER EXTRACT

Discover 1944 Paris Cleansing Water, a high-tolerance micellar water that gently removes makeup and cleanses the skin, while providing moisturizing and soothing care.

Composed of 96.5% natural ingredients, its formula combines cornflower, known for its refreshing, decongestant, and soothing properties, with castor oil, which has purifying and softening properties. The skin is perfectly cleansed, clear, and comfortable, as if strengthened.

Thanks to its active micelles, it effectively removes makeup, even long-lasting makeup, as well as impurities, UV filters, and pollution particles, without damaging the skin.

THE EXTRACT BENEFITS :

- Removes makeup and cleanses in one step
- Moisturizing and soothing action
- 96.5% natural ingredients
- Removes makeup, impurities, and pollution
- High tolerance formula, ideal for sensitive skin
- Alcohol-free and fragrance-free
- Tested under dermatological and ophthalmological control

HOW TO USE :

Apply morning and evening using a soft cotton pad to the face and eye contour area. No need to rinse.



SELF-TANNING COLLECTION



TANNING DROPS

TANNED, NATURAL, AND LUMINOUS

Discover 1944 Paris Self-Tanning Drops for a natural, luminous tan without any effort. These drops offer a golden, gradual, and adjustable tan that adapts to all skin types while providing deep hydration for a healthy, long-lasting glow. Easy to use, they can be mixed directly into your moisturizer to adjust the intensity of your tan to your liking, without sun exposure and while protecting your skin from UV damage.

THE EXTRA BENEFITS :

A customizable, natural-looking tan that adapts to all skin tones and deeply moisturizes the skin. The dropper system allows you to create a gradual, even tan for a radiant, golden effect at will. Inspired by skincare expertise, this product combines comfort, safety, and instant radiance.

HOW TO USE :

Mix a few drops with your moisturizer to achieve the desired intensity: 2 drops for a radiant complexion, 4 drops for a light tan, 8 drops for a golden tan. Apply evenly and repeat as desired to maintain your tan. Do not apply directly to the skin without mixing for an even result.



BZ201
L'EAU TEINTÉE
BRONZANTE

TINTED TANNING WATER

BRIGHTENS, WARMS, AND GIVES A NATURAL SUN-KISSED GLOW

For a luminous, naturally sun-kissed complexion, the Tinted Tanning Water enhances the skin in a single step. Its fine, lightweight mist deposits a buildable golden veil that adapts to all skin tones, delivering an instant healthy glow—no sun and no hassle required.

THE EXTRA BENEFITS :

Instantly brightens and warms the complexion with a natural sun-kissed glow, without streaks or a mask-like effect.

The sensorial formula is enriched with plant and fruit extracts (green tea, acerola, cherry) known for their hydrating, protective, and smoothing properties. It enhances radiance and freshness while leaving a lightweight, comfortable finish. The color washes off easily when cleansing, dries quickly, doesn't stain, and is suitable for both face and body.

HOW TO USE :

Shake before use to evenly mix the pigments.

Direct application: spray from about 15 cm onto the face, neck, or body, then blend if needed.

Brush application: spray onto a complexion brush, then apply using circular motions for a more diffused finish.

Buildable effect: one layer for a light glow, several to intensify the healthy glow.

Use on bare or made-up skin to instantly bring radiance and luminosity to the complexion.



BZ101

CLAIR À MOYEN



BZ102

MOYEN À FONCÉ

FLASH TAN INSTANT SELF-TANNING MIST

DHA-FREE

For an instantly sun-kissed and enhanced-looking body, Flash Tan delivers a natural-looking tan in a single step. Its lightweight tinted mist deposits an even golden veil that evens out the appearance of the skin, blurs minor imperfections, and instantly illuminates the legs, arms, and décolletage. Free from self-tanning agents (zero DHA), the formula provides a natural, radiant, and buildable result that washes off easily with soap and water. Enriched with cucumber, Vitamin E, jojoba oil, and calendula, it hydrates, protects, and leaves the skin feeling soft, comfortable, and radiant.

THE EXTRA BENEFITS :

Instant sun-kissed glow without sun exposure or DHA. Natural, even, transfer-resistant finish. Blurs minor imperfections. Quick-drying, non-sticky formula. Suitable for all skin tones. Washes off easily with soap and water.

HOW TO USE :

Apply to clean, dry skin using a body brush, an application mitt, or your hands. Blend evenly over the desired areas, such as the legs, arms, and décolletage, then allow to dry for a few minutes before getting dressed. Easily washes off in the shower with your usual soap.



COMPLEXION



ME001
LA BASE
GOMME MAGIQUE

THE MAGIC ERASER BASE

MATTIFIES, SMOOTHS, AND BRIGHTENS THE COMPLEXION

The first essential step to achieving a flawless complexion, La Base Gomme Magique improves the appearance of your skin and enhances the application and hold of your makeup.

THE EXTRA BENEFITS :

Mattifies the complexion and controls shine by absorbing excess sebum. Reduces enlarged pores and wrinkles, smooths the skin, and softens skin texture.

Contains raspberry stem cells, which have powerful moisturizing properties. They also stimulate hyaluronic acid synthesis in both the dermis and epidermis.

Acts on age-related tissue slackening (strengthens collagen structure) and gives your skin a more youthful appearance. Brings radiance and luminosity to your skin.

HOW TO USE :

Apply the product to previously moisturized skin, starting at the center of the face and blending outward. For an instant touch-up effect, apply a small amount to the T-zone.



LU201
L'ÉCLAT

THE SPARKLING BASE

PERFECTING BASE, ILLUMINATES AND SETS

The 1944 Paris Shimmer illuminates the skin with a light pearlescent veil, offering a light and buildable texture. It is available in a universal gold shade that will suit all skin tones.

Use it to intensify your skin's radiance. This primer reflects light and glides onto the skin to refresh and enhance the complexion with a subtly iridescent glow. Falsely transparent

THE EXTRA BENEFITS :

Formulated with pumpkin, rich in vitamin C and beta-carotene. Pumpkin can be described as an anti-aging and antioxidant ingredient. It also contains papaya, which is rich in antioxidants that fight free radicals and therefore the appearance of fine lines.

HOW TO USE :

Apply alone or after your day cream.



BB001
N°1



BB002
N°2



BB003
N°3



BB004
N°4



BB005
N°5

BB CREAM

SPF 50, EVENS OUT SKIN TONE, MOISTURIZES THE SKIN

BB Cream 1944 Paris is a light tinted anti-UV cream with SPF50, formulated with aloe vera, rosehip oil, and fig to reduce wrinkles and fine lines, correct the complexion, and moisturize the skin throughout the day. A perfectly even complexion! Radiant, soft, visibly more beautiful, your skin is perfect!

THE EXTRA BENEFITS :

It contains aloe vera leaves, which form a moisturizing barrier on the skin and helps to hydrate it. Rosehip oil reduces skin imperfections and irritation, improves overall hydration, and reduces the appearance of scars and wrinkles. Wild rose seeds are the best source of vitamin C, containing 50% more vitamin C than oranges. Fig: A powerful antioxidant, fig has been shown to improve skin hydration by preventing water loss from the upper layers of the skin. It can also visibly improve skin color by targeting an enzyme in the skin (tyrosinase) whose overproduction can lead to brown spots.

HOW TO USE :

Apply a thin layer after your usual day cream. Your BB cream can be easily applied either with your fingertips or with our foundation brush. Excellent makeup base



BB101
CLAIR



BB102
MOYEN



BB103
DORÉ

CC CREAM

SPF 30, CORRECTS, SMOOTHS, AND REVIVES THE COMPLEXION

Inspired by Korean expertise, 1944 Paris CC Cream SPF30 adapts to your skin tone to reveal naturally beautiful skin. Its intelligent texture corrects redness, blurs imperfections, and evens out the complexion in a single step. Enriched with green tea, centella asiatica, chamomile, and hyaluronic acid, it moisturizes, soothes, and protects the skin. Thanks to its antioxidant action (vitamin E), the complexion is luminous, smooth, and fresh-looking, without any heavy feel. The skin appears even, radiant, and retouched, for long-lasting results.

THE EXTRA BENEFITS :

Redness correction (niacinamide).
Unifies and smooths the complexion.
Moisturizing, soothing, and protective.
SPF 30.
Fresh and bright finish, without overload.
Suitable for all skin types.

HOW TO USE :

Apply in the morning to clean, moisturized skin, either alone or after your skincare routine. Take a small amount and apply to the entire face with your finger, a sponge, or a brush. Buildable: add a second layer to areas that need correction to enhance radiance.



INSTANT LIFT FONDATION

MOISTURIZING FOUNDATION, ANTI-AGING INGREDIENTS

A foundation that provides an instant «lift» and plumping effect for a radiant complexion.

THE EXTRA BENEFITS :

Hyaluronic acid smooths, hydrates, and plumps the skin. It minimizes the appearance of fine lines and wrinkles. European verbena and baobab regenerate and moisturize the skin and soften wrinkles and fine lines. Wakame seaweed strengthens the skin barrier (tissue elasticity) and protects collagen. High water content: cooling effect, light texture, dries quickly.

HOW TO USE :

Light to medium coverage with a natural satin finish. A single application is enough for a flawless complexion, applied with your fingers, a brush, or Pro Blender 1944 Paris. Shake the bottle well before each use.



FT301
BEIGE
CLAIR



FT302
BEIGE



FT303
BEIGE
MOYEN



FT304
BEIGE
DORÉ



FT305
TAN



FT306
TAN
DORÉ

MINERAL POWDER FOUNDATION

NATURAL AND BRIGHT

Formulated with pure, high-quality minerals, 1944 Paris Mineral Foundation comes in powder form and feels creamy and comfortable when applied to the skin. The product glides on quickly and effortlessly, creating a transparent, natural finish. It gives your skin a flawless, radiant, and very natural look.

THE EXTRA BENEFITS :

The Brush: Soft and generous, it delivers precise and perfect coverage. It effortlessly applies the product thanks to its dome shape and synthetic fibers that retain the powder. Finally, its flared design fits perfectly into the lids of our Foundations to capture and retain every mineral.

HOW TO USE :

Using the brush, scoop a small amount of Mineral Foundation from inside the lid until the bristles are covered with minerals. Tap to remove excess. No material should be visible on the outside of the brush. Apply the Mineral Foundation to your face using circular motions, starting at the contours of your face, near your cheekbones. Finally, gradually apply the product to your face, working your way down to your cheeks, forehead, and nose to achieve ideal coverage.



THE UNFORGETTABLE CONCEALER

HYDRATANT, HAUTE COUVRANCE ET LONGUE TENUE

A luminous fluid concealer that adapts to the skin's movements. Coverage, comfort, and long-lasting technology create a color that acts as a thin barrier against humidity, water, and heat. The luminous, natural, and very light finish covers imperfections with a veil.

THE EXTRA BENEFITS :

The formula is enriched with two types of seaweed (from the island of Ouessant in Brittany) that reduce the appearance of dark circles and strengthen the skin around the eyes, and golden chamomile, which has decongestant properties that combat the appearance of puffiness. It offers excellent coverage, long wear, and a very luminous finish.

HOW TO USE :

When choosing your concealer, opt for a shade lighter than your skin tone to add brightness. Apply after foundation, Instant Lift, or Primer la Gomme Magique.



CC101
N°1



CC102
N°2



CC103
N°3



CC104
N°4



CC105
N°5

THE FLASH ÉCLAT CONCEALER

HYDRATANT, COUVRANCE MOYENNE, ILLUMINE LA PEAU

Flash Éclat 1944 Paris is a moisturizing concealer with medium coverage, buildable and long-lasting, designed to brighten, smooth, and lift your eyes and face. Its formula enriched with hyaluronic acid deeply moisturizes, niacinamide refines pores, and a vitamin C derivative enhances the skin's natural radiance. Floral waxes and plant-based squalane nourish and smooth the skin for a luminous, comfortable finish, while emollients provide perfect glide and long-lasting wear.

THE EXTRA BENEFITS :

An instant lifting effect for the eyes and face, combining the power of a concealer with the benefits of an eye cream. Skin appears smoother, hydrated, and radiant.

HOW O USE :

Apply directly under the eyes or to areas requiring correction. Blend with your fingers, a sponge, or a brush for a lifted and luminous effect. Formulated without alcohol, silicone, PEG, or microplastics for skin-friendly care.



PC001

LA POUDRE UNIVERSELLE

THE UNIVERSAL POWDER

CORRECTS AND ENHANCES THE COMPLEXION

1944 Paris universal powder provides a natural satin finish for luminous, even skin. It is suitable for all skin types. A long-lasting compact powder that sets and enhances foundation for a uniform, flawless finish.

THE EXTRA BENEFITS :

With its formula based on baobab oil, vitamin E, and jojoba oil for comfort, this transparent powder is 100% non-greasy and mattifies the complexion.

HOW TO USE :

Gently pat onto the face, focusing on areas that tend to shine. Apply as often as needed throughout the day to mattify the skin.



PC002
LE VOILE LUMIÈRE

THE LUMINOUS VEIL POWDER

NUTRITIOUS ELIXIR, RADIANT EFFECT

The first elixir balm that combines the highly nourishing and lightweight film of a dry oil with the characteristics of a powder foundation. Formulated with a high percentage of natural oil, the makeup melts into the skin for a second-skin effect. It instantly softens and provides a radiant effect.

THE EXTRA BENEFITS :

Nutritive properties combined with a foundation powder. Active ingredients with repairing and conditioning properties: formulated with extracts of baobab fruit and seeds (anti-aging, antioxidant), vitamin E, and sunflower oil (repairing). Soft and even finish upon application.

HOW TO USE :

Apply with a powder brush.

Use this powder balm alone for an instant plumping effect, after foundation to set it, or as a base to add radiance to your makeup.



PC101
LA TRANSPARENTE

THE MATTIFYING LOOSE POWDER

MATTIFIES, BLURRING EFFECT

A silky, transparent loose powder that reduces shine and is suitable for all skin tones. Its sebum-absorbing properties provide long-lasting mattification. The ultra-light formula blends into the skin without leaving any marks, blurring pores for a perfect finish.

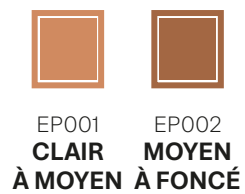
THE EXTRA BENEFITS :

A silky powder that does not accentuate fine lines (blurring effect). The skin is not dried out and shine is controlled thanks to its formula based on sunflower and baobab oil.

HOW TO USE :

Use very little product and apply evenly over makeup. Can be used to set foundation or on bare, moisturized skin.

Tip: For dark skin, apply pressure with both hands rather than using a brush.



L'ENSOLEILLANTE BRONZING POWDER

NATURAL FINISH

Thanks to our patented Prisma technology, 1944 Paris bronzing powder provides an exceptional matte and luminous finish. No streaks, no powdery finish, just a flawless tan. This revolutionary formula glides easily onto the skin for an ultra-natural tan. Lightweight and easy to blend, its buildable coverage gives the skin an amber, luminous finish that is never powdery or artificial. ni artificiel.

THE EXTRA BENEFITS :

Imperceptible, the makeup blends with the skin for a radiant, healthy glow. Thanks to its anti-drying action, it completely evens out the complexion by reducing imperfections. A matte, sun-kissed, long-lasting (water-resistant) finish that sets makeup and ensures a perfect, transparent finish.

HOW TO USE :

Apply Ensoleillante to the contours of the face using a 3-shaped motion. Start with the cheeks, working from the outside in. Then move up from the temples to the forehead. Finish by moving from the jawline to the tip of the chin.



EP401
CLAIR
À MOYEN



EP402
MOYEN
À FONCÉ

THE SUMMER VEIL

BRONZING POWDER

Le Voile d'Été reveals a natural, radiant tan with its innovative cream texture that transforms into an ultra-fine powdery veil on contact with the skin. With no heaviness or greasy feel, it blends seamlessly for an even, soft, naturally sun-kissed finish.

Its lightweight, easy-to-blend formula offers buildable coverage, from a subtle healthy glow to a more intense bronzed look. Enriched with Kukui oil, it hydrates, nourishes, and helps maintain skin comfort while delivering a long-lasting velvety finish, with no streaks or artificial effect.

THE EXTRA BENEFITS :

Its imperceptible cream-to-powder texture melts instantly into the skin for a second-skin effect and a naturally warmed complexion.

HOW TO USE :

Apply Le Voile d'Été to the areas naturally exposed to the sun—cheekbones, temples, forehead, nose, and the contours of the face—then blend with a kabuki brush or your fingertips. Layer thin coats to intensify the sun-kissed effect. It can also be used on the body for a healthy glow all year round.



PC201
CLAIR



PC202
MOYEN



PC203
DORÉE



PC204
FONCÉE

THE MATIFYING POWDER

MATTIFYING, LONG-LASTING

Discover La Matifiante, the compact powder that revolutionizes your beauty routine by providing a perfectly matte, even, and long-lasting complexion. Its ultra-fine texture ensures a flawless finish and controls excess oil throughout the day, for fresh, shine-free makeup.

THE EXTRA BENEFITS :

Mattifying action: effectively reduces shine for a clear, controlled complexion. Long-lasting wear: makeup stays fresh and intact from morning to night. Optimal comfort: enriched with baobab oil, vitamin E, and jojoba oil, it moisturizes, nourishes, and respects the skin. 4 shades available: developed to suit all skin tones, from the lightest to the darkest, for natural, even coverage. Its elegant and practical packaging allows for quick touch-ups, wherever you are.

HOW TO USE :

Apply the powder with a soft brush, focusing on areas prone to shine (forehead, nose, chin). Pat lightly to set makeup without weighing it down. To touch up, apply a thin layer to refresh the complexion and prolong wear.



BU201
ROSE



BU202
PÊCHE



BU203
BRONZE



BU204
DORÉE

LIQUID BLUSH

3 IN 1 LIQUID BLUSH

A radiance-boosting blush that instantly gives you a radiant complexion that lasts all day long. A natural, luminous finish with buildable coverage. Get a fresh, glowing complexion wherever you are with this blush that will enhance dull skin. Its buildable texture with long-lasting pigments blends beautifully with the skin to create a very natural « second skin » effect.

THE EXTRA BENEFITS :

The sponge applicator releases the product evenly onto the cheekbones so that it adheres quickly and is easy to use. La Touche Lumière 1944 Paris dries quickly but remains radiant all day long. The gel formula boosts the skin's luminosity for a radiant and translucent complexion.

HOW TO USE :

When using it as a highlighter, you can blend it in before the formula sets.

Always replace the cap.



BU301
ROSY



BU302
WOODY



BU303
PEACHY

MATTE LIQUID BLUSH

3 IN 1 LIQUID BLUSH

Vibrant color, instant matte effect.

This new-generation blush combines intense color and absolute comfort to enhance the complexion in a single stroke. Its silky, lightweight texture blends perfectly into the skin for a matte finish with no visible traces.

Your complexion is instantly revitalized, your cheekbones naturally enhanced. A hybrid formula that colors your cheeks with elegance and precision. Get ready to glow. More than just a blush, this hybrid powder colors your cheeks while illuminating them. A single stroke is all it takes for an instant healthy glow.

THE EXTRA BENEFITS :

Immediate, adjustable pigmentation.

Matte finish, natural and refined.

Lightweight, comfortable texture, no material effect.

Suitable for all skin tones and skin types.

HOW TO USE :

Apply to the cheekbones with a brush, sponge, or finger, then blend toward the temples. Intensify according to the desired effect.



BU101
NUDE
AFFECTION



BU102
PASSION
FRAMBOISE



BU103
TENDRESSE
ROSE



BU104
CORAIL
EMOI

BLUSH POWDER

MOISTURIZING, ANTIOXIDANT, AND PROTECTIVE

The essence of a natural healthy glow, combined with a silky texture and a long-lasting matte finish.

Le Rose aux Joues 1944 Paris enhances the complexion with a delicate veil of color, for naturally enhanced cheekbones and a controlled glow, without overdoing it.

Le Rose aux Joues adds a fresh and luminous touch to the cheekbones. It recreates the natural effect of a rosy and radiant complexion, as if after a walk in the fresh air.

THE EXTRA BENEFITS :

A fine, comfortable powder enriched with baobab oil that glides on smoothly and sets lightly. The color stays true throughout the day for an even, matte, and luminous finish. An ideal blush for an instant, elegant healthy glow.

HOW TO USE :

Pick up the product with a brush, tap off any excess, then apply to the cheekbones.

Stretch the color upward toward the hairline, then blend in the opposite direction for a soft, natural finish.



BU011
**ROSE
FEVER**



BU012
**CORAIL
CRUSH**

LUMI BLUSH

ILLUMINATES

A hybrid blush powder with intense pigmentation, designed to enhance the complexion and illuminate the face in a single stroke. Its silky, ultra-fine, and lightweight texture blends perfectly into the skin for a natural, luminous finish without any heavy feel. Delicately infused with light, this formula combines the richness of a traditional blush with the subtle radiance of a highlighter. Cheekbones are instantly enhanced, and the complexion appears fresh, radiant, and awake. More than just a blush, it is a multifunctional powder that colors, illuminates, and enhances the face with elegance.

THE EXTRA BENEFITS :

Its vibrant color provides instant radiance with immediate pigmentation that can be adjusted to the desired intensity. The light, comfortable texture ensures a luminous, natural, and refined finish with no heavy feel, and is suitable for all skin tones and types.

HOW TO USE :

Apply the product with a brush, tap off any excess, then apply to the cheekbones, blending toward the temples. For a more luminous effect, build up layers to achieve the desired intensity.

Tip: can also be used on the eyelids or bridge of the nose for a subtle, harmonious glow.




 LU001
LA LUMIÈRE
ENLUMINEUR STICK

HIGHLIGHTER STICK

BRIGHTENS AND MOISTURIZES

La Lumière instantly brightens all skin tones. A highlighter stick with a long-lasting, lightweight, and shimmering formula. The slightly iridescent formula blends perfectly into the skin and adds light and radiance in a universal shade: Champagne.

THE EXTRA BENEFITS :

Formulated with baobab and sunflower oils, which have antioxidant and moisturizing properties. Its easy-to-carry stick design allows you to touch up your makeup at any time of day.

HOW TO USE :

Apply the highlighter stick to the skin and blend with your fingers or a brush. For a subtle finish, use your fingers to warm the product on the back of your hand before applying it to the skin. For a more visible finish, add La lumière Powder.



ME002
LE BOUCLIER BEAUTÉ

SETTING SPRAY

ANTI-POLLUTION SPRAY, MAKEUP SETTING SPRAY

A multi-tasking, ultra-hydrating mist infused with lotus flower root that prepares (when used as a primer), sets, and refreshes makeup while protecting against urban pollution and helping to keep skin hydrated and radiant.

THE EXTRA BENEFITS :

This non-sticky, ultra-light spray sets makeup for the whole day, moisturizes the skin, and protects against urban pollution. The stem cell extract from the precious black-eyed bean prevents photoaging of the skin: it improves cellular metabolism and protects against damage caused by pollution. Combined with white tea extract, a powerful detoxifier and antioxidant, these two natural protective allies act immediately against the aggressions of urban life.

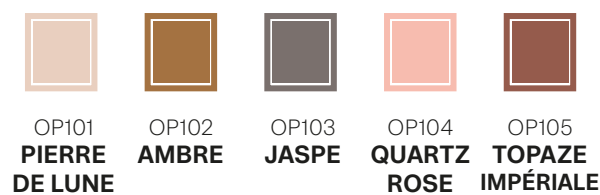
HOW TO USE :

Shake the bottle well before use. Hold it 20 cm away from your face. To ensure perfect coverage, spray in an «X» pattern over the entire face, then in a «T» pattern, and allow to dry naturally.

For more targeted application, you can also spray this mist directly onto your brushes and sponges, moisten your foundation sponge with the spray before applying foundation, and after putting color on your brush, spray it with the spray.



EYES



CREAMY EYESHADOW

CREAMY, LONG-LASTING EYESHADOW

A creamy texture that blends perfectly onto the eyelid and dresses the eyes in vibrant color that blends easily. A palette of shades offering a satiny, luminous, and long-lasting finish.

THE EXTRA BENEFITS :

Its revolutionary water-infused formula has a very pleasant, refreshing effect on your eyes. Contains vitamin E, which moisturizes and provides antioxidant protection against free radicals. It also smooths lines and imperfections for a visibly younger-looking finish.

HOW TO USE :

Apply to the entire eyelid to cover and even out the skin tone. Then, to reveal and intensify the eyes, layer on L'illusionniste pencil or Twist-up Eye Pencil.



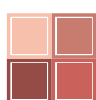
OP201
LA
RÊVEUSE



OP202
LA GLOBE
TROTTEUSE



OP203
LA
MYSTÉRIEUSE



OP204
LA
JOLIE



OP205
LA
CITADINE



OP206
L'AMAZONE

THE PALETTE

LONG-LASTING, NATURAL FINISH 4 EYESHADOWS

The Palette 1944 Paris showcases the brand's expertise with refined, universal shades. Each eyeshadow offers intense, even color to create looks ranging from subtle to sophisticated. Its matte, satin, and iridescent textures blend easily onto the eyelid, allowing you to adjust coverage and intensity. Apply with a brush or your finger for a silky finish without fallout. Thanks to their long-lasting formula and ultra-fine pigments, the colors remain vibrant all day long. Compact and elegant, La Palette 1944 Paris can be taken anywhere to enhance your eyes.

THE EXTRA BENEFITS :

- Intense and luminous pigments.
- Matte, satin, and iridescent textures.
- Easy and even application.
- Adjustable colors and long-lasting.
- Silky eyeshadows, no fallout.
- Compact and stylish design.
- Made in Europe – Cruelty Free.

HOW TO USE :

Apply light shades to the entire eyelid to brighten the eyes, then apply darker shades to the crease to create depth.
Tip: Lightly dampen your brush to intensify the shimmer of iridescent eyeshadows.



OP501
LA BOHÈME

Édition limitée

THE BOHEMIAN PALETTE

THE FACE PALETTE

Brighten your eyes with 1944 Paris Liquid Eye Shadow, a concentrated burst of radiance and lightness. Its fluid texture glides on easily for a long-lasting luminous finish. Enriched with vegan pearls, it captures light from every angle for spectacular holographic reflections. Versatile, it can be applied to the eyelids, cheeks, or lips for a uniform and sophisticated glow, from morning to night.

THE EXTRA BENEFITS :

Adjustable shine and long-lasting hold

Fluid texture, easy to apply

Enriched with vegan pearls, free from plastic glitter

Versatile: eyes, cheeks, lips

Quick drying for long-lasting makeup

Gentle on the skin and the environment

HOW TO USE :

Apply to eyelids, cheeks, or lips for a buildable glow. Blend with your finger or a brush for a subtle or more intense finish.

On the cheeks: shimmering highlighter

On the lips: holographic touch

Tip: Use a fine brush for greater precision and apply multiple layers to adjust the intensity to your liking.



Édition limitée

MATTE LIQUID EYESHADOW

VELVETY MATTE FINISH

Enhance your eyes with the 1944 Paris Matte Liquid Eyeshadow. Its lightweight, fluid texture blends seamlessly onto the eyelid like a second skin, revealing an exquisitely elegant velvety matte finish. Enriched with plant-derived squalane, passionflower oil, and Vitamin E, the formula provides long-lasting comfort without feeling dry. Its intense colour sets quickly without transferring or creasing, for flawless eye makeup from morning to night.

THE EXTRA BENEFITS :

Elegant, universally flattering couture nude shades. A deep, sophisticated velvety matte finish. Lightweight, comfortable second-skin texture. Long-lasting, transfer-resistant wear. Enriched with naturally derived ingredients. Professional-looking results.

HOW TO USE :

Apply directly to the eyelid using the applicator, then blend quickly with your fingertip or a brush before the formula sets. Wear it alone for a natural look, or layer the shades to intensify the eyes and create a more sophisticated effect.



THE SHIMMER STICK

MULTI-USE SHIMMER STICK

Illuminate the face and body with the 1944 Paris Multi-Use Shimmer Stick. Its fresh, melting gel texture blends instantly into the skin, revealing multidimensional radiance with a seamless second-skin finish. Enriched with high-performance pearlescent pigments, it catches the light from every angle and enhances each area with a natural or more intense glow, without any sticky feel. Versatile and long-lasting, it can be applied to the eyes, cheekbones, lips, or body for a sophisticated luminous finish.

THE EXTRA BENEFITS :

Up to 97% naturally derived ingredients. Fresh, lightweight, and comfortable texture. Luminous shimmer and metallic effect. Multi-use application for the eyes, face, lips, and body. Free from silicones, parabens, mineral oils, PEGs, and talc. Convenient stick format for quick, on-the-go application.

HOW TU USE :

Apply directly to the areas you wish to highlight, then blend with your fingertips, a brush, or a sponge. Use as a touch of light on the cheekbones, brow bone, eyelids, lips, or collarbones. Layer as desired to build intensity and achieve your preferred level of radiance.



THE EYESHADOW STICK

WATERPROOF EYESHADOW

Discover Les Ombres Stick, waterproof matte/metallic eyeshadows that instantly enhance your eyes. Their creamy, buildable texture glides easily onto the eyelid for an intense, vibrant, long-lasting finish that won't transfer or smudge.

THE EXTRA BENEFITS :

High pigmentation: intense color from the very first application.

Waterproof and smudgeproof: makeup that stays perfect for up to 24 hours.

Optimal comfort: vegan and cruelty-free formula, enriched with castor oil and sparkling pearls.

Versatility: can be used alone or layered, no brush required.

HOW TO USE :

Apply directly to the eyelid, blend with your finger or a brush depending on the desired intensity. Layer for a more intense effect and transform your look in one simple step.



- 

CP101
AMBRE
MIEL
- 

CP102
MARRON
CUIVRE
- 

CP103
KAKI
DORÉ
- 

CP104
MARRON
GLACÉ

THE ILLUSIONIST EYELINER PENCIL

LASTS 10 HOURS, WATERPROOF

They adorn your eyes with a dazzling color in a single stroke! 1944 Paris has designed this line of sparkling pencil eyeshadows to transform, enhance, and reveal the natural sparkle of your irises. L'illusionniste enhances the color of your eyes and highlights their color with the play of light.

THE EXTRA BENEFITS :

A long-lasting, waterproof formula that lasts for 10 hours, enriched with shea butter. Glides on easily and sets in seconds.

HOW TO USE :

Always make sure that the cap is tightly closed so that your Illusionist lasts as long as possible. Apply to the eyelid, then blend the color with your finger or a brush. For a dramatic effect: Draw an extra-thick line along the lash line. Can also be used inside the mucous membrane as kohl kajal.



- | | | | | | | |
|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |
| ER001
GRIS
FRIVOLE | ER002
BRUN
JALOUSE | ER003
NOIR
MYSTÉRIEUX | ER005
BLEU
RÊVEUR | ER006
MARRON
CHALEUREUX | ER007
BRONZE
RAYONNANT | ER009
VERT
INSPIRANT |

THE ESQUISSE EYELINER PENCIL

HIGHLY PIGMENTED, WATERPROOF, EYELINER

The pencils can be used in a variety of ways: around the eyes as eyeliner, inside the eye as kohl, or all over the eyelid as eyeshadow. An innovative formula that combines long-lasting wear, highly pigmented color, and ease of application thanks to its exceptional glide. The line is precise and offers unfailing resistance. The creamy texture can be blended with a brush for a soft-focus finish.

THE EXTRA BENEFITS :

Formulated with shea butter and castor oil, its formula ensures exceptional glide and very long wear. This pencil can be applied to the eyelid and inside the mucous membrane.

HOW TO USE :

When using as eyeliner, you can blend it before the formula sets.

Always replace the cap.



ER201
MARRON

ER202
VIOLET

ER203
VERT

ER204
BLEU

ER205
GRIS

THE ESQUISSE DUO EYELINER PENCIL

SMUDGE-PROOF, WATERPROOF, LONG-LASTING EYELINER (16 HOURS)

Esquisse du Regard Duo 1944 Paris is a metallic, matte eyeliner designed to transform and enhance your eyes. Available in warm coppery amber, purple, sapphire blue, and khaki green shades!

THE EXTRA BENEFITS :

An unforgettable eyeliner with emollients for easy, gel-like application, contrasting textures that enhance the eyes, and long-lasting wear for up to 16 hours, day or night, plus it's smudge-proof and waterproof!

HOW TO USE :

When using as an eyeliner, you can blend it before the formula sets, and always replace the cap.



COUTURE EYE PENCILS

MATTE & SATIN KAJAL PENCIL

A high-precision eye pencil designed to intensify the eyes in a single stroke. Its creamy, melting gel-cream texture glides effortlessly over the eyelid, delivering a clean, precise, and comfortable line without tugging the skin. Thanks to its built-in smudger, it easily creates either a graphic line or a sophisticated smoky effect. The ultra-pigmented formula provides intense colour from the very first stroke, with long-lasting, waterproof, and transfer-resistant wear for flawless eye makeup from morning to night.

THE EXTRA BENEFITS :

Intense colour from the very first stroke. Ultra-comfortable gel-cream texture. Waterproof and long-lasting. Built-in smudger for a smoky look in seconds. Buildable finish, from a precise line to a softly diffused eye look.

HOW TO USE :

Draw a line along the lash line or apply to the waterline, depending on the desired effect. Use the built-in smudger immediately after application to create a smoky finish, then allow the formula to set for long-lasting wear.



ER100
LE CRAYON
DUO KAJAL

THE KAJAL DUO PENCIL

HIGH PRECISION, WATERPROOF, SHEA BUTTER

This double-ended pencil in nude and black combines exceptional glide, creamy texture, and long-lasting waterproof finish. Enriched with shea butter, it moisturizes and nourishes the skin while regenerating and revitalizing the eye contour area.

THE EXTRA BENEFITS :

An innovative formula that combines intense color, very long wear, and ease of application thanks to optimal glide.

HOW TO USE :

Black can be used as eyeliner along the lash line to enlarge the eye, as kohl inside the eyelid to emphasize the eyes, or as eyeshadow for a smoky look. Nude can be applied to the inside of the lower eyelid to open and brighten the eyes.



EY011
NOIR



EY012
MARRON

EYELINER PEN

HIGHLY PIGMENTED, WATERPROOF, LONG-LASTING

A felt-tip eyeliner that enhances the eyes with absolute precision and remarkable intensity. Its ultra-fine, flexible tip allows you to draw a line that can be adjusted from subtle to graphic in a single stroke. Its fluid, highly pigmented formula glides easily onto the eyelid, offering a deep black color, a clean finish, and long-lasting wear without smudging. Comfortable and lightweight, it dries quickly and adapts to all eye shapes, ideal for a structured or feline look.

THE EXTRA BENEFITS :

Ultra-precise and flexible tip for clean lines, intense and even black color, long-lasting wear without smudging, quick drying, comfortable application, suitable for sensitive eyes and contact lens wearers, made in Europe and cruelty-free.

HOW TO USE :

Apply La Plume along the upper lash line, starting from the inner corner and working outward. Adjust the thickness depending on the desired effect, whether subtle or dramatic. Allow to dry for a few seconds for a perfect finish.



EYELASHES BASE

THE HIGH-PERFORMANCE BASE AND CARE

Discover the 1944 Paris High Performance Mascara Base, which combines volumizing and conditioning effects thanks to a formula enriched with natural ingredients. Designed to amplify volume and length, it instantly enhances your lashes with a thickening panoramic effect. Enriched with papaya oil, shea butter, and rosemary water, it nourishes and protects lashes. L-arginine strengthens the fiber for denser, stronger lashes day after day.

THE EXTRA BENEFITS :

- Increases volume and length
- Panoramic effect for an intense look
- Nourishing and protective care
- Strengthens eyelash fibers with L-arginine
- Suitable for all types of eyelashes

HOW TO USE :

Apply the base from the lash line to the tips using a gentle zigzag motion. Repeat along the entire lash line for an even result.



MA001
VOLUME
INTENSE

THE INTENSE VOLUME MASCARA

MORE VOLUME, MORE LENGTH, AND MORE CARE

Intense Volume Mascara provides remarkable volume and length for lashes that stay looking perfect all day long. Its creamy, velvety formula, enriched with castor oil, baobab oil, vitamins C and E, and carnauba wax, thickens lashes while leaving them soft and light.

THE EXTRA BENEFITS :

Extreme volume and perfect curve.
Deep black color.
High-definition precision brush.
Holds for 24 hours without smudging.
Firming treatment formula.
Creamy and light texture.
Made in Europe – Cruelty Free.

HOW TO USE :

Glide the brush along the lashes for smooth, even coverage. Allow to dry, then apply a second coat to boost volume and length.




MA002
FIBRES VOLUME
SURNATUREL

THE SUPERNATURAL VOLUME MASCARA

VOLUME +, PANORAMIC EFFECT

The shape of the mascara brush gives lashes extreme volume and an incredible panoramic effect. The flower-shaped fibers sculpt lashes, giving them volume and length.

THE EXTRA BENEFITS :

Formulated with an oligopeptide that stimulates eyelash growth, making them thicker and stronger. Baobab extract offers powerful antioxidant and resistance properties.

Immediate extension effect.

Natural volumizing microfibers.

Spectacular volume and length.

Light texture, no clumps.

Perfect fit all day long.

Suitable for sensitive eyes.

Made in Europe - Cruelty Free.

HOW TO USE :

To curl your lashes, apply mascara from the root to the outer corners of the eye.

For volume and length, apply in a zigzag motion from the root of the lashes to the tip.



MA003
LE NOIR ABSOLU

THE ABSOLUTE BLACK MASCARA

PURE BLACK MASCARA

An hourglass-shaped brush that releases a formula enriched with a special peptide that thickens and lengthens lashes for sensational volume. One coat of the formula provides defined volume, two coats add volume and curl, and three coats provide extreme volume.

THE EXTRA BENEFITS :

A formula that can be adjusted to suit your desires, for natural or extreme volume with a single mascara. Formulated with a specific peptide that has anti-aging properties.
Absolute black, extreme intensity.
High-definition precision brush, infinite volume and density.
Holds for 24 hours without smudging.
Creamy and comfortable texture.
Protective care formula.
Made in Europe – Cruelty Free.

HOW TO USE :

Apply the first coat of the base to the tips of the lashes for a natural effect. Then apply the second coat to the top and bottom of the lashes for even silkier and more intense lashes, then apply the third coat by rolling the brush from the base to the tips of the lashes for spectacular results.



MA004
LE PANORAMA

THE PANORAMA MASCARA

LENGTHENING MASCARA

The Panorama's conical brush has been developed to ensure perfect coverage on each lash, right up to the inner corner of the eye. Combined with the exclusive 1944 Paris formula, enriched with peptides, it offers incredibly smooth, clean application and length without weighing down the lashes.

THE EXTRA BENEFITS :

Its exclusive formula defines and sculpts your lashes, making them longer and more beautiful from root to tip, without any heaviness.

Lashes are lengthened and separated for a natural look and an even finish with every application.

Formulated with a specific peptide that has anti-aging properties.

360° panoramic brush.

Uniform volume and visible length.

Natural curve and open gaze.

Deep black pigments.

Light, fluid texture.

Long-lasting wear without transfer.

Made in Europe - Cruelty Free.

HOW TO USE :

Apply mascara from the root of the lashes to the tips using a zigzag motion.



L'AUTHENTIQUE

VITAMIN B5 · VOLUME · NATURAL EFFECT

The 1944 Paris L'Authentique Mascara is created using an entirely new patented process, with a clean, natural, and bold formula. Its slightly drier texture makes it easy to build volume, instantly lifting the lashes while adding visible length and intense, ultra-black colour.

THE EXTRA BENEFITS :

The formula is enriched with Vitamin B5, which helps improve the texture of the lashes while adding volume and shine. The mascara contains 82% naturally derived ingredients.

Volume, length, and definition.

Precision brush for clump-free application.

Lightweight, creamy texture.

Enriched with castor oil and beeswax.

Made in Europe. Cruelty-free.

HOW TO USE :

Apply the mascara from the roots to the tips of the lashes using a gentle zigzag motion to separate and lengthen each lash. For even greater volume and definition, apply a second coat, focusing on the outer lashes to open up the eyes.



THE L'IMPERMÉABLE MASCARA

WATERPROOF MASCARA

The essence of intense, long-lasting volume combined with a waterproof formula for perfectly defined lashes. Coats each lash individually without clumping to intensely open up the eyes.

THE EXTRA BENEFITS :

Thickened, lengthened, and curled lashes for extreme volume and a spectacular waterproof effect. Enriched with beeswax and carnauba wax, its formula coats and shapes lashes to open up the eyes. An hourglass-shaped brush distributes the formula perfectly onto each lash.

Resistant to water, heat, and humidity.

Instant volume and long-lasting hold.

Does not drip or crumble.

Precision brush for perfect application.

Protective care formula.

Made in Europe – Cruelty Free.

HOW TO USE :

One coat of this formula thickens, defines, and lengthens lashes beautifully. Two coats make your lashes look even silkier, curlier, and more spectacular. Three coats give you waterproof lashes with incredible thickness and the most intense black color.



MA011
L'INDISPENSABLE

THE ESSENTIAL MASCARA

WATERPROOF MASCARA

The essence of XXL waterproof volume, combined with extreme hold for perfectly defined, elongated, and multiplied lashes. The Indispensable Waterproof Mascara 1944 Paris coats each lash without clumping to intensely open up the eyes and offer a spectacular fan effect from one corner of the eye to the other. Its high-performance formula is resistant to water, humidity, and time, without smudging.

THE EXTRA BENEFITS :

Visibly thicker, longer, and intensely black lashes for extreme waterproof volume.

Its specialized film-forming formula ensures flawless hold and zero clumping, while its curved brush hugs the lash line to precisely separate and lengthen lashes.

Long-lasting waterproof formula.

Volume and natural definition.

Precision brush without clumps.

Resistant to water, heat, and humidity.

Made in Italy – Cruelty Free.

HOW TO USE :

1 coat: defined and lengthened lashes

2 coats: intensified volume and more open eyes

3 layers: ultra-voluminous lashes, waterproof, and deep black



MA006
**BLEU
POP**



MA007
BRUN



MA008
**VERT
COUTURE**



MA009
**PRUNE
INTENSE**

THE COLORES MASCARA

+ MORE COLOR AND MORE CARE

Discover our Volume & Care Mascara, already a hit in black, now available in new vibrant shades. Our mascara, enriched with castor oil, has been highly praised for its volumizing and nourishing effect on lashes.

THE EXTRA BENEFITS :

Give your lashes unparalleled beauty with these new shades while enjoying the optimal care that only castor oil can offer. Reveal the beauty of your eyes with these vibrant colors and unmatched care!

Rich, luminous pigments.

Adjustable volume and length.

Light and uniform texture.

Care and comfort formula.

Cruelty-free formula.

THE COLORS:

Pop Blue: For a bright, vibrant look that captures everyone's attention.

Warm Brown: A warm and elegant shade that subtly enhances your eyes.

HOW TO USE :

Glide the brush along the lashes for smooth, even coverage. Allow to dry, then apply a second coat to boost volume and length.



MA201
BLOND



MA202
CHATAÎN



MA203
BRUN

EYEBROW MASCARA

LIGHTWEIGHT, PRECISE, AND NATURAL

A tinted gel for instantly fuller eyebrows. Ideal for thin and sparse eyebrows, 1944 Paris Tinted Eyebrow Gel is enriched with castor oil to strengthen lashes and carnauba wax to tame and thicken unruly hairs. This lightweight essential is available in several shades to define your brows: It won't crumble or smudge. Its mini precision brush allows for a buildable finish that lasts all day.

THE EXTRA BENEFITS :

A mini sculpting brush that naturally tames and thickens eyebrows. A formula enriched with castor oil to strengthen lashes.

HOW TO USE :

Using the mini sculpting brush, tame and set. Precisely shape your eyebrows by applying mascara from the base to the tips of your eyebrows.

A mini sculpting brush that naturally tames and thickens eyebrows. A formula enriched with castor oil to strengthen lashes.



MA101
LE GEL SOURCILS

EYEBROW GEL

DISCIPLINE AND FIXED

This transparent gel tames and sets eyebrows. An essential step in any complete eyebrow routine. It acts as a protective layer for your eyebrows and keeps hairs in place.

The angled brush with soft bristles evenly distributes the formula and provides flexible hold without residue.

THE EXTRA BENEFITS :

The angled brush made of bristles distributes the perfect amount of product. The long part of the brush combs and shapes the eyebrow, while the short part sets it in place.

HOW TO USE :

Can be used alone or as a final layer over the 1944 Paris Eyebrow Pencil.

For a complete eyebrow routine, start by applying Le Crayon Sourcils to draw and fill in the eyebrows, then Le Gel Sourcils to thicken and set them.



CS001
BLOND



CS002
TAUPE



CS003
BRUN
MOYEN



CS004
AUBURN



CS005
BRUN
FONCÉ



CS006
ÉBÈNE

EYEBROW PENCIL

ENHANCES, DEFINES, AND FILLS IN EYEBROWS

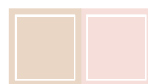
A pencil with a precise, smooth triangular tip that glides easily onto the eyebrow. This pencil highlights, defines, and fills in sparse eyebrows in one smooth stroke. The perfectly adapted soft bristle tip helps distribute color evenly to create perfect eyebrows.

THE EXTRA BENEFITS :

Its formula is rich in soybean oil, which is packed with unsaturated fatty acids (omega-3 and omega-6) to moisturize and nourish your eyebrows. It also contains coconut oil, which is high in vitamin E and deeply nourishes the hairs, making them thicker and shinier.

HOW TO USE :

Use the pencil to draw a line along the lower part of the eyebrow, then blend the color upwards. Next, draw a line along the upper part of the eyebrow, then blend the color downwards.



MA301
L'ÉCLAT SOURCILS

EYEBROW GLOW

BRIGHTENS, MOISTURIZES, AND ENLARGES YOUR EYES

Brighten your eyes with this double-ended eyebrow pencil. tip. This pencil has a creamy, matte « light pink» tip and a shiny «champagne pink « tip. Enhance your eyebrows with this pencil that brightens the brow bone and enlarges the eyes ! Éclat Sourcils is formulated with jojoba oil, argan oil, and castor oil to moisturize and protect the skin.

THE EXTRA BENEFITS :

A matte and shiny double-ended pencil to highlight the brow bone, creating a lifted and brighter look.

HOW TO USE :

Apply the pencil under the eyebrows, following the arch, then blend lightly. For better eyebrow definition, apply the matte shade above the eyebrows, from the brow bone to the end of the eyebrow. Then apply the shimmer shade under the eyebrow, from start to finish, and blend.



THE LIPS



EL202
LE GOMMAGE
LÈVRES

LIP SCRUB

WITH SUGAR AND 5 OILS

A moisturizing lip scrub that gently smooths dry lips while maintaining hydration. An essential step before applying any other lip product.

THE EXTRA BENEFITS :

Sucrose is a natural sugar and has hygroscopic properties, which means it attracts and retains moisture. The natural glycolic acid contained in sugar helps revitalize and moisturize the skin and protect it from pollutants and toxins. Shea Butter, Natural Oil Blend (Sunflower Seed Oil, Avocado Oil, Olive Oil, Evening Primrose Oil, Flaxseed Oil): Rich in fats and vitamins A, E, and C, helping to nourish, moisturize, and provide antioxidant protection.

HOW TO USE :

Massage a small amount onto clean lips, then rinse with clean water. This scrub can be used two to three times a week.



EL101
LE MASQUE
NUIT LÈVRES

LIP MASK

PROTECTIVE, RESTORATIVE, AND MOISTURIZING

An innovative, **leave-on** strawberry balm mask designed to improve the texture and appearance of your lips while you sleep. It leaves lips **looking brighter, plumper, hydrated, and nourished**, while providing anti-aging benefits. Ideal for lips prone to dryness, cracking, and flaking.

THE EXTRA BENEFICE :

The soft texture conditions lips exposed to stress factors throughout the day, while forming a moisture barrier to nourish and soften them by preventing moisture loss. Shea butter, Berry mix, Vitamin C, Meadowfoam seed oil.

HOW TO USE :

Apply generously to the lips and leave on overnight. Wipe off or gently cleanse in the morning.



RA601
**NOIX
DE COCO**

RA602
FRAISE

RA603
PÊCHE

THE SHINY BALM

PROTECTIVE, PLUMPING, MOISTURIZING

A balm and gloss in one product! A balm because it is super moisturizing and contains butters that make it easy to apply, nourish, and soften the lips. It also shines like a gloss.

Designed to improve the texture and appearance of lips. Infused with shea butter, cocoa seed butter, 12 botanical oils, and a blend of berry extracts.

THE EXTRA BENEFITS :

Shea butter, an excellent moisturizer.

Cocoa seed butter and botanical oils nourish the lips and create a layer to lock in moisture.

HOW TO USE :

The glossy lip balm can be applied over makeup or on its own. Use it alone to create shine, or after applying lip makeup to revive the colors.



BL001
LA BASE
LÈVRES

LIP PRIMER

FIXING BASE, COLORLESS, SMOOTHING

Discover 1944 Paris Lip Base, a smoothing primer that prepares and enhances the lips before applying makeup. Its light, invisible texture glides easily over the lips to smooth them, fill in fine lines, and prolong the hold of lipstick. This makeup base improves the adhesion of textures, prevents smudging, and provides immediate comfort without stickiness, leaving lips soft, supple, and perfectly smooth.

THE EXTRA BENEFITS :

The Lip Base instantly smooths lips for even application, improves lipstick hold, fills in fine lines, and softens the surface. Its lightweight, transparent texture is suitable for all formulas—matte, satin, or glossy—for a comfortable, non-greasy finish.

HOW TO USE :

Apply a thin layer to clean, dry lips before applying makeup. Allow to dry for a few seconds, then apply your lipstick. Can also be used alone to smooth and soften lips on a daily basis.



RA401
JULIA



RA402
NATHALIE



RA403
ALICE



RA404
PAULINE



RA405
COLETTE



RA406
AUDREY



RA407
EUGÉNIE

PURE MATTE LIPSTICK

COMFORTABLE AND INTENSE

The application is ultra-smooth, the color effect immediate, and the hold long-lasting. Its moisturizing matte formula softens and shapes dreamy lips. It offers an irresistible sensation with its color, feel, and texture.

A unique formula enriched with nourishing extracts of Marula Oil, rich in vitamins E and C and antioxidants. It also contains chamomile oil, which has soothing and anti-inflammatory properties to protect our lips. It instantly provides intense color and full coverage. The sharpener is built in.

THE EXTRA BENEFITS :

Marula and chamomile extracts soften, protect, and moisturize for healthy, rejuvenated lips. Pigmented, long-lasting color on the lips in a single stroke.

HOW TO USE :

Exfoliate your lips beforehand for a smoother finish.



LIP AND CHEEK COLOR

LIPSTICK, LIP LINER, AND BLUSH

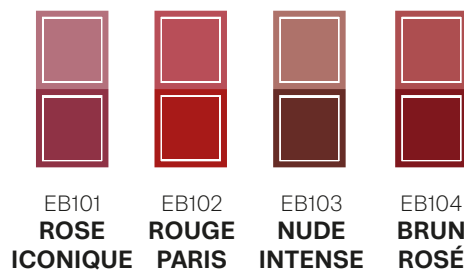
A true innovation in lip makeup. This glossy lacquer is enriched with ultra-concentrated pigments for intense color, long-lasting wear, and unparalleled shine. A plumping lacquer that delivers **3D shine**, moisturizes lips while providing comfort and color.

THE EXTRA BENEFITS :

An enveloping texture that delivers deep color to the lips, long-lasting intense shine, and 3D volume. Leaving your lips more voluptuous than ever. A nourishing formula based on baobab oil for unique comfort.

HOW TO USE :

Apply the glossy lacquer alone on your lips or with a lip liner.



EB101
ROSE
ICONIQUE

EB102
ROUGE
PARIS

EB103
NUDE
INTENSE

EB104
BRUN
ROSÉ

DOUBLE JEU LIP PENCILS

DEFINES, SCULPTS & ENHANCES

A 2-in-1 lip pencil duo designed to define, sculpt, and enhance the lips in a single step. Its dual-ended design combines two perfectly complementary shades: one defines and structures the lip contour, while the other fills, blends, or intensifies the colour depending on the desired effect. Its creamy texture delivers intense colour from the very first stroke and sets to a comfortable velvet-matte finish, without transferring or drying out the lips. Enriched with volumising peptides, hyaluronic acid spheres, and jojoba oil, the formula visibly plumps, smooths, and hydrates the lips.

THE EXTRA BENEFITS :

Two complementary shades in a single pencil. Intense colour from the very first stroke. Comfortable velvet-matte finish. Up to 13 hours of long-lasting, transfer-resistant wear. Enriched with plumping and hydrating active ingredients. Suitable for every look, from the most natural to the most sophisticated.

HOW TO USE :

Define and shape the lips using the darker shade along the lip contour, then apply the complementary shade to the centre of the lips. Blend or layer depending on the desired intensity, for either a natural or more sophisticated result.



RA300
MERYL



RA301
AXELLE



RA302
ASHLEY



RA303
ROBIN



RA304
CHIARA



RA305
TAYLOR



RA306
ANGÈLE

TINTED BALM

HYDRATES AND NOURISHES

A balm to moisturize and revive the natural color of your lips. Melting and comfortable, it gives them a transparent finish for an instant healthy glow. Available in several shades, it suits all skin tones.

From the very first application, lips are smoothed, softer, and delicately colored.

THE EXTRA BENEFITS :

Its formula, enriched with cotton extract, baobab fruit and seed extract, vitamin E, and sunflower oil, nourishes and moisturizes lips throughout the day. It contains SPF 15 sun protection.

HOW TO USE :

Apply alone as a lip balm or makeup base.



TINTED SERUM BALM

SPF 50 CARE BALM

The 1944 Paris Tinted Serum Balm combines the comfort of a hydrating treatment with SPF 50 sun protection. Its melting texture envelops the lips in a luminous veil of buildable colour, allowing you to customise the intensity for a natural, radiant finish. Available in a selection of irresistible shades, it enhances every skin tone while leaving the lips soft, supple, and protected from external aggressors. From the very first application, the lips appear smoother, feel more comfortable, and look visibly enhanced.

HOW TO USE :

Its formula combines care, colour, and SPF 50 protection for hydrated, luminous, and protected lips all year round.

HOW TU USE :

Wear alone for a naturally tinted lip look, or reapply throughout the day to build colour intensity and maintain sun protection.



LL501
LILY



LL502
SOFIA



LL503
ALMA



LL504
BIANCA



LL505
CLARA



LL506
VIOLETTE

BUTTER GLOW

GLOSS BALM

Butter Glow by 1944 Paris reinvents lip gloss by combining high-shine colour with the care benefits of a nourishing balm. Its melting texture glides effortlessly over the lips, delivering luminous, buildable colour while providing lasting nourishment. From the very first application, the lips appear smoother, fuller, and intensely glossy, without any sticky feel.

THE EXTRA BENEFITS :

Intense glossy shine. Long-lasting hydration. Smoothing and plumping effect. Ultimate comfort with no sticky feel.

ACTIVE ENGREDIENTS :

Plant-derived active ingredients: nourish, hydrate, and soften the lips.

Plumping active ingredient: helps smooth the lips and improve their elasticity.

Glossy balm texture: envelops the lips in a comfortable, high-shine veil.

HOW TO USE :

Wear alone for a luminous finish, or layer to intensify the colour and shine. Reapply throughout the day as desired.



SATIN LIPSTICK

SATIN FINISH, MOISTURIZES AND SOFTENS LIPS

A range of timeless shades in a satin finish, for all women, all skin tones, and all tastes. 1944 Paris Lipstick promises intensity, staying power, and comfort thanks to its unique creamy formula enriched with baobab oil and apricot oil, which moisturizes and softens the lips.

THE EXTRA BENEFITS :

A satiny, luminous lipstick. Its fine, melt-in texture delivers vibrant, long-lasting color. It provides suppleness and comfort. Rich in baobab oil and apricot oil.

HOW TO USE :

Glide onto lips from the center towards the corners. For a high-definition result and a plumped-up lip effect, before applying your lipstick, outline your mouth using a lip liner in the same shade, going slightly above the lip line.

RA001
OLYMPERA003
GABRIELLERA004
MARIERA005
SIMONERA007
JEANNERA008
FRANÇOISE

SEMI-MATTE LIPSTICK

MOISTURIZING, REGENERATING, AND PROTECTIVE

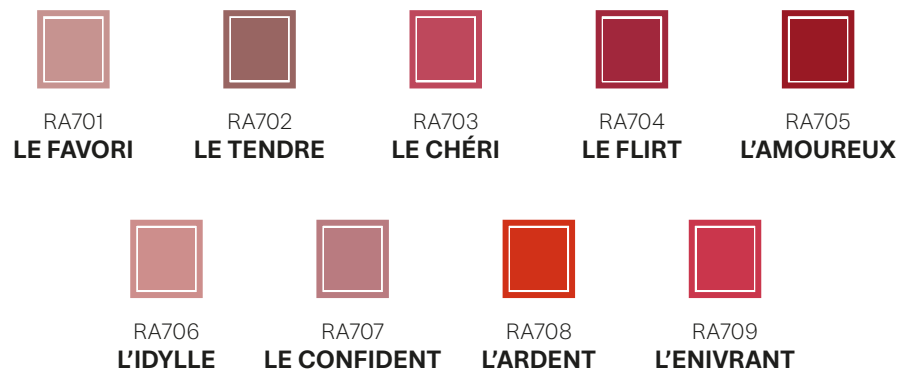
With a comfortable texture and full coverage, 1944 Paris semi-matte lipsticks define lips with precision and staying power. They are enhanced and protected thanks to their formula based on baobab oil and vitamins C and E.

THE EXTRA BENEFITS :

Its non-drying formula keeps lips moisturized throughout the day.

HOW TO USE :

Apply directly to clean, bare lips. Follow the natural shape of the mouth, applying evenly to the upper and lower lips. For a lightly tinted look, blend with a tissue.



THE ICONIC MATTE LIPSTICK

PIGMENTED, MATTE FINISH, AND INTEGRATED SKINCARE

Discover Mat Icône 1944 Paris, the ultimate matte lipstick that enhances every smile. Its velvety formula offers intense, highly pigmented color with a flawless matte finish that feels comfortable all day long.

Enriched with moisturizing agents and nourishing oils, it protects and enhances the lips while providing a light and silky feel.

THE EXTRA BENEFITS :

Soft, comfortable matte finish without drying out

Vibrant pigments, high definition

Integrated care: moisturizing and antioxidant

Suitable for all skin tones

HOW TO USE :

Apply directly to lips. For greater precision, use a lip brush.

Layer for more intense color if desired.



LL401
BEIGE
LUMIÈRE

LL402
ROSE
SCINTILLANT

LL403
ROUGE
ÉTOILÉ

LES ÉTINCELANTES SPARKLING MATTE LIP LACQUER

VELVET-MATTE FINISH WITH MICRO-SHIMMER

A new-generation matte lip lacquer that reveals a sparkling glow in a single step. Its fluid texture delivers intense colour with a velvet-matte finish that sets in seconds. By gently pressing or rubbing the lips together, delicate pearlescent particles emerge to unveil a subtle shimmer, creating a unique jewelled-lip effect. Its second-skin formula provides optimal comfort, long-lasting wear, and minimal transfer, with no sticky feel.

THE EXTRA BENEFITS :

Ultra-chic velvet-matte finish. Micro-shimmer revealed upon activation. Intense colour from the very first stroke. Comfortable, non-sticky second-skin film. Long-lasting wear with minimal transfer. A refined jewelled-lip effect with a delicate, elegant sparkle.

HOW TO USE :

Apply an even layer to clean, dry lips. Allow to set for a few seconds until a matte finish appears. Gently press or rub the lips together to reveal the pearlescent shimmer and create the signature sparkling-matte effect.



LL301
SALMA



LL302
GISÈLE



LL303
ALICIA



LL304
NICOLE



LL305
ANGÈLE



LL306
LÉNA

ULTRA-SHINY GLOSS

ULTRA NOURISHING, MOISTURIZING

Discover Le Brillant Gloss Ultra 1944 Paris, a melting gloss that moisturizes, smooths, and enhances the lips in a single step. Apply it to bare lips for a nourishing and luminous effect, or use it as a top coat over your lipstick to intensify shine and comfort.

THE EXTRA BENEFITS :

Moisturizing and softening: enriched with nourishing and emollient agents, it keeps lips supple and comfortable all day long.

Radiant finish: illuminates the lips with a veil of light and subtly enhances their natural color.

Lightweight, non-sticky texture: glides on easily for a comfortable and sensual finish.

Plumping effect: visibly smoother and fuller lips.

Cruelty-Free Formula: skincare and makeup combined for beautiful lips with a clear conscience.

HOW TO USE :

Apply directly to lips for immediate care and shine. Wear it alone for a natural finish or as a top coat over your lipstick to intensify color and shine. Reapply as desired to maintain hydration and comfort throughout the day.

A high-contrast, artistic photograph featuring two makeup brushes against a solid black background. The brush in the foreground is angled towards the bottom left, with its bristles coated in a fine, golden-brown powder that is captured mid-air, creating a soft, ethereal cloud. The second brush is positioned behind it, angled towards the top right, with its bristles coated in a vibrant, iridescent pink powder that also forms a dynamic, swirling cloud. The lighting is dramatic, highlighting the texture of the bristles and the fine particles of the makeup products.

ACCESSORIES



PI101
POUDRE

PI102
ANTICERNES

PI103
APPLICATEUR

PI104
ESTOMPEUR

PI105
RAS DE CILS

BRUSHES

REFINED DESIGN, PRECISION AND EASE OF APPLICATION

Les Essentiels 1944 Paris is a complete range of limited edition brushes, designed for perfect application to all areas of the face. Each brush has ultra-soft synthetic bristles that allow for even and precise application, whether using liquid, cream, or powder textures. Their ergonomic, velvety-soft handles ensure a comfortable grip and optimal control for buildable makeup, from the most natural to the most sophisticated looks.

THE EXTRA BENEFITS :

The range includes five essential brushes: Foundation for smooth and even application, Powder to set and mattify the complexion, Blush to enhance the cheekbones, Eyeshadow to apply and blend eyeshadow with precision, and Lip to create a clean and controlled line. Soft, durable, and easy to clean, these brushes are 100% vegan and cruelty-free, ensuring comfort and performance with every use.

HOW TO USE :

Choose the right brush for the area of the face. Pick up the product, apply it in circular or tapping motions depending on the desired coverage, and clean regularly to preserve its quality. Clean regularly with mild soap or a specific cleanser and leave to air dry for optimal use.



- PI001
POUDRE
- PI011
BLUSH
- PI003
EYELINER
- PI004
LÈVRES
- PI005
FOND
DE TEINT
- PI006
ESTOMPE
PAUPIÈRES
- PI007
DUO
OMBREUR
PAUPIÈRES
- PI008
FOND
DE TEINT
MINÉRAL
- PI010
CORPS
- PI012
BRONZEUR

PROFESSIONAL BRUSHES

POUR UN FINI PROFESSIONNEL.

Professional brushes have been designed to offer professional application and flawless results. Their high-quality synthetic bristles, which are incomparably soft, glide smoothly and pleasantly over the skin, while respecting even the most sensitive skin types. They guarantee an even result and perfect product distribution. Their ergonomic handle ensures a comfortable grip and optimal control, for a subtle and controlled finish. Elegant and effective, these brushes are an essential ally for a beautiful complexion.

THE EXTRA BENEFITS :

- Ultra-soft synthetic bristles
- Even and natural application
- Ergonomic and balanced handle
- Uniform results, without streaks
- Suitable for all skin types
- Vegan – Cruelty Free



PB001
PRO BLENDER

THE PRO BLENDER

LATEX-FREE, BEVELED EDGE, ADJUSTABLE COVERAGE

The 1944 Paris mini sponge is the ideal tool for applying foundation precisely, naturally, and without leaving any lines. Its ultra-soft texture perfectly hugs the curves of the face and allows foundation, concealer, or corrector to blend directly into the skin for an invisible and even finish. Thanks to its ingenious shape, with a wide end and a fine tip, it ensures controlled application on both large areas and more targeted areas such as dark circles, the eye contour, the mouth contour, or the bridge of the nose. It can also be used as a finishing touch to blend brush marks and perfect the complexion.

THE EXTRA BENEFITS :

Its soft, comfortable texture absorbs just the right amount of product for a natural result without looking heavy. Versatile, it can be used with liquid or cream textures and guarantees a smooth, fresh, and perfectly blended complexion.

HOW TO USE :

Lightly dampen the mini sponge, then pick up the product with the rounded side for the forehead, cheeks, and chin, or with the tip for targeted areas. Pat onto the skin to apply and blend the product. Clean regularly after use and allow to air dry to preserve its softness and effectiveness.



PB002
TAILLE CRAYON

THE PENCIL SHARPENER

REMOVABLE AND ADJUSTABLE SIZE

The essential 1944 Paris tool for sharpening all shades in the range. Keep your pencils sharp with this universal pencil sharpener that adapts to three lead diameters, from standard to large.

THE EXTRA BENEFITS :

Fits both thin and thicker leads. Internal cleaning tool, removable adjustable size. Cubic reservoir, airtight lid.

HOW TO USE :

You can remove the lid and base for cleaning.



BR001
LA BROSSE À LÈVRES
EXFOLIANTE

EXFOLIATING LIP BRUSH

ENHANCING LIPS

An essential beauty accessory for gently enhancing your lips. With its soft silicone bristles, the exfoliating lip brush effectively removes dead skin while stimulating circulation, leaving lips smooth, soft, and perfectly prepared. Used with the 1944 Paris Sugar Lip Scrub, it optimizes exfoliation and promotes better penetration of skincare products for immediate visible results. Compact and practical, it can be taken anywhere for a flawless lip ritual, from skincare to perfection.

THE EXTRA BENEFITS :

Its soft silicone texture respects the sensitivity of the lips while ensuring effective exfoliation. It perfectly prepares the lips for the application of a balm, mask, or lipstick, for a more even and comfortable finish.

HOW TO USE :

Apply 1944 Paris Sugar Lip Scrub to your lips, then gently massage with the brush using circular motions. Rinse or wipe off any excess, then complete the ritual with 1944 Paris Night Mask for intensive hydration and repair.



CHA11
LA CHAISE

THE MAKEUP CHAIR

For beauty professionals

A professional chair combining comfort, stability, and elegance. Designed for makeup artists, professionals, and beauticians, it offers a comfortable seat and a reinforced fabric backrest for optimal support, even during extended use.

THE EXTRA BENEFITS :

Elegant, professional design, with reinforced fabric seat and backrest, ergonomic armrests, and an integrated footrest for maximum comfort. Lightweight, sturdy, and foldable structure—ideal for mobile professionals.

HOW TO USE :

Unfold the chair on a flat, stable surface. After use, fold it in seconds for easy storage and transport.

DIMENSIONS ET FEATURESS :

Total height: 120 cm
• Seat height: 76 cm
• Width: 57 cm
• Depth: 42 cm
• Weight: 8 kg

SAFETY WARNING :

Maximum load: 140 kg. No anti-tip system. Use only on a stable surface.



THE LOOKS

SUN PLUM



N°4
BB CREAM



La Mystérieuse
4-SHADE
EYESHADOW
PALETTE



Noir Mystérieux
ESQUISSE
DU REGARD



L'Authentique
MASCARA



Rose Fever
LUMI BLUSH



Marron Délicat
L'ESQUISSE
DE LA BOUCHE



Pêche Pâle
INSTANT LIFT



Noir
LA PLUME EYELINER



Le Noir Absolu
MASCARA



Corail Emoi
CORAL CHEEKS



L'Amoureux
LIPSTICK
MAT ICON

FATAL RED



NATURAL GLOW



Clair
CC CREAM

La Rêveuse
4-SHADE EYESHADOW PALETTE

Noir
LA PLUME EYELINER

Corail Crush
LUMI BLUSH

L'Indispensable
MASCARA

Camille
LIPSTICK BRILLIANT

213.

SOFT LATTE



L'Éclat
THE BASICS

Topaze Impériale
SHADOW REFLECTIONS

Noir
LA PLUME EYELINER

Le Panorama
MASCARA

Moyen à Foncé
THE SUNSHINE

214.

PINK GLOW



Clair
CC CREAM

Aura
THE SPARKLE

Rose Clair/Rose Champagne
EYEBROW GLOW

L'Authentique
MASCARA

Rose Fever
LUMI BLUSH

Chiara
LIP BALM

GOLDEN FLAME



Moyen
CC CREAM

Solaris
THE SPARKLE

Le Panorama
MASCARA

Tendresse Rose
ROSY CHEEKS

Nicole
**THE GLOSS
ULTRA BRILLIANT**

INTENSE CORAL



N°2
BB CREAM



Marron Cuivre
THE ILLUSIONIST



Noir
LA PLUME
EYELINER



Volume Intense
MASCARA



Dorée
THE LIGHT TOUCH



Adèle
SATIN LIPSTICK

SMOKY BLUE



Doré
CC CREAM



La Magnétique
9-SHADE EYESHADOW
PALETTE



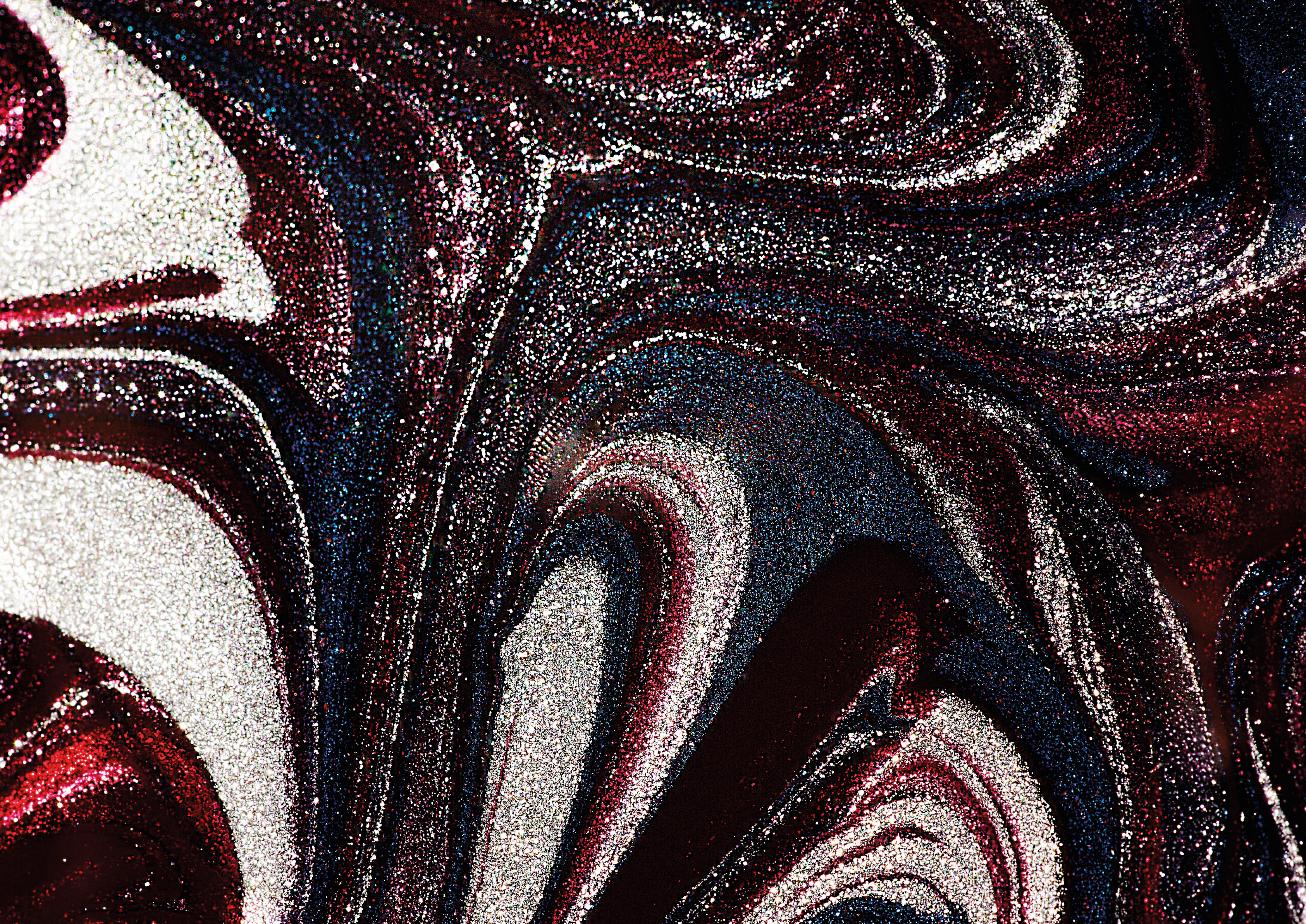
Fibres Volume
Surnaturel
MASCARA



Rosy
THE MATT LIGHT TOUCH



Angela
LIP BALM



BEAUTY IS A
RIGHT

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WWW.1944.PARIS