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UND GRETEL

OUR STORY

While working with fashion publications like Vogue, I.D. and InStyle as well as celebrities like Catherine Keener and July Delpy, internationally renowned, Berlin-based makeup artist Christina Roth found that the cosmetic market was split into two categories: beautiful fashion colours often formulated with controversial ingredients like artificial preservatives in one corner, and natural cosmetics that lacked the bold, sexy shades and sophisticated formulas we've come to expect from the high-end makeup in the other.

But why should fresh, bold, and modern colours and silky smooth consistencies have to contain toxic preservatives and irritating fragrances? And who decided that natural cosmetics mean sad earth tones or formulas that separate? Convinced there was a better way, Roth teamed up with marketing professional Stephanie Dettmann with one simple goal: to create the most beautiful colours and luxe formulas using the purest and finest ingredients nature has to offer. No preservatives, no toxins—no compromises.

Now, after several years of developing a range of gorgeous shades and perfecting our BDIH-certified natural and organic formulas, we bring you a carefully curated, complete wardrobe for your face.

Love from Berlin,

Christina & Stephanie

OUR PHILOSOPHY

We believe that what we put on our skin is as important as how it looks and that the purest ingredients nature has to offer are also the best. Organic beauty isn't about sacrifice or compromise, but a way to treat yourself and the environment with the respect and kindness both deserve.

That's why we select only the finest organic ingredients from around the world that are grown ethically, sustainably and in harmony with the environment. From avocado oil to chamomile extract and water distilled from Clary Sage, our certified organic ingredients derive their nourishing, healing and balancing properties from nature. Combined with the purest mineral pigments and vegetable emollients and waxes—and the conscious decision to work entirely without the toxic and controversial ingredients found in most cosmetics—we've developed a line of high-impact shades that deliver rich, saturated colour wrapped in formulas that smell and feel as good as they look.

Each product has been created, fine-tuned and perfected using our years of experience in the beauty industry and tested on models, friends, and family—never animals.

OUR INSPIRATION

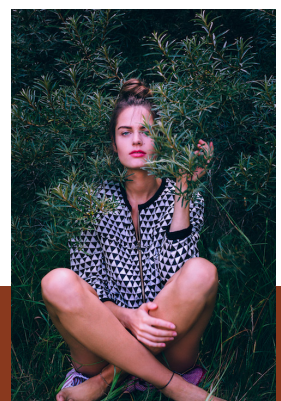
We're inspired by the sunrise, the first fresh green leaves of spring, and pink night sky as much as haute couture and the avant-garde edge that defines Berlin style. We develop our shades as organically as the formulas themselves: instead of marketing forecasts, we rely on the editorial looks that founder and makeup artist Christina creates at photo shoots before they're in fashion.

UND GRETEL's debut collection of beautifully wearable basics punctuated with splashes of bold, of-the-moment colours is a reflection of what we see on the runways and the streets of Berlin—and our belief that nature has already designed the most beautiful shades.



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UND
GRETEL
BERLIN



PRODUCTS

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Introducing **UND GRETEL** Natural & Organic Make-Up: A complete wardrobe for your face with a fashion heart, an organic soul and a Berlin mind. Designed by a makeup artist and a marketing professional with one simple goal: to create the most beautiful colours and luxurious formulas using the purest ingredients nature has to offer.

No preservatives, no toxins—no compromises. And that's a beautiful thing.

LIETH FOUNDATION

48 EUR

Candle light in a bottle. A refreshing and beautifully blendable liquid foundation that melts right into your complexion—sheer enough to let your skin peek through but buildable for a customized level of light to full coverage. Infused with moisturizing organic rosehip and avocado oils and soothing chamomile extracts, LIETH leaves skin as though it's perfectly even, luminous, and with a hydrated matte finish. Available in five shades—from palest porcelain to deep mocha—that can be mixed together for the perfect match as your skin tone changes with the seasons. Ideal for sensitive skin.



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|-------------------|--------------------|-------|--------|-------|
| 1 | 2 | 3 | 4 | 5 |
| PORCELAIN
ROSE | PORCELAIN
BEIGE | BEIGE | SUMMER | MOCHA |

PRODUCTS

5

TUNKAL CONCEALER

38 EUR

The secret to looking well rested—no matter what you've done the night before. More than a concealer, TUNKAL acts like a beam of light to chase away shadows and erase imperfections. The fresh, moisturizing formula blends seamlessly into the delicate skin around the eyes without settling into fine lines and softly covers blemishes. Made with light-reflecting pigments, TUNKAL delivers a fresh, youthful soft focus effect while organic chamomile extract soothes puffy eyes and sensitive or irritated skin. Available in three shades.



ILGE POWDER

42 EUR

The ultimate complexion refiner. A whisper-light, transparent powder scented with linden blossom that works on any skin tone. Made without pigments, ILGE can be reapplied throughout the day to absorb excess shine on the forehead, nose and chin, reduce the appearance of pores, and refresh and set makeup without adding another layer of colour. Can also be applied over moisturizer for a matte finish. And with a sleek mirrored compact this pretty, you'll be tempted to powder in public.



PRODUCTS

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SUNNE LIFTING MODELLAGE POWDER 78 EUR

Sculpt your face with light and shadow. Named after the sun, this multitasking set of highlighting and shading powders brightens skin, brings out cheekbones, defines the jaw line, creates a sun-kissed look and delivers a lifting effect. How? Sweep the lighter shade over your entire face for an illuminating effect. Then brush the deeper shade right below your cheekbones, on the side of your nose and along your jawline for exquisitely defined features. Comes with an all-natural brush made of shorn, cruelty-free goat hair that picks up just the right amount of powder. Being your own makeup artist has never been easier. Available in three shades.



IMBE EYE SHADOW 29 EUR

Couture for your eyes. Impossibly rich, silky smooth, high-pigment shadows in eight matte and shimmering shades. Glides on your lids for any look from a high-impact nude to a rock and roll smoky eye. Vitamin E helps fight the good fight against free radicals while kaolin absorbs oil so the shadow last as long as you do (in Berlin, that's a long time). Can be applied wet or dry and doubles as a beautifully blendable shadow liner.



PRODUCTS

7

WINT MASCARA

33 EUR

Thicken, lengthen, or define? Here's a mascara that does it all. Made with the perfect balance of beeswax and vegetable waxes, the creamy, high-pigment formula wraps each and every lash in rich, glossy colour. Wheat starch helps boost volume while natural emollients enhance shine. Brush on one coat for soft, natural definition or layer on several for dreamy doe eyes. Start practicing your wink. Available in two shades.

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|----------|---------------|
| 1 | 2 |
| CHESTNUT | DARKEST BLACK |



SPRUSSE EYEBROW PENCIL

24 EUR

If the eyes are indeed the windows to the soul, think of well-groomed brows as really good curtains. Combining the natural look of eyebrow powder with the precision of a pencil, SPRUSSE defines, thickens and shapes to restore even the most over-tweezed brows to their natural splendor. Available in three shades.

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|------------|------------|-------|
| 1 | 2 | 3 |
| DARK BROWN | WARM BROWN | TAUPE |



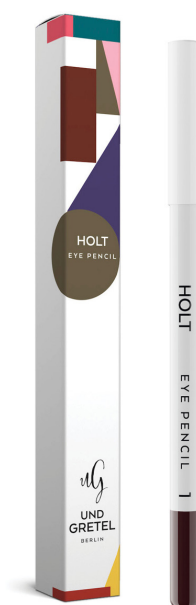
PRODUCTS

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HOLT EYE PENCIL

18 EUR

A makeup artist's dream. Whether you're after the ultimate cat eye or like things smudged and smoky, this wax-based eyeliner lays down insanely rich, saturated colour with total precision. Enriched with mango seed and macadamia oils, HOLT glides along your lids without dragging or pulling and is gentle enough to use on the inner lash line. Available in eight beautifully blendable, matte and pearly shades.



LUK CREME EYE STICK

34 EUR

Feeling lucky? Discover the ultimate looks-good-on-everyone eye shadow. Infused with conditioning organic oils, this one-of-a-kind cream shadow stick glides over lids to deliver a universally flattering dewy, gold-flecked honey colour that pumps up the amber tones of brown eyes and makes blue and green eyes pop. The perfect base shade for a soft, smoky eye, LUK is subtle enough for day — and surprisingly powerful for a night out.



PRODUCTS

9

KNUTZEN LIP GLOSS

34 EUR

Lip gloss for grownups. Four beautifully wearable colours in two finishes. One is a glimmering, high-shine formula that delivers a translucent kiss of colour that can be worn alone or on top of TAGAROT Lipstick for a plumping effect. The other is a uniquely matte, saturated liquid lip colour that delivers a creamy, high-pigment tint. Infused with regenerating Vitamin E and a fresh citrus scent, this non-sticky formula is also perfectly kissable.



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|------------------|--------------------|---------------|----------------------|--------------------|----------------------|-----------------|------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| MATTE
APRICOT | MATTE
RASPBERRY | MATTE
NUDE | MATTE
SUNRISE RED | APRICOT
SHIMMER | RASPBERRY
SHIMMER | NUDE
SHIMMER | SUNRISE
RED SHIMMER |

TAGAROT LIPSTICK

39 EUR

The ultimate wardrobe for your lips. Three richly pigmented, creamy colours that feel as good as they look. Infused with moisturizing organic avocado oil and babassu butter, the hydrating formula also helps protect lips from free radical damage with vitamin E. Swipe it on straight from the tube for bold, saturated colour or press it into your lips with your fingers for a soft, modern stain. Available in six shades.



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|------|---------|--------|--------|-----------------|------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| ROSÉ | APRICOT | DAHLIA | COPPER | PINK
BLOSSOM | WOOD |