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Chogan Make-up: the origins

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 eye 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, put on 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!

Self-confidence is the first step to true happiness. This is why we strive every day to bring you products that make you feel special and comfortable. Discover your inner beauty and enhance it every day with Chogan Make-up.

LOVE YOURSELF & FACE THE WORLD WITH CHOGAN MAKE-UP!





Liquid Foundations



HYDRA FOUNDATION

30 ml | 29,00 €

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



LM09 Caramel

Its special formula is enriched with Jojoba Oil, known for its moisturising action, Avocado Oil, appreciated for its regenerative and antioxidant properties, and Almond Oil, renowned for its soothing qualities. It also contains microspheres of Hyaluronic Acid and Propanediol, a true beauty concentrate for your skin. It can be applied with a brush or beauty blender; its smooth texture ensures comfort and excellent blendability, for an absolutely flawless complexion.



INSTANT MATTE FOUNDATION

30 ml | 33,00 €

Our Instant Matte Foundation is a high-coverage and long-lasting liquid foundation. Comfortable and easy to apply, it dries quickly and ensures a velvetv matt finish.

Its paraben-free, vegan and cruelty-free formula is enriched with a blend of active ingredients with moisturising, calming, anti-ageing and antioxidant properties: Black Rose Extract protects against free radicals and helps regulate the skin's barrier function: Ginseng Extract exerts a powerful revitalising and energising action; Iris Extract combats visible signs of ageing while stimulating cell renewal; and Coffee Seed Oil enhances skin elasticity, preserving its lipid balance and moisture.





LM11 Nude Beige

LM12 Pink Nude





LM13 Medium Beige Dark Beige

LM14

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

Featuring a paraben-free, vegan and cruelty-free formula, this comfortable and easy-to-apply foundation is enriched with a blend of active ingredients with moisturising, protective and anti-ageing properties: Green Tea helps fight free radicals, counteracting the effects of stress and premature cellular ageing; a special active ingredient restores optimal levels of Hyaluronic Acid, stimulating its synthesis and promoting moisture both in depth and on the surface of the skin; and Poppy Seed Oil, a natural emollient, performs a softening and nourishing action.



LM15 Ivorv





LM16 Neutral

LM17 Beige





LM18 Caramel

LM19 Peach



Concealers

12

JUMBO CONCEALER

10 g | 9,90 €

Our Jumbo Concealer corrects dark circles, blemishes and discolouration. After prepping the skin, apply the product to the areas you want to correct and blend using a sponge, a brush or your fingertips. Use a shade that matches your complexion for seamless coverage, then apply the foundation.





LIQUID CONCEALER

8 g | 19,90 €

Our Liquid Concealer has a light and delicate formula that offers an easy and precise application. Imperfections and dark circles are perfectly concealed and corrected, for a natural, flawless look. Ideal for camouflaging the signs of ageing and brightening the eye contour area, it protects the skin, leaving it smooth and incredibly soft.





HIGH COVERAGE CONCEALER 3 q | 19,90 €

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









"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. This compact powder, with its pleasant talcum scent, applies evenly without leaving any powdery residue on the face, thanks to the perfect balance of texturizing agents that promote 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 smoothly onto the skin, adding a flush of colour to the complexion and naturally warming the skin tone. This pressed powder applies evenly without leaving any residue on the face, thanks to the perfect balance of texturizing agents that ensure smooth application and adherence to the skin. Featuring a completely talcfree formula, its intense shades are designed and indicated for darker, olive or tanned complexions.



Pressed Bronzing Powders



"SILK FACE" PRESSED **BRONZING POWDER**

9 q | 25,00 €

Our Silk Face pressed bronzing powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on skin for a radiant, natural finish. This pressed powder features buildable coverage and even application, without leaving any powdery

seamlessly, like silk, blending effortlessly into the residue on the face, thanks to the perfect balance of texturising agents that promote softness and adherence to the skin.









TER11 Honey

"WARM SHADE" PRESSED BRONZING POWDER

9 g | 24,90 €

Our Warm Shade presssed bronzing powder extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly, like silk, blending effortlessly into the skin for a radiant, natural and sun-kissed effect.



This **talc-free** pressed powder ensures buildable and even coverage, without leaving any powdery residue on the face, thanks to the perfect balance of texturising agents that promote softness and adherence to the skin.

Its intense shades are designed and indicated for darker, olive or tanned complexions.



Pressed powders



"WARM SHADE" PRESSED POWDER 9 q | 24,90 €

The Warm Shade pressed powder, extremely comfortable and easy-to-apply, has a soft and creamy texture. It glides on seamlessly, like silk, blending effortlessly into the skin for a radiant, natural finish.

This pressed powder ensures buildable and even coverage, without leaving any powdery residue on the face, thanks to the perfect balance of texturising agents, enhancing both **smoothness and adherence** to the skin, resulting in a compact, even complexion in total comfort. Particularly suitable for on-the-go touch-ups without that unpleasant cakey, over-layered look. Featuring a completely **talc-free** formula, **its shades are designed for darker, olive or tanned complexions**.





Pressed Highlighters

"WARM SHADE" PRESSED HIGHLIGHTER 9 q | 24,90 €

Our Warm Shade pressed highlighter, extremely comfortable and easy-to-apply, has a soft and creamy texture.





MKILL06

It glides on seamlessly with an irresistible but natural glowy finish. Compact and ultra creamy, it ensures buildable and even coverage, without leaving any powdery residue on the face, thanks to the perfect balance of texturising agents, enhancing both smoothness and adherence to the skin. Featuring a completely **talc-free** formula, its shades are designed for darker, olive or tanned complexions.







EYES

- 26 Eyeshadows
- 30 Eyeshadow Palettes
- 32 Eyeliners & Mascara
- 34 False Lashes



PRESSED EYESHADOW - MATTE

3 g | 19,00 €

Our Matte pressed eyeshadows feature an extreme texture. unexpectedly smooth to the touch. Their ultra-matte, vibrant and intense colour, makes them extremely comfortable and easyto-apply, thanks to their pigments with immediate payoff. With their bold shades. this eyeshadows will bring unprecedented depth to the gaze.



PRESSED EYESHADOW - SHINY

3 g | 19,00 €

Our Shiny pressed eyeshadows feature an ultra-pigmented formula for an immediate, intense and even colour payoff. Its soft, light texture ensures comfort and a long-lasting extreme coverage. The colour adheres seamlessly, creating reflective, multidimensional shades.



PRESSED EYESHADOW - SHIMMER 3,5 g | 19,00 €

Our Shimmer pressed eyeshadows feature an intense, powdery texture with an extraordinary finish and colour, bringing unprecedented intensity and depth to the gaze.





Their highly-pigmented and unexpectedly creamy texture blends onto the eyelid, releasing a pure, long-lasting colour, for irresistible eyes.

DIAMOND CREAM EYESHADOW

5 g | 19,90 €

Our Diamond Cream Eyeshadows are liquid eyeshadows able to deliver the shade 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



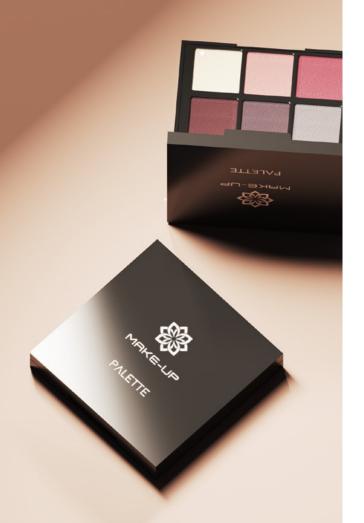
MKOM38 Metallic Copper



Eyeshadow combo

First apply the liquid eyeshadow, then blend with powder eyeshadows to achieve an even more pigmented colour and set it for a longer-lasting eye make-up.

Eyeshadow Palettes



9 SHADE EYESHADOW PALETTE

18 g (2 g X 9) | 39,99 €

Our **9** Shade eyeshadow palettes feature nine colours with bold finishes and vibrant intensity, bringing unprecedented intensity and depth to the 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



Choose your favourite season

SPRING FLOWERS

Inspired by the hues and the delicacy of spring flowers.

WINTER QUEEN

Inspired by the cold, glacial colours of winter landscapes.

SUMMER BREEZE

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



MKPL02

MKPL03



MKPL04

Eyeliners & Mascara

KAJAL TWIST EYE PENCIL

0,35 g | 9,90 €

Our Kajal Twist Eye Pencil glides on smoothly and ensures a perfect colour payoff in just a single gesture. Its soft and silky texture is perfect for defining upper and lower lash lines.





WATERPROOF CURLING MASCARA

10,5 g | 22,90 €

Our Waterproof Curling mascara defines and separates the lashes without weighing them down, thanks to its anatomically designed brush.



MKMS03

Provides a buildable volumising effect and is resistant to water, heat and rubbing. Enriched with Carnauba Wax, its texture adds an exceptional long-lasting volume.

HIGH DEFINITION LENGTHENING MASCARA

9 ml | 18,90 €

Our **High Definition Lengthening** mascara, enriched with a variety of waxes, gives lashes a buildable volume-enhancing and fanned effect, for eyes that appear bigger and an extra-glam look.



MKMS04

Lashes are enveloped in a creamy texture, making them look thicker with each coat; the result is a surprisingly natural effect. Its flexible applicator glides onto every single lash, separating and lengthening them. Its soft, flexible and cofortable texture applies easily and dries quickly, ensuring a flawless look that lasts all day long.

EXTRA VOLUME MASCARA

9 ml | 22,90 €

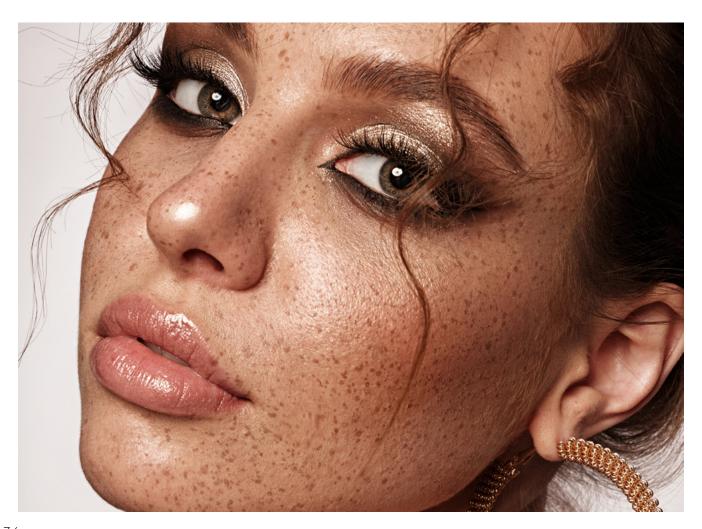
Our extra volume mascara lengthens and curls lashes in a single gesture, ensuring an intense voluminous effect. The formula is enriched with a unique blend of natural waxes, such as Carnauba and Beeswax, providing a long-lasting effect. Panthenol thickens the lashes and enhances their shine.



MKMS05

Innovative fiber technology: its new special brush captures the mascara, distributing it smoothly to coat every lash, even the shortest and hardest to reach. The flawless combination of its innovative formula and brush ensures volume and definition

False Lashes



MAGNETIC LASHES

10,00€

Our Magnetic Lashes are made of two synthetic false lash lines, made of ultra-light fibre, placed on a very thin metal wire. Unlike traditional false eyelashes, requiring the use of glue, this magnetic eyelashes exploit the attraction between magnets and therefore do not stick to your natural eyelashes.



ELS04 Light wide twisted

The key feature is the presence of 2 magnets, placed at the ends of a thin metal wire. The result is a much more intense gaze. The number of uses depends on how carefully they are removed (they last about 8-10 applications).







CLUSTER EYELASHES

16,90 €

Cluster Eyelashes available in 3 different lengths. Ideal for a customizable result and an ultra-natural effect, they are the beauty secret that will allow you to create magnetic looks for any occasion. Adhesive not included in the box.



ELS06



STRIP LASHES

14,90 €

Strip lashes, easy to apply and available in 5 different styles. Designed to enhance and intensify your gaze, they are perfect for everyday wear or special occasions. Adhesive not included in the box.





The perfect false eyelashes to elegantly enhance your gaze with a natural effect.



The ideal choice for a stunning look! Try their iconic style and feel like a diva every day.



Seduce with every glance thanks to these ultra-feminine false eyelashes, making you feel as beautiful as a doll!



The perfect false eyelashes for dramatic looks and a bold, uncompromising style.



No one will resist your doe-eyed look with these false eyelashes, featuring a romantic and sophisticated design.



LASH APPLICATOR 18,90 €

The perfect **applicator**

for both strip and cluster lashes. Ensures easy application and a flawless result every time.

ELS12

LASH ADHESIVE

3 ml | 16,90 €

Long-lasting and fast-drying adhesive for false lashes. Featuring a handy fine-tip brush cap, it ensures practical and precise application for a flawless look.





ELS₁₃

Tips

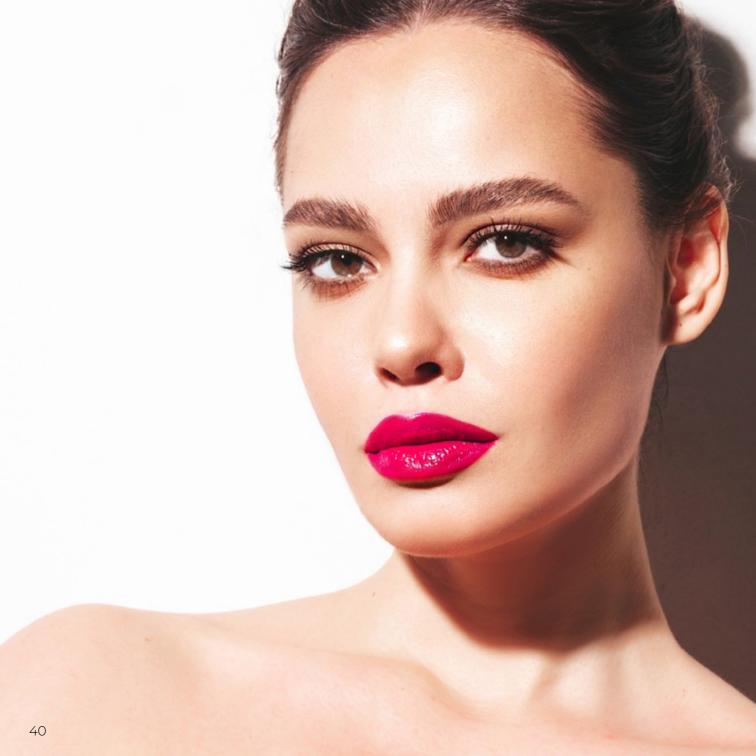


Strip lashes

Application in just 3 steps!

For a long-lasting and natural effect, carefully clean your natural lashes and follow these simple steps:

- Cut the lash band according to your eye shape and desired length.
- Apply a small amount of lash adhesive to the strip and wait about 30 seconds for it to set.
- Place the strip at the base of your lash line and gently press to blend the false lashes with your natural ones.



LIPS

- 42 Lip Pencils
- 44 Lip Balm
- 46 Lipsticks
- 48 Liquid Lipsticks

Jumbo Lipsticks / Lipsticks



JUMBO LIPSTICK

2,8 g | 22,00 €

Our Jumbo Lipstick is a lipstick crayon that combines the comfort of a balm, the intense colour of a lipstick, the shine of a gloss, and the precision of a lip liner. With its creamy finish and rich colour, it locks in moisture, leaving lips smooth and soft.









Lip Balm

NEUTRAL LIP BALM – NATURAL LIP MOISTURISER 4,5 ml | 17,99 €

Chogan Lip Balm is a neutral lip moisturiser with a rich, hydrating texture that blends into the skin and gives a feeling of well-being and relief to dry, chapped lips. Formulated with snail slime, vitamin E, aloe vera and shea butter, this blend of four extracts has moisturising, soothing and restorative properties. It protects lips from external agents, such as wind and cold, while promoting a youthful, beautiful appearance and preventing the signs of ageing. The perfect base for your lip make-up.



MKLIP61

Tips Ready to care, anywhere! Use a nourishing lip balm as an overnight treatment. If your lips feel dry, apply a layer of lip balm before lipstick. Lip balm is also a great ally for softening cuticles.

Lipsticks



MATTE LIPSTICK

5 g | 14,90 €

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



MKRS04 Unique Rose



MKRS05 Raspberry



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 light and creamy formula melts onto the lips, coating them with a smooth and velvety colour. This lipstick provides comfort and moisture like a lip balm and ensures ease of application, precision and a glossy finish.









MKRS09 Magenta





MKRS11 Cherry





Strawberry





MKRS13 Light Nude



Tips

Lip combo

Apply our Jumbo Lipstick to outline your lips, gently blending it towards the center; then use a contrasting shade of the Glossy Lipstick, for a bold and captivating look.

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 light, highly-pigmented colour that gently coats the lips.



MKLIP36 Bold Pink



MKLIP37 Dark Plum



MKLIP39 Ruby



MKLIP38 Magenta



MKLIP40 Red Velvet

With an intense, full coverage and matte colour, its liquid texture provides an even finish and long-lasting effect. Such impressive result is due to the light lake pigments and the way they are cleverly blended into the formula. The perfect balance of solvents and waxes, in particular, ensures a quick-drying, long-lasting, flawless coverage. with no risk of smudging nor cracking. Furthermore, special texturising and emollient agents help keep the lips soft



EXTRA PLUMPING LIP GLOSS

7 ml | 21,99 €

Our Extra Plumping Lip Gloss is a creamy, light 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 on effortlessly to condition, soften and revitalise dry lips. The combination of Maxi Lip, Ginger Extract and Oleoresin Capsicum makes the lips look instantly plumped.





Spicy Gloss – Extra Volume 7 ml | 19,90 €

The Spicy Gloss - Extra Volume glides smoothly over the lips, leaving them shiny and incredibly full. After its application, you will immediately feel a temporary warm sensation (lasting about 10 minutes), due to the presence of African Chilli Pepper. The result is immediate: lips appear fuller, more defined and beautifully enhanced in color and radiance. The plumping effect lasts for up to an hour.



MKLIP60

Enhance beauty
the natural lips

Tips

The secret to irresistibly "spicy" lips

For an even more plumping effect, apply the gloss focusing on the center of your lips. This technique enhances light reflection, making your lips appear fuller and more voluminous.



MATTE LIP CREAM

3 g | 19,00 €

Our Matte Lip Cream is a liquid lipstick that lavishes your lips with an intense and ultramatte colour, for defined, bold lips. Its pigmented yet light formula ensures full coverage, offering a long-lasting, kiss-proof finish.









NAIL POLISHES



"LIKE A GEL" NAIL POLISH 10 ml | 8,90 €

Like a Gel nail polishes, with their special formula, provide rich and even colour with just one coat, while two coats give an even more plumped and a hyper-pigmented effect. Their ultra-glossy finish perfectly covers the nails, ensuring a beautiful "gel effect" without the use of UV lamps.





SM05 Rose Taupe



SM06 Desert Taupe



SM07 Cappuccino



SM08 Light Beige



SM09 Nude



SM10 Caramel



SM11 Light Brown



SM12 Brown



SM16 Strawberry



SM21 Electric Blue



SM22 Pine Green



SM23 Mint



SM24 Light Blue



SM26 Black



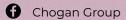
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and enjoy our virtual try-on to test all our products.





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