

# Adored by Women

## 女人的最爱

For almost 130 years, lipstick has been their loyal companion.

近130年来，唇膏是所有女性的忠实伴侣。

**2.7 kg**

The average woman uses 2.7 kg of lipstick over her lifetime  
平均来说，一位女性在一生中可用上2.7公斤的唇膏

**65%**

of women use lipstick daily  
的女性每天都有使用唇膏

**11%**

even use it several times a day  
的女性在一天当中涂上好几次口红

**4**

The average woman has four lipsticks  
平均每位女性拥有四支唇膏

**Red**

is the most popular colour  
红色是最受欢迎的颜色

**1** If you apply it once a day, you'll use up one tube of lipstick a year  
如果一天只涂上一次口红，一年内可用完一支唇膏

**30%**

or more of our lipstick ends up in our stomach  
或更多的唇膏被吃进肚里



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BÖRLIND Lead Developer  
Guylaine Le Loarer  
安玛莉柏林的研发部门领导  
吉莲乐罗尔

### What are natural lipsticks made of?

At ANNEMARIE BÖRLIND we use exclusively high-quality natural ingredients, meaning firm waxes with high melting points like beeswax, carnauba wax and candelilla wax. We add soothing cocoa and shea butter for soft, supple lips. Organic castor oil helps distribute the pigments that provide colour and shine. Hyaluronic acid also prevents lips from drying out under extreme weather.

### What ingredients do we not use, and why?

We do not use synthetic raw ingredients like silicone oils and petroleum-based ingredients; after all, when you wear lipstick you automatically consume some of it too. Furthermore, these substances can trigger allergies or skin irritation. We also leave out substances derived from dead animals, like carmine.

### 天然唇膏是用什么原料制成？

安玛莉柏林唇膏完全采用高质量的天然成分。使用高熔点且稳固的蜡，例如蜂蜡、棕榈蜡以及小烛树蜡制成。加上有舒缓功效的可可和乳木果，提供嘴唇柔滑作用。有机蓖麻油有助均匀分散色素，使嘴唇色泽看起来更加明亮润滑。此外，还有透明质酸可防止嘴唇在极端的天气状况下变得干裂。

### 要避免那些原料，为什么？

安玛莉柏林唇膏不采用合成原料成分，如硅油和石油提取物为基本原料；因为只要涂在唇上，多少都会将一些唇膏吃进肚里，而这些物质都可引发过敏或皮肤敏感的问题。另外我们也绝不使用从动物身上提取出的物质，如胭脂红。

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### 100% high quality, natural ingredients. Guaranteed NO carmine.

Carmine is the red dye frequently used in the food and cosmetics industries. It is harvested from impregnated, dried female cochineal insects. Annemarie Börlind lipsticks however are carmine-free and do not contain any insect blood. They are made from exclusively high quality, natural, cruelty-free ingredients.

### 100% 高品质天然成分。 保证不含胭脂红。

胭脂虫红素广泛被用于食品和化妆品工业。它其实是提炼自晒干后的有卵胭脂虫。安玛莉柏林唇膏不含胭脂虫红素或任何昆虫血液，仅采用高品质天然、不做残酷动物实验的成份。

ANNEMARIE  
BÖRLIND  
NATURAL BEAUTY



# Fancy Lice on your Lips?

能想象将胭脂虫  
涂在唇上?

Around 150,000 cochineal insects die for one kilo of the colorant carmine – used in, for example, lipsticks and other cosmetics. Check the ingredients.

大概要牺牲15万只的胭脂虫才能提炼出一公斤的胭脂红色素；广泛地用于制造唇膏和其他化妆品。必须了解清楚化妆品的成分才涂在脸上。

BÖRLIND brand ambassador Christiane Paul is actively participating in the current campaign from the animal rights organization PETA to stop the use of carmine in cosmetics.

安玛莉柏林品牌大使——克里斯丁保罗积极参与由动物保护组织（PETA）所主办的活动，以阻止胭脂红在化妆业界的盛行使用。

## PROMOTION 促销活动

**Purchase any selected Annemarie Börlind product(s)\* worth RM125/S\$50 or above, and enjoy instant **25% discount** on the Colour Cosmetics range.**

**购买特定安玛莉柏林产品\*值RM125/S\$50或以上，  
即可以**25%的优惠折扣**购买化妆品系列。**

### Terms and Conditions

1. Promotion period from 1 July to 31 August 2017, or while stocks last.
2. \*Selected products: all Annemarie Börlind products are eligible, except for the Colour Cosmetics range.
3. Regular priced items carry full PV/BV.
4. Discounted items carry full PV and 50% BV.
5. Not valid with any other concurrent promotions or Quantity Discount.
6. All purchases must be on a single receipt.
7. NewLife™ reserves the right to amend or change the terms and conditions without prior notice.

### 条款与细则

1. 促销活动：2017年7月1日至8月31日，存货售完即止。
2. \*特定选购产品：除化妆品系列外，其余所有安玛莉柏林产品皆合格。
3. 原价产品带有完整单位花红和单位分数。
4. 优惠折扣产品带有完整单位分数和50%的单位花红。
5. 不可配合其他同时期间的促销活动或数量折扣。
6. 所有采购必须在同一单据上。每张单据只限两件折扣产品。
7. 新生命有权随时更改或修订促销活动的条款与细则，恕不另行通知。