

MOYRA
GenZ

MOYRA GenZ

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MOYRA GenZ

OUR STORY

For nearly 25 years, Moyra has been a leading brand in nail cosmetics, earning recognition in Hungary and beyond through continuous innovation. Now, in early 2025, we are expanding into a new realm with Moyra GenZ make-up collection, a beauty line designed specifically for Generation Z. This collection reflects the values they hold dear: environmental consciousness, sustainability, inclusivity, individuality, and self-expression. But Moyra GenZ is more than just make-up, it's a movement. A celebration of creativity, innovation, and the spirit of a generation that doesn't just follow trends but sets them.

With technology, artistry, and social responsibility at its core, Moyra GenZ is here to celebrate the diverse beauty of Generation Z, to drive positive change and redefine beauty for the next generation.

OUR MISSION

Innovative Beauty Solutions

With AI-driven product development, we stay ahead of trends, offering unique, customized formulas that cater to the diverse preferences of Gen Z.

Sustainability & Eco-Consciousness

Moyra GenZ is committed to sustainability at every step-from ethically sourced ingredients to eco-friendly packaging.

Inclusivity & Diversity

We celebrate diversity in all its forms, offering make-up that suits every skin tone, gender identity, and personal style.

Empowering Self-Expression

Our vibrant and versatile products encourage creativity, experimentation, and authenticity-helping individuals embrace their unique identity through make-up.

Digital Engagement & Community Building

Moyra GenZ connects with its audience through digital platforms, social media, and interactive experiences, fostering a sense of community and belonging.

Transparency & Authenticity

We prioritize honesty in our brand communication, ingredient sourcing, and sustainability efforts, ensuring trust and integrity in every product.

Education & Empowerment

Through guides, tutorials, and inspiration, we equip Gen Z consumers with the knowledge to make informed beauty choices and express themselves with confidence.

JOIN US IN SHAPING THE FUTURE OF BEAUTY TOGETHER!

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FACE

CLEVER COVER DD CREAM WITH SPF 30

Discover the ultimate balance between make-up and skincare with our DD Cream: a foundation that evens out your skin tone while enhancing its natural glow.

Hydrating foundation
with sunprotection



MATTE TOUCH

Enjoy flawless, matte-finish skin with Moyra GenZ Clever Cover Matt DD cream! This innovative formula combines foundation, moisturizer and sunscreen to nourish and perfect your complexion. It provides a natural matte finish while protecting against environmental damage, ensuring a fresh and refined look all day. Begin your skincare routine today and prevent future skin issues with this practical, multi-functional product!



Matte Touch
No. 01

Matte Touch
No. 02

Matte Touch
No. 03

Tip

For an even more natural finish, apply the foundation with Moyra GenZ Magic sponge. Dampen the sponge in water before application. Apply Moyra GenZ Clever Cover DD cream to your nose, cheeks, chin, and forehead using your fingertips. Blend in circular motions until absorbed. Use your hands, a sponge, or a foundation brush.



Silk Touch
No. 01

Silk Touch
No. 02



Silk Touch
No. 03

Silk Touch
No. 04

SILK TOUCH

Discover the ultimate balance between make-up and skincare with our Clever Cover DD Cream: a foundation that evens out your skin tone while enhancing its natural glow. Its lightweight formula combines foundation, moisturizer and sunscreen to leave your skin fresh, radiant, and even-toned. The ideal choice for busy days, it gives a natural, dewy glow while shielding the skin from environmental stressors. Start your skincare routine early and prevent future skin concerns with this all-in-one solution!

Unit size: 30 ml



MATTE TOUCH

SILK TOUCH

ACE OF BASE-
COLOUR ADAPTING
FOUNDATION

Simplify your make-up routine with Moyra GenZ Ace of Base Foundation! Its unique formula contains special pigments that transform to match your skin tone upon application, providing even coverage. Combining the benefits of a primer, foundation, and powder, it conceals imperfections, brightens under-eye circles, hydrates the skin, and leaves a natural matte finish. Thanks to its lightweight texture, it is comfortable to wear on the skin while still delivering perfect coverage.

Unit size: 25 ml

Lightweight, colour adapting
foundation



Features:

- light texture that feels weightless on the skin
- delivers a fresh, natural appearance
- adapts to the tone of the skin
- easy to apply and blend
- provides all-day hydration
- evens out skin tone
- reduces the appearance of blemishes

Tip

Apply Moyra GenZ Ace of base colour adapting

foundation to your nose, cheeks, chin, and forehead using your fingertips.

Blend in circular motions until absorbed. Use your hands, a sponge, or a foundation brush.

CONCEALER PENCIL

Hide imperfections instantly with Moyra GenZ concealer pencil! Its creamy, high-adherence formula provides precise coverage, making small blemishes and discolouration nearly invisible. Easy to apply and blend, it leaves a natural look - like imperfections never existed!

Unit size: 4 g

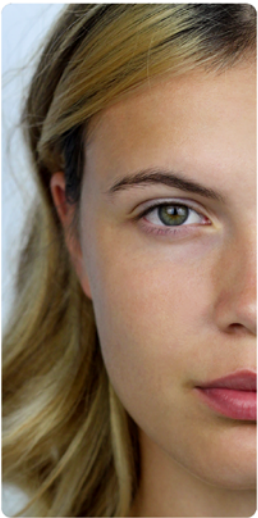
Concealer pencil
for targeted coverage



Features:

- Conceals spots exactly where needed
- Evens out skin tone
- Smoothly applies and blends seamless
- Looks natural on the skin
- Convenient pencil format

For extra-long wear, set with Moyra GenZ On Fleek Fixing Powder.



Before



After

FLAWLESS FILTER
CREAMY CONCEALER

Erase imperfections and signs of fatigue with Moyra GenZ Flawless Filter creamy concealer! Its lightweight texture seamlessly melts into the skin while effectively covering dark circles, redness, and discolouration. Available in three shades to match all skin tones, it delivers a natural finish that lasts all day. Apply to clean skin or over make-up and blend with your finger-tips or a brush for a flawless look.

Unit size: 4,5 ml

Liquid
Concealer



Features:

- conceals blemishes and creates a flawless complexion
- leaves skin matte and silky smooth
- provides long-lasting coverage



No. 01 Flawless Filter
creamy concealer



No. 02 Flawless Filter
creamy concealer



No. 03 Flawless Filter
creamy concealer



Tip

Apply it with the applicator under the eyes or to various imperfections. The Moyra GenZ foundation brush and Magic make-up sponge are both suitable for blending the concealer. For higher coverage, gently pat the product in; for a more natural look, blend it out using circular motions.

FAWLESS FILTER

SHADOW HUNTER
LIQUID CONTOUR

Sculpt and define your features with Moyra GenZ Shadow Hunter liquid contour! Its soft, creamy texture blends effortlessly, creating a natural, even shadow. The precision applicator glides smoothly on the skin, while the silky formula complements all skin tones. Achieve your desired contour in just one step for a sun-kissed, healthy complexion!

Unit size: 4,5 ml

Liquid
Contour



Features:

- Soft-focus effect for subtly enhanced features
- Stays in place without fading or caking
- Blends effortlessly without streaks or patches
- Feels light and comfortable on the skin

Layers easily over liquid and powder formulas without disrupting make-up



Shadow Hunter
liquid contour



SHADOW HUNTER



GIRL ON FIRE CREAMY BLUSHER

Achieve a fresh, healthy glow with Moyra GenZ liquid blusher! Its airy, silky texture seamlessly blends into the skin, providing an even, natural blush without streaks or patches.

Thanks to its buildable coverage, you can intensify the colour without disrupting your make-up.

Long-lasting and versatile, it works perfectly on its own or layered with other products for a flawless, radiant complexion.

Unit size: 4 g

Creamy
Blusher



Features:

- delivers a natural, soft-focus effect for a make-up-free look
- minimizes the appearance of skin imperfections
- stays in place without fading, clumping, or drying out the skin
- blends effortlessly without streaks or patches
- feels light and comfortable on the skin
- easily layers over liquid and powder formulas without disrupting make-up

Use one dot for a healthy glow, two for lifted cheeks, or three for full intensity.



ON FLEEK FIXING POWDER

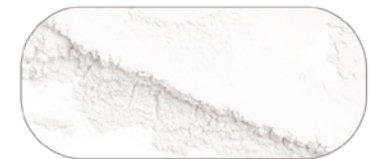
NO. 01 TRANSLUCENT: Get the most out of your make-up with Moyra GenZ translucent loose powder! Its ultra-fine texture perfectly sets foundation, concealer, and even lipstick, prolonging the wear of your make-up while making it more resistant. It blends invisibly into the skin, helping to prevent shine while providing a natural, smooth finish. Use it for flawless, all-day wear!

NO. 02 NATURAL: Set and unify your make-up with Moyra GenZ Natural loose powder! Its fine texture seamlessly blends into the skin, giving it a naturally matte and silky feel. It helps prevent shine, ensuring that your make-up stays fresh and perfect all day long.

NO. 03 PINK: Say goodbye to under-eye fatigue with Moyra GenZ pink-toned setting powder! Specifically designed to conceal imperfections and brighten the complexion, it provides an even, refreshed look so you can glow with radiant beauty all day.

Unit size: 8 g

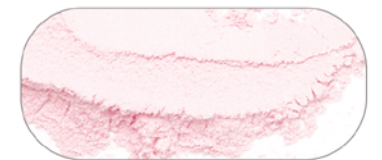
Silky-textured, translucent setting powder that adapts to your skin tone



No. 01 Translucent



No. 02 Natural



No. 03 Pink



INTERGALACTIC LIQUID HIGHLIGHTER

Moyra GenZ liquid highlighter brings radiance and vitality to your skin. Its fine light-reflecting pigments create a beautiful shimmering effect wherever applied.

Highlight your cheekbones, nose bridge, or brow bones for a fresh, glowing finish that enhances your make-up perfectly.

Unit size: 4,5 ml

Liquid
highlighter



EYELINER 14

EYESHADOW PENCIL 15

EYEBROW PENCIL 16

EYESHADOW PIGMENT 17

MASCARA 20



EYE

WATERPROOF EYELINER

Make your eyes captivating with the Moyra GenZ eyeliner! Its soft, silky matte texture allows for easy application, enabling you to create precise, thin lines or intense, smudged shading.

Available in two matte shades, it can also be used as a kajal on the waterline. It pairs perfectly with Moyra GenZ's creamy eyeshadow pencils, loose pigments, and eyeshadows for a flawless look.

Highly pigmented, soft, creamy eyeliner



No. 01 Black

No. 02 Brown

Tip Starting from the inner corner of the inner corner of the upper eyelid, draw a thin or thicker line along the natural lash line. You can repeat the process on the lower eyelid as well. If you want to achieve a smoky effect, blend the line using your fingertip or the Moyra GenZ eyeshadow brush.

EYESHADOW PENCIL

Make your eyes glow with the Moyra GenZ eyeshadow pencil! Its ultra-smooth texture allows for effortless, quick application, while its high pigmentation ensures long-lasting, in-tense colour payoff.

Use it as an eyeliner or an eyeshadow, applying it over the entire eyelid. Available in five shimmering shades, which perfectly complement other Moyra GenZ eye make-up products.

Unit size: 4 g

Shimmering eyes in an instant - Even on the go!



No. 01 Nymph

No. 02 Nebula

No. 03 Echo

No. 04 Eclipse

No. 05 Vortex



EYEBROW PENCIL

Achieve naturally defined brows with the Moyra GenZ retractable eyebrow pencil. Its firm, fine tip allows you to draw precise strokes, shaping and filling in sparse areas effortlessly.

The included grooming brush helps blend the drawn strokes with natural brow hairs for a seamless finish. Available in three natural shades to match your personal style.

Unit size: 0,1g

Rich and intense
colours



Tip
Brush
your eye-
brows
into shape
Slightly twist

up the tip of the pencil. Draw thin, upward strokes in the direction of your natural brow hairs to fill in your eyebrows. Then, use the grooming brush to blend the drawn and natural hairs together, evening out the colour and shaping your finished brows.



No. 01 Blonde



No. 02 Brown



No. 03 Black Brown

EYEBROW PENCIL

EYESHADOW PIGMENT

With Moyra GenZ loose eyeshadow pigments, you can unleash your creativity anytime, any-where!

Their exceptional pigmentation allows for intense eye looks or quick touch-ups to refresh your make-up. The perfect complement to the Moyra GenZ eyeshadow palette for an always-flawless result.

Unit size: 3 g

Extremely Intense
pigmentation



No. 01



No. 02



No. 03



No. 04



No. 05



No. 06



No. 07



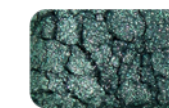
No. 08



No. 09



No. 10



No. 11



No. 12



No. 13



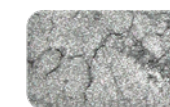
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No. 15



No. 16



No. 17



No. 18



No. 19



No. 20



No. 21



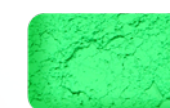
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No. 23



No. 24



No. 25



No. 26



No. 27



No. 28



No. 29



No. 30

EYESHADOW PIGMENT

SIGMA COLLECTION

Unleash your creativity anytime, anywhere with the Moyra GenZ Sigma Collection eye pigment powders. These ultra-pigmented powders are not only rich in colour but also feature the unique properties of chameleon pigments-allowing their shimmering tones to shift depending on the lighting. This enchanting effect adds a multidimensional finish to your makeup, letting you create a fresh, captivating look every time.

Unit size: 1g

Long-lasting chameleon eyeshadow pigment



No. 01
Witchcraft



No. 02
Spellbound



No. 03
Vamp



No. 04
Sirene



No. 05
Solar



SIGMA COLLECTION

GLOW-UP MATRIX EYESHADOW PALETTE

Want to draw attention to your eyes? With the high-quality Moyra GenZ Eyeshadow Palette, you can create a wide variety of makeup looks. The palette contains 18 different pressed eye-shadows that complement each other perfectly in shades and are easy to mix and match. They are ideal for all types of makeup, whether you are going for a natural daytime look or a bold evening style.

Unit size: 1,8 g x 18

Eyeshadow palette with matte and shimmering shades



GLOW - UP MATRIX



Tip

Place the brush at the root of your lashes and sweep

it towards the ends. Start with your upper lashes, then continue with the lower ones.

For a more intense effect, layer the mascara.

You can enhance your lashes from a natural look to a bold appearance. It is best to wait a little between layers, making it much easier to achieve the desired dramatic result.

LASH OUT LOUD 3IN1 MASCARA INTENSE BLACK MASCARA

Enhance your gaze with the Moyra GenZ lengthening and volumizing mascara! Its unique brush reaches even the shortest lashes, coating them with a rich, deep black colour. The alternating short and long bristles ensure that each lash is perfectly covered and separated, creating a voluminous yet natural look. With just one stroke, you can achieve dramatically expressive yet lightweight lashes!

Unit size: 8 g

Lengthening and volumizing mascara
in one



Features:

- intensely black mascara with a densely spaced silicone brush that lengthens and volumizes from root to tip without weighing down the lashes
- provides precise and quick application
- the flexible silicone brush follows the natural curve of the eye effortlessly

LIPLINER 22

LIPSTICK 23

LIP GLOSS 24



LIP

LIPLINER & LIP COLOURING PENCIL

Lipliner and lipstick in one! Define and enhance your lips with Moyra GenZ Lip Pencils, offering perfect coverage and precise contouring. Use them to outline your lips or fill them in completely for a long-lasting, velvety matte effect. Their smooth, creamy texture glides effortlessly across the skin, delivering rich, vibrant colour thanks to their intense pigmentation.

Available in six stunning shades, these lip pencils are gorgeous on their own but can also be perfectly paired with Moyra GenZ Liquid Lip-sticks and Lip Glosses for an even more refined look. Highlight the beauty of your lips with Moyra GenZ Lip Pencils and achieve a flawless finish!

Intense pigmentation, soft and creamy texture



HAD ME AT HELLO - LONG-LASTING LIQUID LIPSTICK

Discover Moyra GenZ's long-lasting liquid lipstick, which provides perfect coverage with just one coat, leaving a beautiful, velvety matte finish. Thanks to its high pigment content, the shades are vibrant and intense, while the long-wearing formula ensures your lips stay flawless all day.

The precise applicator allows for perfect colour application and precise lip contouring, making it easy to achieve your desired look. Available in six stunning shades, this lipstick looks amazing on its own but can also be paired with your favorite Moyra GenZ lipliner or lip gloss for an even more striking effect.

Unit size: 4,5 ml

Kiss-proof, highly pigmented, liquid matte lipstick



Tip

Use the tip of the applicator to outline your lips with a small amount of Moyra GenZ liquid lipstick. This can completely replace a lipliner if desired. Then, use the flat side of the applicator to apply the lipstick to the center of your lips and blend evenly towards the corners.



No. 01 Heartbreaker



No. 02 Magnetic



No. 03 Euphoria



No. 04 Dreamcatcher



No. 05 Latin Lover

HAD ME AT HELLO

LET IT GLOW - LIP GLOSS

Boost your lips with Moyra GenZ lip gloss, adding a subtle tint and breathtaking shine!

Its special formula not only provides a gorgeous glow but also contains nourishing ingredients for hydration, keeping your lips soft, smooth, and plump. The natural shades are perfect for a sophisticated look. Wear it alone for a natural radiance or layer it over your favorite Moyra GenZ liquid lipstick or lip liner for an even more polished effect.

Discover its magic in six stunning shades and make your lips irresistibly glossy! Use the tip of the applicator to outline your lips with a small amount of Moyra GenZ lip gloss. Then, using the flat side of the applicator, apply the gloss to the center of your lips and blend it evenly towards the corners.

Unit size: 4,5 ml

High-shine, hydrating
lip gloss



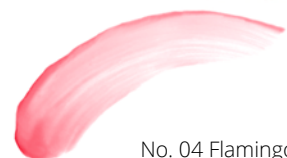
No. 01 Clarity



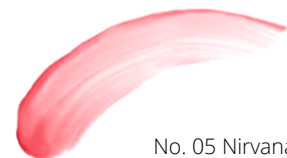
No. 02 Heavenly



No. 03 Rebel Rose



No. 04 Flamingo



No. 05 Nirvana



No. 06 Cappuccino



RIVIERA COLLECTION 27
FESTIVAL COLLECTION 28
ALLURE COLLECTION 29
EUPHORIA COLLECTION 30



NAILS



NAIL POLISH

Moyra GenZ vegan nail polish is the perfect choice for those looking for fast-drying, easy-to-apply, and flawless nail colour! Its stunning glossy finish gives a gel-like appearance. Even in one coat, it provides full coverage while remaining highly durable and resistant. Choose from 24 gorgeous shades available in four different collections to create the perfect manicure!

TITANIUM TOP COAT

Radiant shine, long-lasting protection and quick drying – the perfect manicure just got even easier! Mirror-gloss effect in seconds!

Unit size: 7 ml

Quick-drying, long-lasting
nail polish



Features:

- dries in as little as 60 seconds for a long-lasting result
- extra rich colour with a high-gloss finish
- flawless, professional-looking result
- maxi brush ensures perfect application

If you want a touch of sparkle, apply a layer of a matching glitter shade over your solid-coloured polish. This way, you can instantly achieve a brand-new look in seconds!

RIVIERA COLLECTION

Experience coastal luxury with the Riviera Collection! Inspired by the serene beauty of the sea, its stunning shades of blue and turquoise bring an effortless elegance to every occasion.



No. 01
Emerald



No. 02
Jade



No. 03
Tiffany



No. 04
Dolphin



No. 05
Sapphire



No. 06
Abyss





FESTIVAL COLLECTION

Bring the festival vibe to your everyday look! The Festival Collection bursts with six vibrant shades that instantly set the mood for fun and excitement—wherever you go. Bold, playful, and irresistibly eye-catching!



No. 07
Funk



No. 08
Jam



No. 09
Vibe



No. 10
Sonic



No. 11
Groove



No. 12
Freestyle

ALLURE COLLECTION

Elegance in a single touch! The Allure Collection features sleek, seductive shades that add that extra touch of sophistication, making you feel truly special in every moment.



No. 13
Devil



No. 14
Truffle



No. 15
Latte



No. 16
Velvet



No. 17
Blush



No. 18
Angel





EUPHORIA COLLECTION

Unleash your inner energy! The Euphoria Collection is all about daring, passionate, and utterly irresistible colours-irresistable just like you!



No. 19
Inferno



No. 20
Vamp



No. 21
Rebel



No. 22
Phoenix



No. 23
Pop



No. 24
Pixie

ACCESSORIES



FOUNDATION BRUSH

A high-quality, high-density brush made of synthetic bristles that perfectly adapts to the contours of the face. Ideal for blending foundations, DD creams, liquid blushes, and contour products, ensuring an even, natural-looking finish.



SHADER BRUSH

Soft yet dense synthetic bristles allow for precise application and blending of eyeshadows, whether pressed or loose powder formulas.



BLENDING BRUSH

A professional-quality blending brush made of soft synthetic fibers, perfectly suited for powder eyeshadows. Its rounded and dense shape makes it ideal for evenly distributing eyeshadow and seamlessly blending it into the crease. With this brush, achieving a flawless, diffused eye make-up look has never been easier.



HIGHLIGHTER BRUSH

A hand-shaped, tapered brush designed for the precise application of highlighter. Perfect for accentuating the high points of the face, even in hard-to-reach areas.



LINER BRUSH

With its ultra-fine tip, you can create perfectly precise lines on your eyelids or shape your eyebrows with ease. Suitable for use with cream, compact, and loose-textured products.



BRUSH HOLDER

This cylindrical holder made of PU leather was designed specifically for storing Moyra GenZ brushes. It securely closes with side clasps, keeping your brushes safe and organized.



Provides enhanced protection for your make-up tools



EYESHADOW APPLICATOR

Its dual-ended design allows for easy application of multiple shades, whether using eye-shadow or pigment powder.

Unit size: 10 pcs



POWDER PUFF

Its teardrop shape ensures effortless application on all facial contours, creating a perfectly smooth and long-lasting finish.

Unit size: 2 pcs

Features:

- silky-soft and reusable powder puff
- ideal for applying loose and pressed powders
- delivers a smooth and natural-looking complexion



DOUBLE-HOLE COSMETIC PENCIL SHARPENER

Thanks to its dual-blade design, it quickly and efficiently sharpens your favorite eye and lip pencils. It features two different-sized holes, making it a perfect choice for all types of cosmetic pencils.

Unit size: 1 pcs



MAGIC SPONGE

Its teardrop shape ensures effortless application on all facial contours, creating a perfectly smooth and long-lasting finish.

Unit size: 1 pcs

Teardrop-shaped design
for precision





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