

ABOUT SUGAR

SUGAR Cosmetics, a cult-favourite amongst millennials, is one of the fastest growing premium beauty brands with over 250+ products in its range. With its clutter-breaking persona, edgy packaging and chart-topping products, SUGAR is the makeup of choice for bold, independent women who refuse to be stereotyped into roles. Crafted in state-of-the-art facilities across Germany, Italy, USA, Korea, and India, the brand ships its bestselling products in Lips, Eyes, Face and Nails categories across the world. With a cruelty-free range that is high on style and higher on performance, the brand is obsessed with crafting products that are a perfect match for every Indian skin tone across seasons and around the calendar. Come, dive into the world of SUGAR today!



Makeup is the one thing that women wear for themselves - nothing feels as real as questioning the stereotypes and wearing whatever makes us truly happy!

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CEO, SUGAR Cosmetics

Vineetalingh



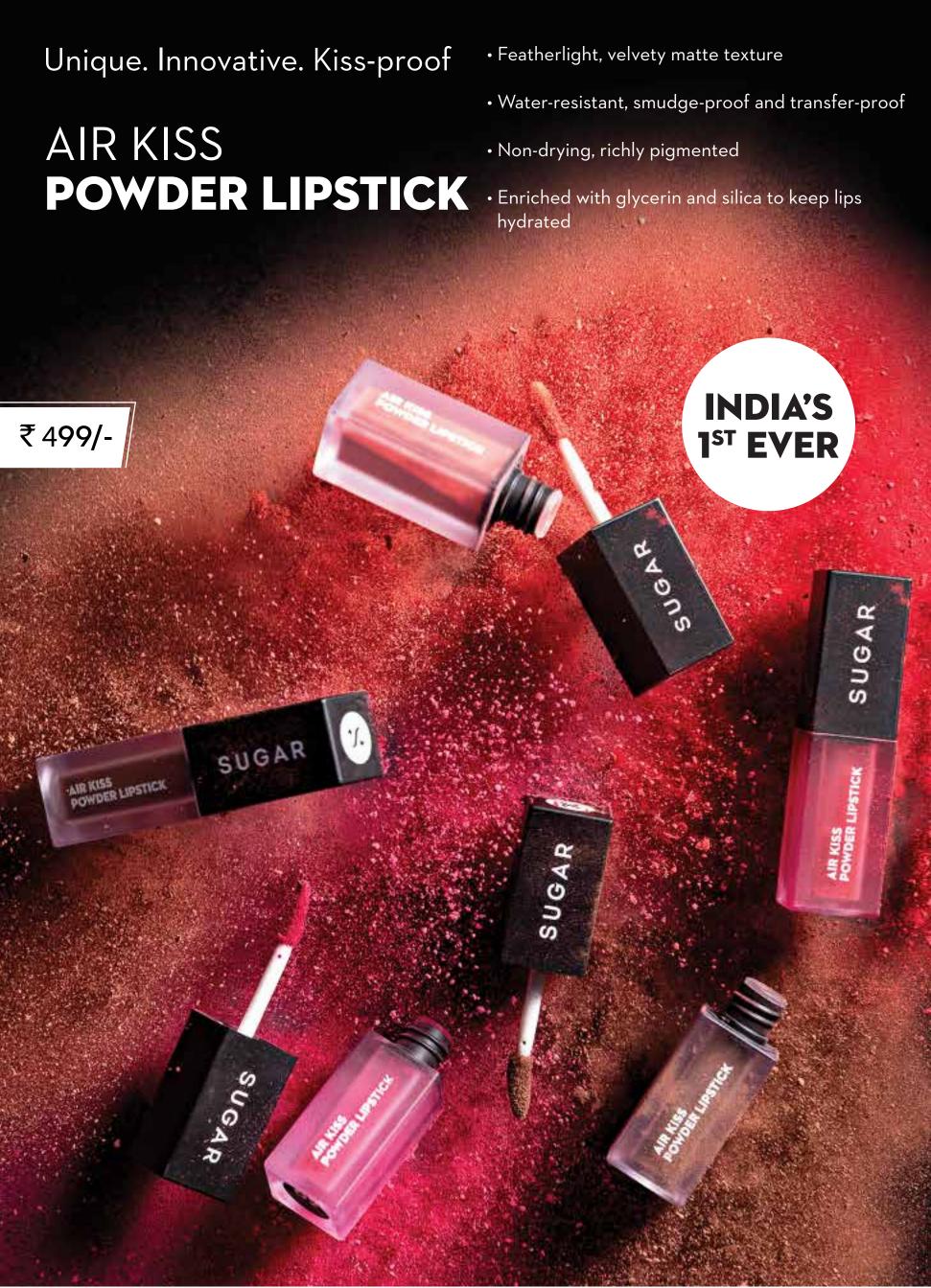
Be your own MUSE - Just own it!

MOUSSE MUSE MASKPROOF LIP CREAM



- Intense matte formula that doesn't budge or crease
- Smudgeproof, waterproof & transfer-proof
- 24HR+ comfortable wear





AVAILABLE IN 5 SHADES



LIP ZIP MATTE TOPPER

- Mattifies your lipstick
- Hydrating formula
- Non-sticky, non-drying texture
- Transfer-proof and water-proof
- Ensures your lipstick lasts all day

₹ 499/-



SMUDGE ME NOT LIQUID LIPSTICK



- LASTS UP TO 12HR
- SMUDGE-PROOF
- INTENSE MATTE
- TRANSFER-PROOF
- WATERPROOF
- ENRICHED WITH VITAMIN E





52 MODERN AUBURN (Flamenco Red)

NOTHING ELSE MATTER LONGWEAR LIPSTICK

- 13 extraordinary shades with a premium matte finish
- Lightweight and richly pigmented
- Long-lasting and water-resistant



O1 BROWNING GLORY (Caramel Nude) **O2**RED RUSH
(Red with hints of Pink Orange)

03 RUST HAVE (Subtle Burnt Red) **04** NUDE VIBES (Mauve Nude)

08BERRY PICKING
(Berry)

09 ROYAL REDDING (Dark Red)

12TEAK OVER
(Purple Brown)

13ROSE JOB
(Rose Mauve)

14RED HERRING
(Raspberry Pink)

15 BEIGE TURNER (Nude Brown)

16 CLOUD WINE (Burgundy)

18SCARLET LETTER
(Pure Red)

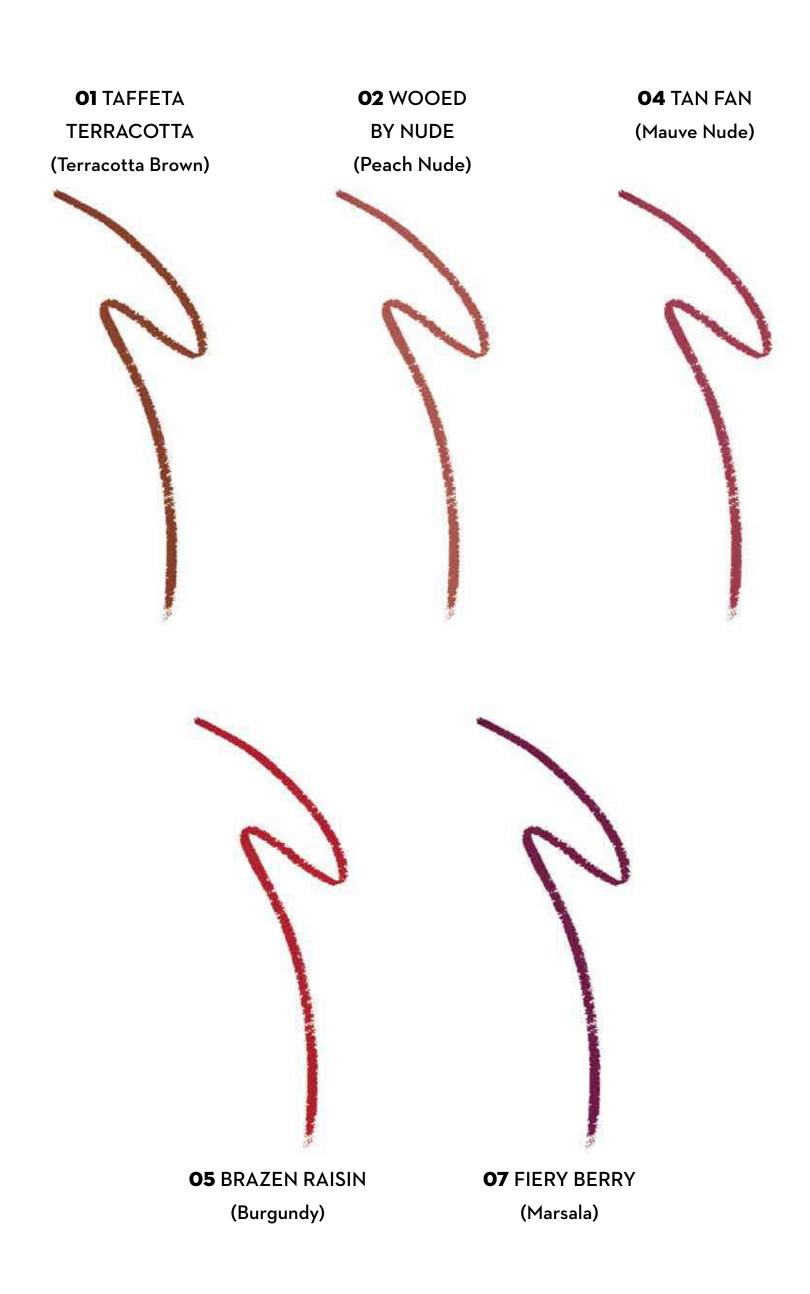
31 SIMMER BROWN (Almond Brown)

LIPPING ON THE EDGE LIP LINER

- Matte yet creamy formula
- Zero feathering and fading
- Water-resistant and long-lasting
- Lasts up to 10HRS

₹ 525/-





TIME TO SHINE LIP GLOSS

- Lip conditioning and hydrating formula
- · Lends a gorgeous gleam to lips
- Packed with jojoba oil for nourishment
- · Can be used as a tint and lip balm

₹ 599/-





- Enriched with Jojoba Oil
- Gives a super matte finish
- Long-lasting 12 hour wear





MATTE AS HELL CRAYON LIPSTICK

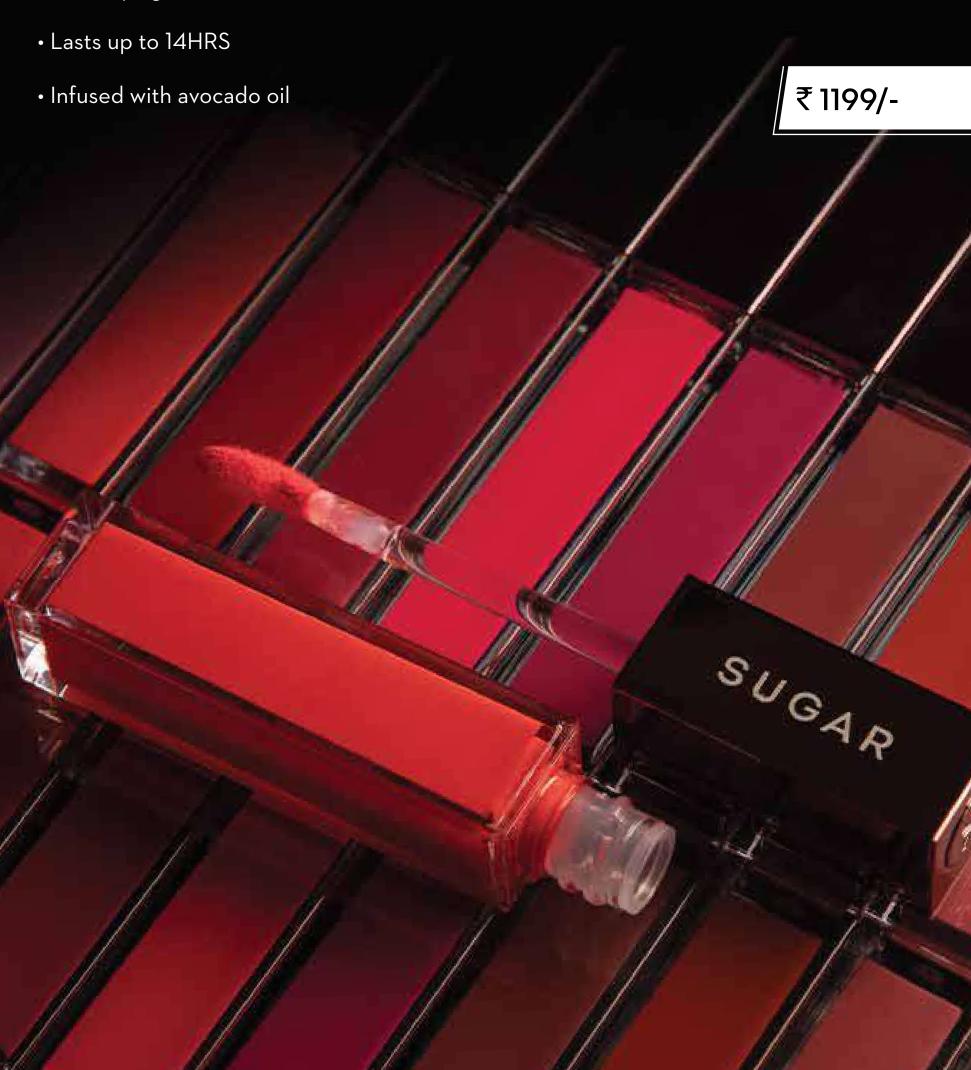
- 22 gorgeous shades with a matte finish
- Rich silky pigmentation and colour payoff
- Super long-lasting



O1	O5
SCARLETT O'HARA	ROSE DAWSON
(Red)	(Rose Pink)
07 VIOLA (Mauve Nude)	O8 JACKIE BROWN (Reddish Brown)
10	11
CHERRY DARLING	ELLE WOODS
(Cherry Red)	(Brown Nude)
12	13
BABY HOUSEMAN	MURPHY BROWN
(Deep Pink)	(Chocolate Burgundy)
15	16
STEPHANIE PLUM	CLAIRE UNDERWOOD
(Plum Mauve)	(Burnt Orange)
17	18
BRANDY HARRINGTON	ROSALIND
(Rusty Reddish Pink)	(Nude Rose)
19	20
EMMA WOODHOUSE	BUFFY SUMMERS
(Earthy Brown)	(Mid-tone Warm Nude)
22	23
DONNA PINCIOTTI	JESSICA DAY
(Magenta Pink)	(Dusty Coral)
24	25
RACHEL BERRY	LILY ALDRIN
(Deep Berry)	(Mauve Pink)
26	32
VIANNE ROCHER	MISS ROSA
(Deep Chocolate Brown)	(Dusky Rose)
35	36
CLAIRE REDFIELD	VERONICA MARS
(Pure Red)	(Brown Toned Burnt Orange)

METTLE LIQUID LIPSTICK

- Intense matte
- Non-drying formula



03 ESTELLA (Neutral Pinky Brown)

O4 SIRIUS (Cherry Red)

O7 BELLATRIX
(Mauve Pink with Brown Undertones)

10 MIMOSA
(Deep Pinkish Red with Blue Undertone)

11 RIGEL (Rusty Orange)

12 TALITHA

(Bright Magenta with Red Undertones)

METTLE SATIN LIPSTICK

- Premium and highly pigmented
- Smooth, satin finish in a single swipe
- Creamy texture





SEAL THE SHOW LIP PRIMER

- Single colourless swipe provides excellent base coat
- Locks in moisture on the lips and prevents feathering
- Increases longevity of the lipcolour
- Made in Germany



TIPSY LIPS **MOISTURIZING BALM**

- Intensely nourishing
- Keeps lips soft and supple
- Enriched with shea butter, jojoba oil and vitamin E
- Available in 6 variants





Prime Fix For Long Lasting Makeup

TRY THE NEW PRIME SUBLIME FACE PRIMERS



₹499/-













PRIME SUBLIME BRIGHTENING PRIMER

- > Blurs pores and plumps skin
- > Intensely hydrates and smoothens skin texture
- > Infused with niacinamide and hyaluronic acid
- > Makes makeup go smooth
- > Suitable for all skin types, especially, dull skin





PRIME SUBLIME CLARIFYING PRIMER

- > Mattifies and refreshes skin
- > Clears out pores and blackheads
- > Enriched with bamboo charcoal and amla extracts
- > Makes makeup go smooth
- Suitable for oily, acne-prone and combination skin types

PRIME SUBLIME **DEPUFFING PRIMER**

- > Boosts collagen and makes skin firm
- > Enriched with avocado and coffee seed oil
- > Soothes and hydrates
- > Makes makeup go smooth
- > Suitable for all skin types





PRIME SUBLIME ANTI-AGING PRIMER

- > Improves skin texture
- > Kale oil and vitamin A enriched
- > Smoothens fine lines and wrinkles
- > Makes makeup go smooth
- Suitable for all skin types, especially dry skin

CONTOUR DE FORCE EYES AND FACE PALETTE

- · Introducing matte blush, bronzer and a highlighter
- · Six eyeshadow shades in matte, shimmer and high-shine finish textures
- Highly-pigmented and long-lasting formula
- Blendable, crease-free shades
- · Luxurious travel-friendly packaging
- Available in 2 variants O1 Warm Win and O2 Pink Pro

₹1099/-



METTLE PRIMING BALM

- Non-oily face primer in a creamy balm texture
- Instantly blurs pores and mattifies skin
- Blends easily and prolongs makeup wear
- · Controls excess oil and smoothens skin
- Premium travel-friendly case with a sponge applicator and built-in mirror
- · Non-comedogenic, oil-free formula
- Infused with hydrating 'squalane' to boost moisture





MINI

₹ 375/-

BASE OF GLORY PORE MINIMIZING PRIMER



DREAM COVER SPF15 MATTIFYING COMPACT

- Silky and Vitamin E-enriched, 100% mattifying powder
- SPF15 minerals protect skin from harmful rays of the sun
- Extremely buildable and oil controlling





ALL SET TO GO BANANA POWDER

- Sets makeup
- Fixes discolouration
- Controls oil & perfect for baking
- Suits all skin types



ALL SET TO GO TRANSLUCENT POWDER

- · Lightweight and mattifying powder
- · Lends a smooth finish and locks the base coat
- · Long-lasting wear for 8+ hours

Made in Italy

₹ 649/-



ACE OF FACE FOUNDATION STICK

- Handy, built-in brush for smooth application
- Blendable, lightweight and creamy formulation





GLACE (Medium Beige, Golden Undertone)

MAGIC WAND WATERPROOF CONCEALER

- Blurs, smooths & conceals imperfections
- Reduces the appearance of dark circles
- Long-lasting 8 hour wear
- Protects the skin & lends it a natural glow



O7 VANILLA LATTE (FAIR, GOLDEN UNDERTONE)

12 CON LECHE (LIGHT, GOLDEN UNDERTONE)

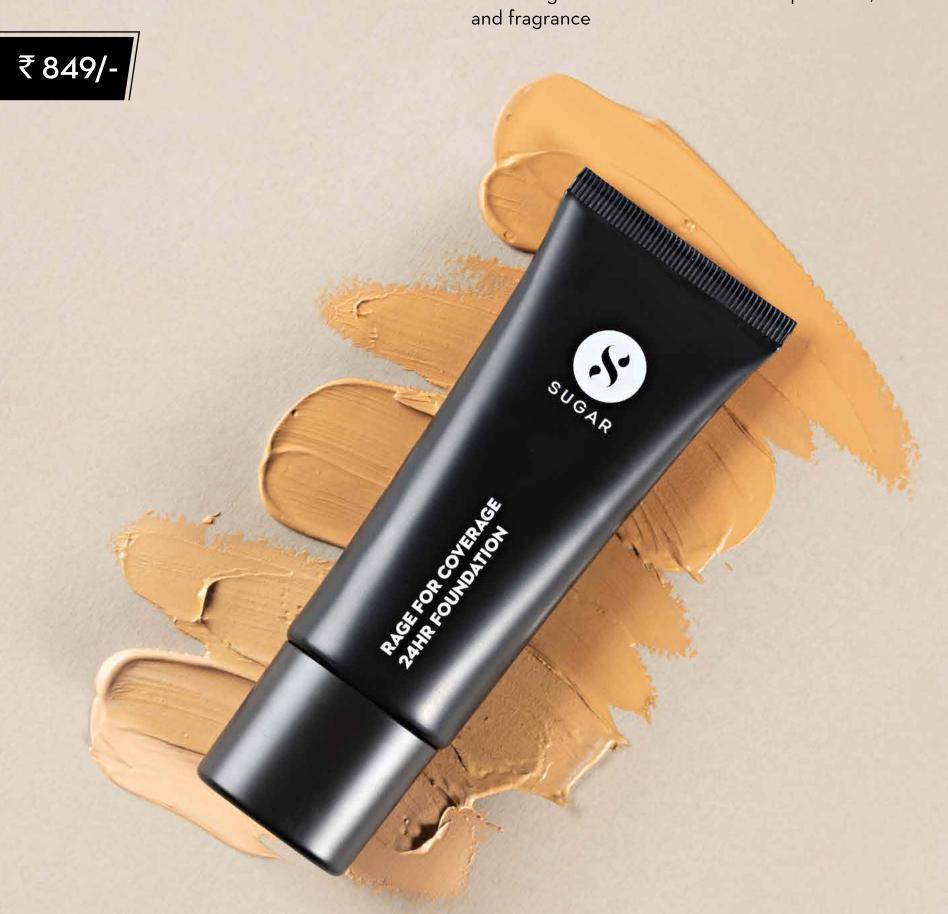
15 CAPPUCCINO (LIGHT, COOL UNDERTONE)

30 CHOCOCCINO (MEDIUM, WARM UNDERTONE)

40 BREVE (MEDIUM BEIGE, WARM UNDERTONE)

RAGE FOR COVERAGE **24HR FOUNDATION**

- · Full-coverage, long-wear foundation that offers a soft-focus, ultra-lightweight matte finish
- The blendable formula absorbs excess sebum and lasts up to 24 hours
- Key active ingredient 'Portulaca Vita' smoothes, calms and relieves irritated skin. It reduces inflammation and improves skin firmness
- · Covers all of the skin's imperfections, rosacea, irritation and provides even and natural finish
- 100% vegan and formulated without parabens, talc and fragrance



07 VANILLA LATTE

(Fair, Golden Undertone)

10 LATTE

(Light, Warm Undertone)

15 CAPPUCCINO

(Light, Cool Undertone)

17 RAF

(Light, Golden Undertone)

20 GALAO

(Light Medium, Golden Undertone)

27 YIENNA

(Light Medium, Warm Undertone)

32 CORTADO

(Medium, Golden Undertone)

35 FRAPPE

(Medium, Neutral Undertone)

37 FREDDO

(Medium Beige, Golden Peach Undertone)

40 BREVE

(Medium Beige, Warm Undertone)

GODDESS OF FLAWLESS SPF30+ BB CREAM

- Provides sun protection
- Lightweight
- Matte finish
- 5 Blendable shades
- Enjoy the benefits of primer, foundation, moisturizer and sunscreen with this 4-IN-I MULTITASKER product

₹799/-



SET THE TONE TINTED POWDER

- Perfect for baking
- Mattifies skin and blurs imperfections
- Lightweight, long-lasting and paraben-free
- Available in 3 shades

₹ 749/-



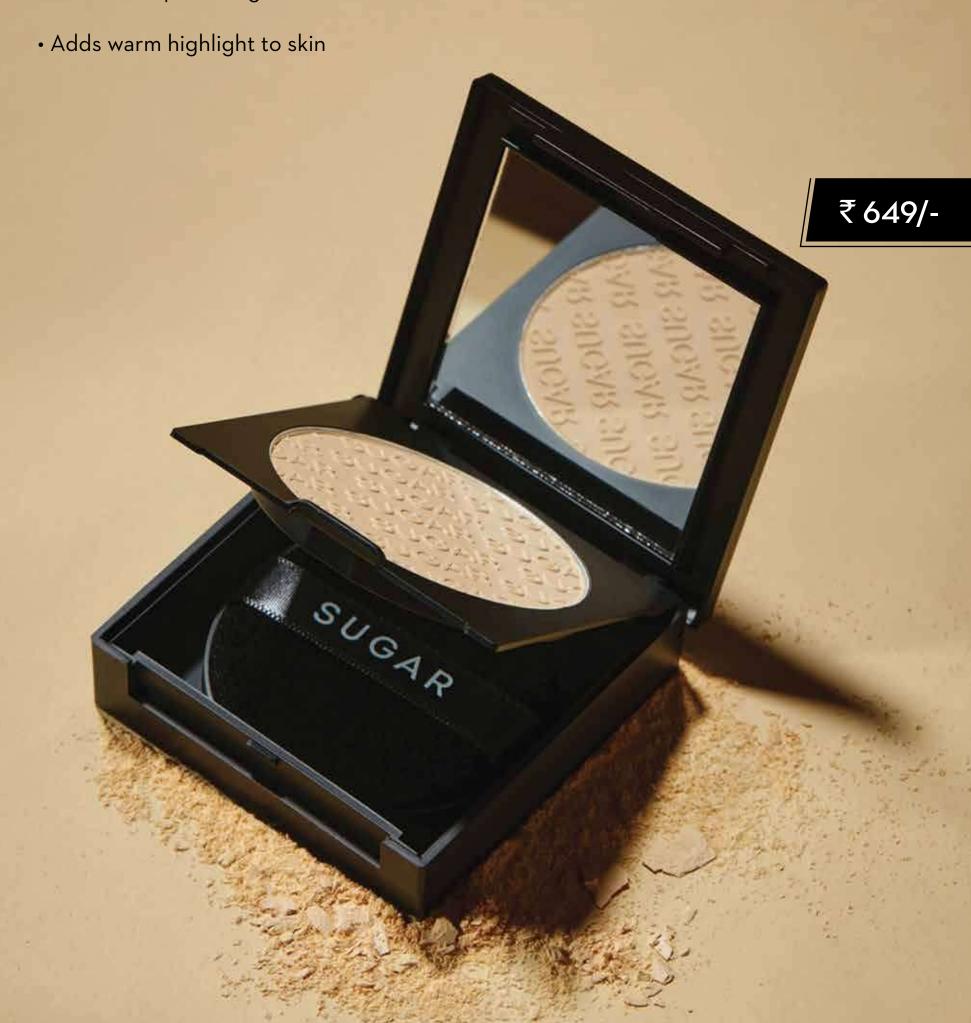
DROP THE BASE **SERUM FOUNDATION**

- Skin-perfecting formula
- Seamless coverage
- Infused with marine-based algae extracts



POWDER PLAY BANANA COMPACT

- Skin-perfecting
- Reduces shine
- Sets makeup for longer wear



POWDER PLAY TRANSLUCENT COMPACT



THE MOST ELIGIBLUR **SMOOTHING PRIMER**

- Lightweight and cream based
- Blurs wrinkles and fine lines
- Gives a super matte finish

• Suitable for all skin types

₹849/-



Face FWD>> PRIMER STICK

- Mattifies skin
- Blurs pores
- Controls excess oil
- Travel-friendly
- Extends makeup wear

₹ 799/-



Face FWD>> CONTOUR STICK

- Travel-friendly
- Little goes a long way
- Sets to matte
- Made in Korea

O1 FAWN FIRST (Milk Chocolate Brown)



SUGAR

02 ESPRESSO EDGE (Coffee Brown)

₹799/-

Face FWD>> HIGHLIGHTER STICK



Face FWD>> BLUSH STICK

- Buildable
- Blendable
- Creamy
- Travel-friendly
- Lightweight

₹799/-

02 PINK PRIME

(Peachy rose)



Face FWD>>

CORRECTOR STICK Highly pigmented

₹ 799/-



The Most Eligiblur CORRECTING PRIMER

- 01 Peach Precedent (Peach) Brightens Dull & Uneven Skin
- 02 Onward Orange (Orange) Hides Dark Circles & Pigmentation
- 03 Jade Jockey (Green) Covers Acne & Spots





BOLD UNFOLD WATERPROOF MASCARA

- This 24-hour wear mascara is transfer-proof, smudge-proof and 100% waterproof
- This buildable mascara stays put through sweat, rains and humid days
- It comes with a unique silicone flex brush that coats every lash and gives a defined fanned-out effect for extra drama
- 100% vegan and cruelty-free formula
- Ophthalmologist-tested, and is totally safe for sensitive eyes
- Available in 2 stunning shades—Blue & Black

₹ 599/-



EYES EYES BABY GEL EYELINER

(SHADE: ESMERALDA)

- Sleek matte formula
- Waterproof
- Smudge-proof
- Transfer-proof
- 24hr wear









DOUBLE DATE EXTREME VOLUME MASCARA

• Adds outrageous curl, length and volume



ARCH ARRIVAL **BROW PEN**

- Smudge-free formula
- Water-proof



ARCH ARRIVAL MICRO BROW PENCIL

- · Versatile dual-ended eyebrow pencil
- Ultra-fine 1.5mm tip for precise application
- In-built spoolie brush to shape and groom brows
- Sweat-proof, water-resistant formula
- Lasts for up to 12HRs

₹ 499/-



ARCH ARRIVAL BROW DEFINER

- Unique triangular tip for filling and shaping
- Premium spoolie for blending
- Travel-friendly, sleek and retractable product

ON TELL + ON + Wart Blackish Brown • Made in Korea ON TAUDE TON Green Brown O3 WOODY SCOOP Deep Brown ₹ 525/-ON JERRY BROWN (Medium Brown)

KOHL OF HONOUR INTENSE KAJAL

- Richly-pigmented and luxurious finish
- Smudge-proof and transfer-resistant

• Long wear stay for 12+ hours

₹ 249/-



GRAPHIC JAM 36HR EYELINER

- An eyeliner that won't smear or smudge!
- Long-lasting eyeliner that delivers great results



LASH OF THE TITANS VOLUMIZING MASCARA

- A volumizing mascara that defines, lengthens and lifts lashes
- The intense black mascara gives lashes an instant, buildable boost
- Ultra-creamy texture glides on effortlessly, coating each lash
- The water-resistant formula is gentle, stays on longer and doesn't clump
- Specially designed conical bristle brush grips hard-to-reach lashes for definition



BORN TO WING GEL EYELINER

- Silky smooth formula and a rich matte finish
- Highly pigmented, smudge-proof and water-resistant
- Comes with an extendable built-in brush

₹ 649/-



BLEND THE RULES EYESHADOW PALETTE

- 4 variants with 8 shades each
- Mattes, creamy metallics & high foil powders
- Jaw dropping colours
- Dual-ended applicator

₹1249/-





TWIST AND SHOUT FADEPROOF KAJAL



EYE TOLD YOU SO! SMUDGEPROOF EYELINER

- Smudgeproof, budgeproof, and water-resistant
- Lasts for 24 hours
- Silky matte finish

₹ 749/-



STROKE OF GENIUS HEAVY-DUTY KOHL

- Intensely pigmented heavy-duty kohl
- Creamy texture and smooth application

• Made in Germany

₹ 525/-



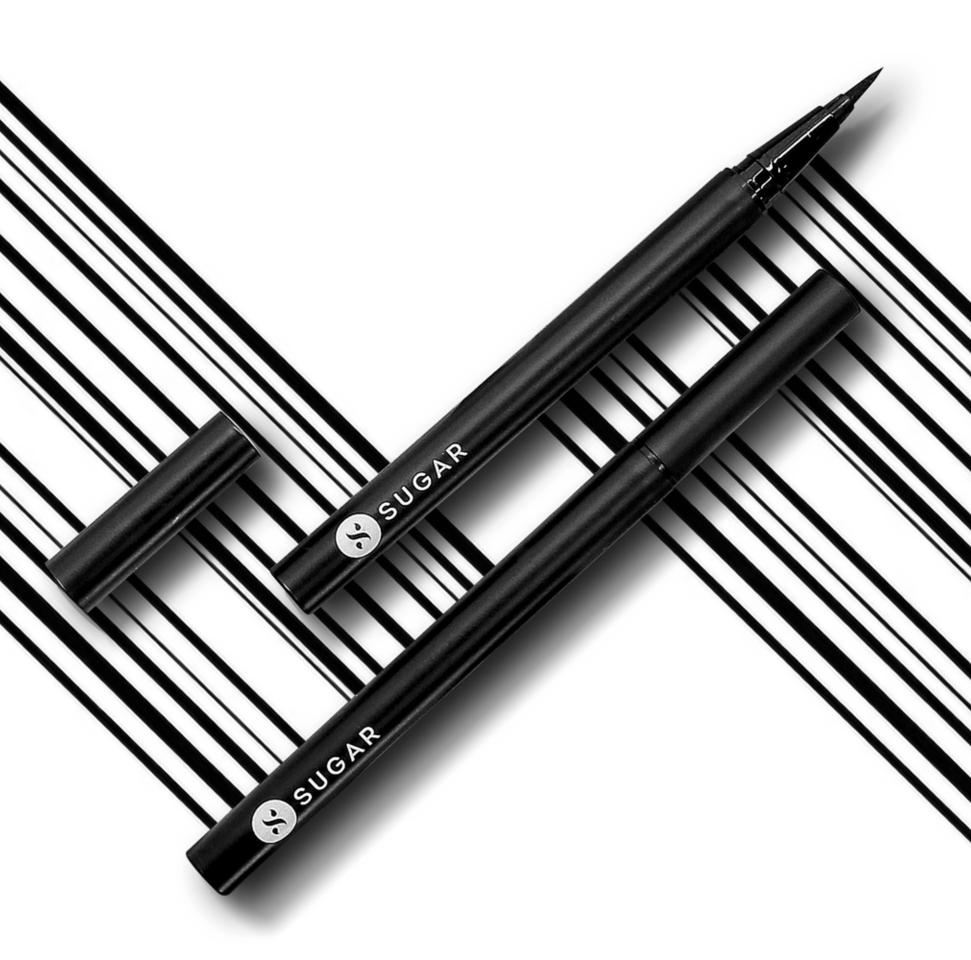


ARRESTED FOR OVERSTAY WATERPROOF EYELINER

- Intensely pigmented and waterproof formula
- Precision tip for complete control
- Fade-proof and smudge-proof

• Made in Korea

₹ 899/-



EYE WARNED YOU SO! DOUBLE MATTE EYELINER

- Rich ultra-matte formula
- Hyper-pigmented black colour
- Long-lasting wear
- Made in Germany

₹ 749/-

UPTOWN CURL LENGTHENING MASCARA

- · Lash volumizing, lengthening and curling formulation
- Smudge-proof, clump-free and rich black colour

• Long-lasting wear for 8+ hours

₹ 549/-



LASH MOB LIMITLESS MASCARA

- Lash volumizing formulation
- Clump-free and smudge-proof







AQUAHOLIC HYALURONIC SERUM

- · Moisturising formula that gives you clear, radiant skin
- Prevents fine lines, wrinkles and dark spots
- · Has key ingredients like witch hazel extract, green tea and jojoba oil
- · Gives you firm, toned, and plump skin
- Transfer-resistant & smudge-proof



AQUAHOLIC HYDRATING PRIMER

- Pore-perfecting primer that leaves skin flawless
- Non-sticky, skin hydrating formula that ensures long-wear makeup
- Formulated with malachite extracts to detoxify pores

• Has the goodness of peppermint leaf water & rose water

₹ 699/-





- Soothes skin from irritation & drying
- Blurs imperfections



BLING LEADER ILLUMINATING MOISTURIZER

- Enriched with Vitamin E & Shea Butter
- Protects against pollution
- Hydrates skin
- Available in 3 shades

₹ 699/-



GRAND FINALE SETTING MIST

- It keeps skin hydrated and refreshed
- Sets makeup and leaves it looking vibrant
- The alcohol-free formula suits sensitive skin
- Available in 4 different variants
- For the perfect matte, dewy or glowy finish

₹ 749/-



COFFEE CULTURE CLEANSING BALM STICK

- Removes makeup and daily impurities
- Deep cleanses pores, exfoliates and hydrates skin
- · Zero stickiness or residue on skin post use
- · Lighten spots, blemishes and makes skin smooth
- Travel-friendly and easy to use

₹ 699/-SUGAR

COFFEE CULTURE LIP SCRUB

- A nourishing lip scrub that gently exfoliates dead skin, repairs dry, chapped lips to reveal a smooth base for lipstick application
- Formulated with concentrated coffee granules
- Infused with jojoba seed oil and olive fruit oil to deeply moisturize and keep lips soft and supple
- Cruelty-free; formulated without parabens, sulphate and toxins



COFFEE CULTURE BRIGHTENING SERUM

- A brightening face serum that effectively reduces dullness, improves skin elasticity, lightens spots to evoke a healthy, radiant glow
- Formulated with skin-loving ingredients such as green tea extracts, cica, caffeine and witch hazel extract for overall nourishment
- Stimulates collagen production, firms and repairs skin, extensively hydrates and diminishes the look of fine lines
- Cruelty-free; formulated without parabens, sulphate and toxins

₹ 499/-



COFFEE CULTURE PORE PURIFYING MASK

- A purifying clay mask that deep cleanses, unclogs pores and draws out impurities to reveal rejuvenated, smooth skin
- Enriched with green coffee seed extracts, vitamin E and coffee seed oil that nourishes, tightens pores to promote healthy, younger looking skin
- An extremely hydrating formula that brightens dull skin, blurs fine lines, detoxifies and improves skin elasticity
- · Cruelty-free; formulated without parabens, toxins and sulphate



COFFEE CULTURE EYE FIRMING CREAM

- An effective eye-firming cream that reduces puffiness and fatigue while toning the delicate skin around your eyes
- Enriched with caffeine, shea butter and peony root extracts to reduce dark circles and age spots
- Natural ingredients such as cica, brown seaweed and witch hazel extracts aid in overall skin-nourishment
- Designed with built-in roller ball applicator that gently massages the under-eye area and boosts circulation

₹ 399/-



CITRUS GOT REAL RETINOL BRIGHTENING SERUM

- · Fast-absorbing, weightless serum
- Fights signs of ageing, fine lines and wrinkles
- Promotes visibly brighter complexion
- Tackles dullness, blemishes and breakouts
- Lightens dark spots and pigmentation
- Intensely moisturizes, hydrates and soothes
- Refreshing citrusy scent to recharge your senses



₹ 499/-

CITRUS GOT REAL DAILY MOISTURIZER

- · A gel-based moisturizer that keeps skin hydrated, healthy and supple
- Arginine with anti-aging & antioxidant properties improves skin texture
- · Infused with key ingredients such as castor oil & orange peel oil
- Exudes a mild citrusy scent for a refreshing feel



CITRUS GOT REAL SPF30 SUNSCREEN

- Hydrating sunscreen with SPF 30
- Protects skin from harmful UV rays
- · Orange peel oil and arginine aid in skin brightening
- Non-sticky, lightweight formula
- Suitable for all skin types



BLING LEADER ILLUMINATING SUNSCREEN SPF35 PA+++

- Broad-spectrum formula
- Illuminates skin
- UVA & UVB Protection
- · Lightweight, non-oily
- Non-comedogenic

15g ₹ 199/-

50g ₹ 599/-







24-HR LIP LACQUER

- Richly pigmented, 24HR lip lacquers with ultra matte finish
- · Lightweight, smudge-proof and waterproof formula
- Enriched with the goodness of meadowfoam seed oil and vitamin E
- Available in 7 bold shades that give an intense colour payoff
- Cruelty-free, paraben-free and vegan formula that's 100% safe for skin

₹ 699/-







CREAMY MATTE LIPSTICK

- Long-lasting, creamy lipsticks that deliver an ultra matte finish
- Non-drying, lightweight formula that stays up to 7 hours
- Infused with the moisturizing jojoba seed oil, kaolin and squalane
- Available in 10 incredible hues that deliver rich pigment in one swipe
- Cruelty-free, paraben-free and vegan formula that's 100% safe for skin

₹ 599/-







WONDER WOMAN

- Intensely pigmented opaque matte shades for
- Offers 10 to 12 hours of long-lasting, comfortable
- Non-sticky, non-drying and lightweight powder
- Infused with a blend of natural oils and butters to
- Available in 10 fearless shades to choose from
- · Cruelty-free, paraben-free and vegan formula





BLEND TREND BRUSHES

Starting at ₹ 399/-

- Exquisitely crafted makeup brushes that define your features beautifully, build coverage and accentuate any beauty look
- Feature high quality synthetic and 100% cruelty-free bristles that ensure precise application
- The expandable nylon mesh cover helps to keep the brush clean, protected and in perfect shape while preserving the original quality of the brush
- These makeup brushes are perfect for beginners and professional artists too



Rule the World ONE LOOK AT A TIME!