

MPlus Cosmetics bring Reverie to Cosmopack Worldwide

Published: 31-Mar-2025

Colour Cosmetics

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MPlus Cosmetics from March 20 to 22, 2025 participated in Cosmopack Worldwide Bologna fair, presenting the new Réverie collection, emerging from the fusion of innovation and sensoriality.

When twilight melts into the embrace of the night, the world slows down, wrapped in a quiet metamorphosis. Contours soften, reality blurs, suspended between dream and perception. Every surface holds a secret, a delicate imprint that fades only to reappear, like a breath dissolving into the air.

Réverie comes to life in this suspended space, where everything is soft, weightless, in motion, transforming every touch into something unexpected. Lights and sensations converge, unveiling a new dimension of beauty. The textures, light and captivating, merge seamlessly with the skin, gliding effortlessly and adapting to every movement. Soft, fluid, and enveloping, a perfect balance between comfort and creativity, where the material transforms in harmony with the flow of gestures.

Nothing is static, nothing is defined; every movement is a silent ritual, every moment dissolves only to be reborn in a new balance. Réverie is a play of transformations, a whisper of light upon the skin, a fleeting instant between reality and imagination.

The collection features 15 vegan formulas with ethereal, ultra-sensory textures, crafted to enhance all categories of the company's cosmetic portfolio. From face and eye primers to foundations and BB creams, highlighters and blushes, mascaras and eyeshadows, as well as lip oils, lip balms, and lip tints.

The highlights of the collection are the primers for face and eyes, the Silken Réverie palette, and a tinting lip gloss.

Réverie is a collection crafted to enhance the complexion, the heart of every look. We've introduced three innovative hybrid products that merge the power of makeup with the benefits of skincare, delivering a flawless, radiant base. These three primers feature ethereal, lightweight textures that effortlessly blend into the skin, providing a smooth, luxurious application for long-lasting, perfect makeup.

Memory Touch: a unique gel face primer with a cloudy, elastic and memory-effect texture that returns to its original smooth surface after each use. This groundbreaking formula, rich in natural ingredients, offers a lightweight feel while preparing the skin for flawless makeup application. Infused with hydrating and nourishing elements, it keeps the skin moisturized and radiant for up to 24 hours, while protecting it against environmental damage. Its soft, silky, and non-sticky texture delivers a matte finish, controls sebum production, and enhances the skin's appearance, creating the ideal base for foundation.

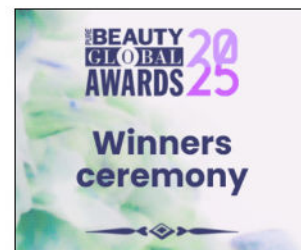
Air Veil, the ultra-light, cloud-like face primer, enriched with a high percentage of natural ingredients, designed to enhance makeup adhesion and longevity while perfecting the skin's appearance for a smooth, radiant finish. Free from silicones, this innovative formula creates a silky soft-focus effect that blurs imperfections instantly. It smooths fine lines, mattifies the skin, and features an exclusive technology that visibly reduces wrinkles and boosts the absorption of skincare actives. A slight tingling sensation signals the product's effectiveness. Additionally, a plant-based alternative to retinol promotes skin renewal, collagen production, and wrinkle reduction, supporting a more even, youthful complexion.

Lumi Dream: this multi-action eye primer is specifically crafted to refresh, hydrate, and brighten the delicate eye area. Its unique cooling omulgel texture creates a weightless, second-skin feel, while light-reflecting pigments provide an instant soft-focus effect, reducing redness and imperfections. Enriched with anti-aging actives, the formula stimulates collagen production, smooths wrinkles, and enhances skin elasticity. A blend of hydrating, energizing, and antioxidant ingredients helps reduce fine lines, puffiness, and dark circles. Additionally, its pink hue provides a corrective treatment that neutralizes discoloration and imparts an instant brightness to the eye contour.

The Silken Réverie palette has been designed to create a flawless makeup base, combining foundation, contour, blush, and highlighter in one product. Its four formulas feature an innovative cream-to-powder texture, offering a soft matte finish and an incredibly comfortable feel on the skin. Buildable and long-lasting, they blend effortlessly to achieve a natural, harmonious look without compromising on lightness.

Tinted Bliss is a lip gloss that reimagines beauty by blending the nourishing power of oils with the lasting effect of a tint. This unique oil-in-water emulsion delivers a high-shine finish, thanks to high-refractive index oils that create an instant glossy effect. Enriched with a high percentage of naturally derived ingredients, the formula provides deep hydration, leaving lips soft and silky. Water-soluble pigments offer a tint that endures even after the gloss fades, providing a natural, long-lasting color. Its lightweight, non-sticky texture ensures all-day comfort.

Every detail has been designed to provide a truly unique sensory experience, from the textures to the packaging. Each package, carefully selected, is a tribute to sensoriality: soft to the touch and refined in aesthetics, engaging all the senses. Every element has been crafted to ensure an application that is both practical and enjoyable, transforming the packaging from simple containers into true design objects with irresistible appeal.








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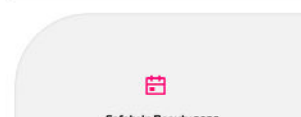
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"R  verie is a deeply sensory collection that celebrates transformation, turning each gesture into a gentle ritual that embraces the skin in a soft, luminous touch" said Michela De Frenza, Marketing & Innovation Manager at MPlus Cosmetics.

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