




PRODUCT CATALOGUE







Chogan Make-up: Our Story

Born out of the expertise of Chogan Group S.p.A. in the sector of beauty and personal care, Chogan Make-up is a brand entirely dedicated to make-up.

Our love for cosmetics and our continuous research into innovative products have made Chogan Make-up an international benchmark for women of all ages who love to take care of themselves through safe, reliable, cutting-edge, non-animal-tested, high-performance products.

OUR PRODUCTS

Our wide range of products, designed to meet the needs of women with different complexions, skin tones and personalities, will allow you to fully enhance your features.

Enhance your gaze with pencils, eyeliners, mascaras, eyeshadows, palettes and magnetic lashes; give your face a flawless, moisturised and silky glow with concealers, foundations, bronzers, powders and blushes; for lips to kiss, trust our lipsticks, lip glosses and pencils; and, finally, for well-groomed hands and feet, discover our colourful «Like a Gel» nail polishes.

TEAMING UP FOR A COMMON MISSION!

With Chogan make-up, we aim to enhance your genuine beauty, to make you feel special and at ease, because having self-confidence and learning to love yourself are the keys to happiness; find them and they will be forever yours.

**LOVE YOURSELF and FACE THE WORLD
WITH CHOGAN MAKE-UP!**





FACE

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Liquid Foundations

HYDRA FOUNDATION 30 ml

29.00 €

Our “Hydra Foundation” is an easy-to-apply and easy-to-blend innovative fluid foundation that camouflages imperfections with a classy, natural finish.

The unique formula contains Jojoba Oil, with moisturising action, Avocado Oil, renowned for its rejuvenating and antioxidant properties, and Almond Oil, appreciated for its soothing qualities, and is further enriched with microspheres of Hyaluronic Acid and Propanediol, a real skin beauty booster. Can be applied with a brush or beauty blender; the texture glides smoothly on the skin and ensures comfort and excellent blendability, for an absolutely flawless complexion.



LM09
Caramel





INSTANT MATTE FOUNDATION 30 ml

33,00 €

Our “Instant Matte Foundation” is a long-lasting liquid foundation with an excellent coverage that perfectly conceals imperfections and provides an even and natural complexion all day long. Comfortable and easy to apply, it dries quickly and ensures a velvety matt effect.

Characterised by a paraben-free, vegan and cruelty-free formula, it is enriched with a series of active ingredients with a moisturising, calming, anti-inflammatory, anti-ageing and anti-oxidant action: Black Rose extract protects against free radicals, moisturises the superficial layers of the skin and helps regulate its barrier functions. Ginseng extract has a powerful revitalising and energising action; Iris extract fights the visible signs of ageing, helps combat inflammation, stimulates cell renewal and promotes skin elasticity; lastly, Coffee Seed Oil improves the elasticity of the skin, preserves its lipid balance and moisturisation. Characterised by a plumping effect, it helps to counteract and minimise the signs of ageing.



LM11
Nude Beige



LM12
Pink Nude



LM13
Medium Beige



LM14
Dark Beige



MAKE-UP

PERFECT HYDRA
FOUNDATION

IVORY

VEGAN
PARABEN-FREE

HY
DRA

30 ml / 1 fl. oz.

LM15



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PERFECT HYDRA FOUNDATION 30 ml

39,00 €

Our "Perfect Hydra Foundation" is a liquid foundation with a light texture and velvety finish, designed to perfect the complexion by evening out the skin tone and optically correcting any skin discromia.

Characterised by a paraben-free, vegan and cruelty-free formula, comfortable and easy to apply, it is enriched with a series of active ingredients with a moisturising, protective and anti-ageing action: green tea helps fighting free radicals and counteracting the effects of stress and premature cellular ageing; a specific active restores the ideal level of hyaluronic acid, stimulating its synthesis and promoting skin moisturisation both in depth and on the surface, making it more elastic, plumped up and smoother; Poppy Seed Oil, a natural emollient, performs a softening and conditioning action.



LM15
Ivory



LM16
Neutral



LM17
Beige



LM18
Caramel



LM19
Peach



Concealers

JUMBO CONCEALER 10 g

9.90 €

Our “Jumbo Concealer” corrects dark circles, blemishes and discolouration. After preparing the skin, apply the product to desired areas and blend in using a sponge, a brush or your fingertips; use the shade closest to your complexion, then apply your usual foundation.



LIQUID CONCEALER 8 g

19.90 €

Our “Liquid Concealer” has a lightweight and delicate formula and offers an easy and precise application. Imperfections and dark circles are perfectly concealed and corrected with the skin looking naturally radiant. Ideal for camouflaging the signs of ageing and brightening the eye contour areas, it protects the skin, leaving it smooth and incredibly soft.

COR01
Ivory

COR02
Light Beige

COR03
Light Rose

COR04
Light Beige

COR05
Ivory

COR06
Green

COR07
Honey



HIGH COVERAGE CONCEALER 3 g

19.90 €

Our “High Coverage Concealer” provides full coverage for a make-up that stays flawless all day long. It contains ultra-light pigments and features a soft and comfortable formula, velvety to the touch. Easy to use with its handy cotton applicator for a light, ultra-covering finish, it will blend gently into your skin.

COR08
Warm Rose



COR09
Ivory



COR10
Cool Rose





Pressed blushes

PRESSED BLUSH 8 g

19.00 €

Our “Pressed Blush” adds a nice touch of colour to the face and a healthier, radiant and natural complexion. Its lightweight formula features special pigment-based powders that ensure an even and buildable colour coverage, for a fresh and natural look. Texturising agents improve skin-feel and provide a silky finish and a velvety feeling to the touch, as well as an excellent spreadability and a colour that blends beautifully into the skin and can be built up in layers of intensity. The antioxidant properties of Vitamin E preserve the skin from free radical damage and dehydration. It has a pleasant talcum scent.



FRD04
Almond



FRD07
Warm Beige

FRD09
Soft Pink

FRD08
Hot Pink

SILK FACE PRESSED BLUSH 9 g

24,90 €

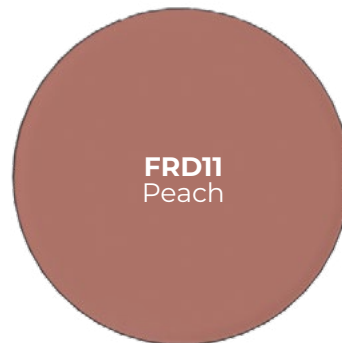
Our “Silk Face” Pressed Blush, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly, like silk, and blends into the skin with a glowy and natural finish, also due to the antioxidant properties of Vitamin E. A compact powder with a pleasant talcum scent, allowing for an even application that leaves no powdery residue thanks to a perfect balance of texturizing agents, enhancing both softness and adherence to the skin.



“WARM SHADE” PRESSED BLUSH 9 g

24,90 €

Our “Warm Shade” pressed blush, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly and offers a natural flush of colour. Its pressed powder allows for an even coverage, without any powdery residue, thanks to a perfect balance of texturizing agents that enhance both ease of application and adherence to the skin. Characterised by a completely talc-free formula, its intense shades are designed and indicated for darker, olive or tanned complexions.





Compact Bronzing Powders

"SILK FACE" COMPACT BRONZING POWDER 9g
25,00 €

Our "Silk Face" Compact Bronzing Powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly, like silk, and blends into the skin with a glowy and natural finish. The compact powder allows for a buildable and even coverage, without leaving any powdery residue, thanks to a perfect balance of texturizing agents, enhancing both softness and adherence to the skin.



TER07
Warm Nude

TER08
Buff Beige

TER09
Sun Beige

TER11
Honey



“WARM SHADE” PRESSED BRONZING POWDER 9 g

24,90 €

Our “Warm Shade” Pressed Bronzing Powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly and blends into the skin with a glowy and natural sun-kissed effect. This pressed powder is talc free and allows for a buildable and even coverage, without any powdery residue, thanks to a perfect balance of texturizing agents that enhance both softness and adherence to the skin. Its warm shades are designed and indicated for darker, olive or tanned complexions.





Pressed powders

“SILK FACE” PRESSED POWDER 9 g

24,90 €

Our “Silk Face” Pressed Powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. Very lightweight, it glides on like silk and blends into the skin with a glowy and natural finish. This creamy pressed powder allows for a buildable and even coverage, without leaving any powdery residue, thanks to a perfect balance of texturising agents, enhancing both ease of application and adherence to the skin. It is particularly suitable for on-the-go touch-ups without that unpleasant cakey, over-layered look.

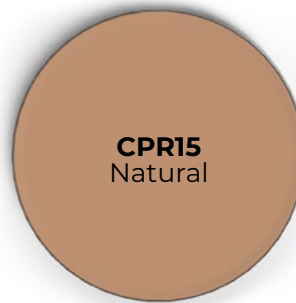




“WARM SHADE” PRESSED POWDER 9 g

24,90 €

Our “WarmShade” Pressed Powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly and blends into the skin with a glowy and natural effect. This pressed powder allows for a buildable and even coverage, without any powdery residue, thanks to a perfect balance of texturizing agents that enhance both ease of application and adherence to the skin. You will get an even-looking, compact skin and extreme comfort. It is particularly suitable for on-the-go touch-ups without that unpleasant cakey, over-layered look. Characterised by a completely talc-free formula, its shades are designed for darker, olive or tanned complexions.





Pressed Highlighters

“WARM SHADE” PRESSED HIGHLIGHTER 9 g

24,90 €

Our “Warm Shade” Pressed Highlighter, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly with an irresistible but natural glowy finish. This pressed highlighter is extremely creamy and allows for a buildable and even coverage, without any powdery residue, thanks to a perfect balance of texturizing agents that enhance both smoothness and adherence to the skin. Characterised by a completely talc-free formula, its shades are designed for darker, olive or tanned complexions.





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Eyeshadows

PRESSED EYESHADOW – BRIGHT 3 g

19.00 €

Our highly pigmented “Bright” Pressed Eyeshadows offer a long-lasting, optimal coverage and a comfortable application. They contain treated pearls that ensure a colour rich in reflections and plays of light, for a shiny, brilliant finish and a silky texture. Their formula is enriched with Aloe Vera and Vitamin E, with moisturising properties.



MKOM03
Bright Beige



MKOM04
Bright Bronze





PRESSED EYESHADOW – SHIMMER 3,5 g

19.00 €

Our “Shimmer” Pressed Eyeshadows feature powder pigments with an extreme finish and vibrant character, which will bring unprecedented intensity and depth to your gaze. Their texture ensures an intense colour payoff and an unexpectedly creamy touch that blends into the eyelid and releases a pure, long-lasting colour, for irresistible eyes. For a shimmer finish from the very first application.





PRESSED EYESHADOW – MATTE 3 g

19.00 €

Our “Matte” Pressed Eyeshadows feature an extreme texture, unexpectedly creamy to the touch, and an ultra-matte vibrant and intense colour. Comfortable to use and easy to apply, thanks to the immediate colour payoff of the pigments contained in the formula. Their bold shades will bring unprecedented depth to your gaze.





PRESSED EYESHADOW – SHINY 3 g

19.00 €

Our “Shiny” Pressed Eyeshadows are highly pigmented eyeshadows for an immediate, intense and even colour payoff. Their smooth, light and comfortable texture ensures an extreme, long-lasting coverage. The colour adheres perfectly, and creates iridescent and shimmering shades.





DIAMOND CREAM EYESHADOW 5 g

19.90 €

Our "Diamond Cream Eyeshadows" are liquid eyeshadows able to deliver an intense payoff that will adapt to your skin tone in an unexpected way, thanks to the reflective pigments contained in their formula. Their extremely soft but dense texture ensures a brilliant and long-lasting finish. Extreme vibrant colours, extreme ease of application.



MKOM36
Champagne



MKOM37
Bronze



MKOM38
Metallic Copper





Eyeshadow Palettes

9 SHADE EYESHADOW PALETTE (18 g × 9)

39.99 €

Our “9 Shade” Eyeshadow Palettes feature nine colours of extreme finish and vibrant intensity, which will bring unprecedented intensity and depth to your gaze. Their texture ensures an intense colour payoff and an unexpectedly creamy touch that blends onto the eyelid and releases a pure, long-lasting colour for irresistible looks. For a professional finish from the very first application.



AUTUMN VIBES

Inspired by the warm, enveloping colours of autumn leaves.



MKPL01

SPRING FLOWERS

Inspired by the hues and the delicacy of spring flowers.



MKPL02

WINTER QUEEN

Inspired by the cold, glacial colours of winter landscapes.



MKPL03

SUMMER BREEZE

Inspired by the bright, bold colours of hot summer days.



MKPL04



Eyeliners

KAJAL TWIST EYE PENCIL 0,35 g

9.90 €

Our “Kajal Twist Eye Pencil” glides on smoothly and ensures an optimal colour payoff in just a single pass. Its soft and silky texture is perfect for defining upper and lower lash lines. Its creamy formula lines with an intense and instantly rich colour, easily blendable right after its application. It has a precise and long-lasting trait, thanks to the special waterproof and moistureproof composition.



KJL01



Magnetic Lashes

MAGNETIC LASHES

10.00 €

Our Magnetic Lashes are made of a synthetic false eyelash line, made of ultra-lightweight fibre, placed on a very thin metal wire. Unlike false eyelashes that use glue, magnetic eyelashes exploit the attraction between magnets and therefore do not stick to your natural eyelashes. The distinguishing feature is the presence of 2 magnets, placed at the ends of the bearing wire. The result is a natural and full effect, covering and thickening the entire length of the eye. The duration depends on the number of uses and the way they are removed (they last about 8-10 applications).

ELS01
Bold Strict Twisted



ELS02
Bold Strict Regular



ELS03
Bold Wide Regular



ELS04
Light Wide Twisted



ELS05
Light Wide Regular





Mascaras

WATERPROOF CURLING MASCARA 10,5 ml

22.90 €

Our “Waterproof Curling Mascara” defines and separates the lashes without weighing them down, thanks to its anatomical brush. The Mascara offers a volumising coverage without smudging and is resistant to water, heat and rubbing. Enriched with Carnauba Wax, its texture gives structure and body to your lashes, for an exceptional lasting and volume with no clumps.

MKMS03



HIGH DEFINITION LENGTHENING MASCARA 9 ml

18.90 €

Our “High Definition Lengthening Mascara”, enriched with a variety of waxes, gives the lashes a buildable volume-enhancing and fanned effect, for eyes that appear bigger and an extra-glam look. Its creamy texture as well as an intense jet black colour envelop the lashes, which gradually take on a thicker appearance as they are coated; the result is an amazing natural effect. The flexible brush glides onto every single lash, separates and lengthens them. Its special texture applies easily and dries quickly while remaining soft, flexible and comfortable, for a flake-free and smudge-free look that lasts all day.

EXTRA VOLUME MASCARA 9 ml

22.90 €

Our “Extra Volume Mascara” extends the lashes and ensures extreme curl in a single gesture, while also bringing a strong volume-enhancing effect. Its formula is enriched with a unique blend of natural waxes of varying hardness, such as Carnauba Wax and Beeswax, which give the formula a long-lasting hold; and Panthenol, which thickens the lashes and improves their shine. The special brush features innovative fibres: it allows for better combing of the lashes, captures the mascara and ensures an even distribution that reaches the smallest of lashes in the corners of the eye. The innovative formula and brush synergically ensure volume and definition.

MKMS04



MKMS05





LIPS

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Jumbo Lipsticks / Lipsticks

JUMBO LIPSTICK 2,8 g

22.00 €

Our “Jumbo Lipstick” offers the comfort of a balm, the pigmented colour of a lipstick, the shine of a gloss and the precision of a lip pencil. With a creamy finish and a rich colour, it has a long-lasting moisturising action, for smooth and soft lips.



MATTE INTENSE LIPSTICK 1,4 g

19.00 €

Our “Matte Intense Lipstick” sets onto the lips a long-lasting colour with an intense velvety matte finish; its texture ensures maximum comfort, preventing dryness and dehydration. The special formula, rich in pigments, offers a full, intense but creamy coverage and an even and smooth-gliding application.



MKLIP11 - MKLIP21
Brown



MKLIP12 - MKLIP22
Pomegranate



MKLIP14 - MKLIP24
Antique Rose



MKLIP15 - MKLIP25
Dragon Fruit



MKLIP16
Hot Pink



MKLIP17
Red



MKLIP18
Hibiscus



MKLIP19
Poppy



MKLIP20 - MKLIP30
Sangria





Lip Balm

NEUTRAL LIP BALM – NATURAL LIP MOISTURISER 4,5 ml

17,99 €

Our Lip Balm is a natural lip moisturiser with a rich texture that blends into the skin and gives a feeling of well-being and relief to dry, chapped lips. It contains Snail Slime, Vitamin E, Aloe Vera and Shea Butter: the combination of these 4 extracts has moisturising, soothing and normalising properties, protects the lips against environmental stressors - such as cold and wind - and helps keep lips attractive and young by preventing them from ageing. Makes a perfect base for your lip make-up.



MKLIP61



Lipsticks

MATTE LIPSTICK 5 g

14.90 €

Our “Matte Lipstick” glides on effortlessly, leaving a natural, flawless veil on the lips. Its lightweight but creamy formula melts onto the lips, coating them with a smooth and velvety colour. This lipstick provides comfort and moisturisation like a lip balm and ensures ease of application, precision and a matte finish.

MKRS05
Raspberry



MKRS04
Unique Rose



MKRS06
Watermelon





GLOSSY LIPSTICK 5 g

14.90 €

Our “Glossy Lipstick” is an intensely bright lipstick that glides on effortlessly, leaving a natural, radiant and smudge-proof veil on the lips. Its lightweight and creamy formula melts onto the lips, coating them with a smooth and velvety colour. This lipstick provides comfort and moisturisation like a lip balm and ensures ease of application, precision and a glossy finish.



MKRS07
Azalea

MKRS08
Dark Nude

MKRS09
Magenta

MKRS10
Strawberry

MKRS11
Cherry

MKRS12
Coral

MKRS13
Light Nude

MKRS14
Candy Pink



Liquid Lipsticks

LONG-LASTING MATTE LIQUID LIPSTICK 7 ml

19.00 €

Our “Long-lasting Matte Liquid Lipsticks” are a perfect blend of lake pigments that dry quickly and deliver a lightweight, highly-saturated colour that gently covers the lips. A rich and full coverage, a matte, long-lasting finish and a smooth, even texture for a liquid formula that provides an extremely attractive and sensual look. Such impressive result owes to the lightweight lake pigments and the way they are cleverly blended into the formula of our liquid lipsticks. The perfect balance of solvents and waxes, in particular, ensures a quick-drying, long-lasting, flawless coverage with no risk of product transfer nor cracking. Furthermore, special texturising and emollient agents help maintain silky-soft lips.

MKLIP36
Bold Pink



MKLIP37
Dark Plum



MKLIP38
Magenta



MKLIP39
Ruby



MKLIP40
Red Velvet





C/OGAN
MAKE-UP

EXTRA PLUMPING LIP GLOSS 7 ml

21.99 €

Our “Extra Plumping Lip Gloss” is a creamy, lightweight gel balm that enhances the beauty of your lips. A pigmented gloss that, once applied, reveals to be an effective beauty treatment that features all the properties of a balm. With its creamy texture, it glides over smoothly to condition, soften and revitalise dry lips. The combination of Maxi-Lip, Ginger Extract and Oleoresin Capsicum gives the lips an immediate plumped appearance. A light cosmetic product that immediately makes lips radiant and shiny, highlighting and enhancing their natural beauty, day after day.

MKLIP42
Clear



MKLIP43
Cherry



MKLIP44
Pink



MKLIP45
Nude





SPICY GLOSS - EXTRA VOLUME 7 ml

19,90 €

Our "Spicy Gloss – Extra Volume" glides smoothly over the lips thanks to its creamy texture and makes them look radiant and incredibly full. After its application, you will immediately feel a temporary burning sensation (that will last about 10 minutes), which is due to the contained African Chilli Pepper. The result is soon achieved: your lips will look fuller, better defined, richer in colour and stunningly beautiful. Effect is guaranteed to last for an hour.



MKLIP60



MATTE LIP CREAM 3 g

19.00 €

Our “Matte Lip Cream” is a liquid lipstick that lavishes your lips with an intense and amazingly opaque colour, for unprecedented shape and character. Featuring a unique blend of pigments and an incredibly soft and lightweight formula, which also works to ensure full coverage, this lip cream will deliver a long-lasting, kiss-proof colour to your lips.





NAIL CARE & NAIL ART

Nail Polishes

71





Nail Care & Nail Art

«LIKE A GEL» NAIL POLISH 10 ml

8.90 €

Our “Like a Gel” Nail Polish, with its special formula, releases a full, even colour after just one coat, while two coats are sufficient for an even more plumped and a hyper-pigmented effect. It ensures a flawless gel-effect coverage and an ultra-glossy finish without the use of a UV lamp.

SM01
Clear



SM03
Elegant Rose



SM05
Rose Taupe



SM02
Apricot Nude



SM04
Antique Pink



SM06
Desert Taupe



SM07
Cappuccino



SM10
Caramel



SM13
Dark Cherry



SM16
Strawberry



SM08
Light Beige



SM11
Light Brown



SM14
Dark Wine



SM17
Geranium



SM09
Nude



SM12
Brown



SM15
Cherry



SM18
Coral



SM19
Mauve



SM22
Pine Green



SM25
Pearl White



SM28
Pearl Pink



SM20
Azalea



SM23
Mint



SM26
Black



SM29
Rose Quartz



SM21
Electric Blue



SM24
Light Blue



SM27
White



SM30
Platinum Pink

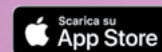


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