



Brand: Anew

Brand Positioning:

For women who want glamour and instant anti-ageing results from their make-up.

Brand History:

Replaced Beyond Colour in 2007.

Your Target Customer:

Women who want glamour and anti-aging benefits from their make-up at a reasonable price.

Hit Products:

Anew Age Transforming Foundation

Anti-aging technology in a luxurious foundation.

Instantly helps

to smooth fine lines for a flawless finish*.

*Clinical study, 33 people.

Anew Youth Awakening Lipstick

Luxuriously smooth lipstick formulated with collagen and retinol

to visibly smooth fine lines and wrinkles.*

*Clinical Clarity Pro Study, 50 females.

Competitor Benchmark:

Clinique, Clarins, Lancôme

Age Transforming
Foundation



Youth Awakening
Lipstick

