

# BOBBI BROWN

## New long-wear cream shadow stick repack Available as from Mid-August 2025

### One swipe and you're set

Eye shadow isn't exactly intuitive—so we created a formula so foolproof, you don't even need a brush. Long-Wear Cream Shadow Stick was designed with the perfect mix of glide, blendability, and staying power, in shades you can reach for every day. Matte, shimmer, and multi-chrome finishes create every kind of eye look effortlessly. Just swipe, blend, and go—you can't get it wrong.

New shade-matched caps make it easy to grab the right shades and go, and an expanded shade lineup of Dual-Ended Long-Wear Cream Shadow Stick puts even more possibilities at your fingertips. There is a reason why one Long-Wear Cream Shadow Stick is sold every 19 seconds. \*



- 24HR WEAR
- WON'T SMUDGE OR CREASE
- WEAR-ANYWHERE SHADES

*\*Based on Bobbi Brown internal data, September 2023–August 2024*



### WHY WE LOVE IT:

#### ✓ SWIPE & GO STICK

- Our do-it-all quick stick shades, defines, and highlights—just swipe, blend, and go

#### ✓ SET-AND-FORGET FORMULA

- Swipes on in seconds and lasts 24 hours
- Waterproof, color-true, non-creasing, non-flaking, non-fading—long-wear that actually keeps up
- Zero guesswork
- No touch-ups

### Available in 19 shades:

6 Matte Shades

7 Shimmer Shades

6 NEW Dual-Ended Shade Pairs

#### LONG-WEAR CREAM SHADOW STICK 3 Finishes



Available as from August 2025

For more information, please contact Paiman Azizi: [Paiman@mmbsy.com](mailto:Paiman@mmbsy.com)

Find us on social: @BobbiBrown

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## New long-wear cream shadow stick repack Available as from Mid-August 2025

6 matte shades – **Suggested Retail Price (SRP) : €43 –**  
**Available as from Mid-August 2025 at all points of sale**

-  Clay
-  Rich Caviar \*
-  Hazelnut \*
-  Cappuccino \*
-  Toffee \*
-  Rose Haze \*









7 shimmer shades – **SRP : €43 - Available as from Mid-August 2025 at all points of sale**



-  Downtown Brown
-  Lavender
-  Peach Flame
-  Coral Sunset \*
-  Fireside \*
-  Midnight Olive
-  Blushing Peach \*

\* Only available at Douglas and [bobbibrown.nl](https://www.bobbibrown.nl)

New 6 dual ended shade pairs shades -**SRP : €55 –**  
**Available as from Mid-August 2025 at all points of sale**

-  **NEW** Heat Ray/Biscotti
-  **NEW** Radiant Rose/Brazen
-  **NEW** Pyrite/Muted Taupe
-  **NEW** Silk/Rich Navy
-  **NEW** Milk Chocolate/Dark Cocoa
-  **NEW** Café/Gilded Green

Available as from August 2025

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