

One step away from Ashton



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[www.ashtonbeauty.com](http://www.ashtonbeauty.com)



ASHTON  
COSMETICS





## About Us ■

**Sepehr Afrooz Nika Company** was established in 2017, relying on 25 years of experience and expertise of its managers in the cosmetics industry. This manufacturing unit, equipped with the most modern and advanced machinery and utilizing the latest global technology in this industry, along with an experienced research team and professional consultants, offers health-oriented products of the highest quality in accordance with international standards to consumers.

The factory, benefiting from two well-equipped chemical-physical and microbiology research laboratories, not only ensures quality control but also continuously seeks innovation and expansion of its product portfolio.

Sepehr Afrooz Nika's products include a wide range of cosmetic items such as various types of mascara, lipstick, liquid lipstick and chubby lipsticks, liquid foundation, nail polishes, eyeliners, BB creams, primer, concealers, perfumes, and colognes.

By leveraging the expertise of Italian formulators and specialists, having a deep understanding of the formulation of the latest global products, familiarity with the newest raw materials and innovations in the industry, and using high-quality European raw materials and premium packaging, the company takes pride in offering the best products in the broad domestic market for the production and distribution of cosmetic and personal care products.

In this production unit, all stages of product development, including exclusive formulations, bulk manufacturing, and filling of the packaging, are carried out entirely in-house from start to finish.





PRIMER



■ MAKEUP  
**PRIMER**  
**BAKUCHIOL**  
BIO RETINOL



■ **PRIMER (MAKEUP BASE)**

- Water-based formulation
- Ultra-light, velvety, and matte texture
- Creates a completely natural finish
- Provides even, uniform coverage
- Helps makeup last longer
- Contains **Hyaluronic Acid** for exceptional skin hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent skin dryness
- Infused with **Niacinamide (Vitamin B3)** to prevent wrinkles and skin aging
- Contains **Bakuchiol (Retinol)** for skin regeneration, rejuvenation, and collagen production
- Vegan and Paraben-free
- Non-irritating – prevents sensitivity, inflammation, and itching
- Helps minimize the appearance of large pores
- Formulated in Italy
- Suitable for all skin types
- Certified by the Food and Drug Organization



- **How to Use:** Apply a small amount of primer to clean skin. Spread it over the skin using circular motions with your fingers or a blender. Allow it to absorb into your skin.





BB CREAM



## ■ BB Cream BAKUCHIOL



## ■ BB CREAM WITH SPF 25

- Water-based formulation
- Provides even and natural coverage
- Extremely lightweight, soft, and matte texture – ideal for daily use
- Contains **SPF 25** to protect the skin from UV rays
- Velvety coverage
- Contains **Hyaluronic Acid** for exceptional skin hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Infused with **Niacinamide (Vitamin B3)** to prevent wrinkles and skin aging
- Contains **Bakuchiol (Retinol)** for skin regeneration, rejuvenation, and collagen production
- Vegan and Paraben-free
- Non-irritating – prevents sensitivity, inflammation, and itching
- Formulated in Italy
- Certified by the Food and Drug Organization
- Suitable for all skin types
- Available in 3 different shades

BB 61

BB 62

BB 63

- **How to Use:** Shake well before use. Apply a small amount of BB cream to clean skin. Spread evenly using circular motions with your fingers or a blender. Allow it to absorb into your skin.







## MATTE LIQUID FOUNDATION



## ■ CRANBERRY SEED OIL



**HYALURONIC ACID  
VITAMIN E**

## ■ FULL COVER FOUNDATION WITH SPF 30 ( SUNSCREEN )

- Water-based formulation
- Provides flawless, even, and consistent coverage
- Contains **SPF 30** to protect the skin from harmful sunrays
- Hydrating and collagen-boosting
- Ultra-light, velvety, and matte texture
- Suitable for all skin types and daily use
- Infused with **Cranberry Seed** extract to prevent wrinkles and skin aging
- Contains **Hyaluronic Acid** for exceptional skin hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Vegan and Paraben free
- Non-irritating – prevents sensitivity, inflammation, and itching
- Formulated in Italy
- Certified by the Food and Drug Organization
- 16H Fresh coverage
- In 8 different colors

GF 19

GF 20

GF 21

GF 22

GF 23

GF 24

GF 25

GF 26



- **How to Use:** Shake well before use. Apply a small amount of foundation to clean skin. Spread evenly using circular motions with your fingers or a blender. Allow it to absorb into your skin.



■ **CRANBERRY SEED OIL**  
**HYALURONIC ACID**  
**VITAMIN E**



■ **LIQUID FOUNDATION WITH SPF 15 ( SUNSCREEN )**

- Water-based formulation
- High, even, and consistent coverage with a natural finish
- Contains **SPF 15** to protect the skin from harmful sunrays
- Hydrating and collagen-boosting
- Ultra-light and matte texture
- Suitable for all skin types and daily use
- Infused with **Cranberry Seed** extract to prevent wrinkles and skin aging
- Contains **Hyaluronic Acid** for exceptional skin hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Vegan and Paraben-free
- Non-irritating – prevents sensitivity, inflammation, and itching
- Formulated in Italy
- Certified by the Food and Drug Organization
- 8H coverage
- In 8 different colors

TF 19

TF 20

TF 21

TF 22

TF 23

TF 24

TF 25

TF 26



- **How to Use:** Shake well before use. Apply a small amount of foundation to clean skin. Spread evenly using circular motions with your fingers or a blender. Allow it to absorb into your skin.





LIQUID CONCEALER



## ■ LIQUID CONCEALER

Provides full, even, and smooth coverage without caking. Includes Mango Butter to help prevent wrinkles.



## ■ 3-IN-1 LIQUID CONCEALER

- Full, smooth, and even coverage without caking
- Covers dark circles and bruising around the eyes
- Lightweight, soft, water-based formulation
- Soft applicator for easy use
- Sweat and moisture resistant
- Matte and natural finish with skin-correcting properties
- Suitable for all skin types and formulated in Italy
- Suitable for contour and highlighter
- Contains **Hyaluronic Acid** for exceptional skin hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Infused with **Mango Butter** to prevent wrinkles
- Formulated in Italy
- Vegan and Paraben-free
- Non-irritating – prevents sensitivity, inflammation, and itching
- Certified by the Food and Drug Organization
- Available in 4 different shades

CA 54

CA 55

CA 56

CA 57



- **How to Use:** Apply a small amount of concealer to the desired area. Spread it on the skin using an applicator or blender. Allow it to absorb into your skin.





NIACINAMIDE  
&  
BAKUCHIOL





## ■ NIACINAMID

### VITAMIN B3

## Active ingredients used in the formulation

### ■ NIACINAMIDE ( VITAMIN B3 )

#### The Key to Radiant and Healthy Skin

Niacinamide, also known as Vitamin B3, is one of the most effective skincare ingredients, highly valued in the beauty industry for its multifunctional benefits. This remarkable compound helps improve skin texture, reduce dark spots, and strengthen the skin's natural barrier, giving you smooth, clear, and even-toned skin.

#### Key Benefits:

- Brightens skin tone, evens complexion, and reduces dark spots
- Regulates oil production, minimizes pores, and prevents acne and breakouts
- Retains moisture and increases the skin's resistance to environmental stressors
- Reduces redness and inflammation in sensitive skin
- Suitable for all skin types, including acne-prone skin
- Boosts collagen production, reducing fine lines and wrinkles

**With niacinamide, your skin will not only look beautiful but also feel healthy and radiant**

- Niacinamide's versatility and effectiveness in addressing various skin concerns makes it a go-to ingredient in modern skincare.



# BAKUCHIOL

## NATURAL RETINOL



### Active ingredients used in the formulation

#### ■ BAKUCHIOL (NATURAL RETINOL)

##### A Natural and Highly Effective Alternative to Retinol

Bakuchiol, a plant-based active compound extracted from the seeds of *Psoralea Corylifolia*, is known as a natural alternative to retinol. Its powerful anti-aging and antioxidant properties improve skin texture without causing irritation, making it a revolutionary ingredient in skin rejuvenation.

##### Key Benefits:

- **Anti-aging and rejuvenating:** Reduces fine lines and wrinkles, improves skin firmness without causing sensitivity, inflammation, or redness.
- **Evens skin tone:** Reduces dark spots and enhances natural skin radiance.
- **Powerful antioxidant:** Protects the skin from environmental damage and free radicals.
- **Boosts collagen production:** Improves skin elasticity and supports cellular regeneration for youthful, glowing skin.
- **Suitable for all skin types:** Especially ideal for sensitive skin that cannot tolerate retinol, with superior and more gentle results than retinol.

**Bakuchiol, Nature's magic for youthful and vibrant skin**





EYELINER



## ■ PEN LINER

Allowing for precise lines on the eyelids with up to 12-hour wear. It is resistant to sweat and moisture, offers high pigmentation, and prevents smudging around the eyes, enabling you to create both thin and thick lines with ease.



## ■ PEN LINER

- Precise Felt tip applicator for easy and accurate application
- Smooth and even lines without gaps or smudging
- 12-hour wear for long-lasting definition
- No dryness or flaking on the eyelids
- Deep black and matte finish
- Smudge-proof and no fallout
- Quick-drying formula
- Suitable for all eyeliner styles
- Sweat and humidity resistant
- Vegan and Paraben-free
- Fragrance-free
- Non-irritating and itch-free
- Infused with **Hyaluronic Acid** to protect and deeply hydrate the skin
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Formulated in Italy
- Certified by the Food and Drug Administration



- **How to Use:** Shake well before use. Apply directly to the lash line.  
**Important:** Close the cap tightly after each use.



## ■ DIP EYELINER

The matte black color allows for the creation of sharp, clean lines without flaking or smudging.



## ■ LIQUID EYELINER (FELT TIP)

- Precise Felt tip applicator for a clean and defined lines
- Smooth and even application
- 12-hour wear for long-lasting definition
- No dryness or flaking on the eyelids
- Deep black and matte finish
- Smudge-proof and no fallout
- Quick-drying formula
- Suitable for all eyeliner styles
- Sweat and humidity resistant
- Vegan and Paraben-free
- Fragrance-free
- Non-irritating and itch-free
- Infused with **Hyaluronic Acid** to protect and deeply hydrate the skin
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Formulated in Italy
- Certified by the Food and Drug Administration

■ **How to Use:** Shake well before use. Apply directly to the lash line.  
**Important:** Close the cap tightly after each use.





## ■ LIQUID EYELINER

The water-based formulation provides an ultra-light and soft feel on the skin.

## ■ LIQUID EYELINER ( BRUSH TIP )

- Fine Brush Applicator for a smooth and even lines
- 12-hour longevity without drying or flaking
- Intensely black and matte finish
- No smudging or fallout
- Quick-drying formula
- Suitable for all eyeliner styles
- Sweat and humidity resistant
- Vegan & Paraben-free
- Fragrance-free – does not cause irritation or itching
- Contains **Hyaluronic Acid** for ultimate hydration and skin protection
- Enriched with **Vitamin E** to retain moisture and prevent skin dryness
- Formulated in Italy
- Certified by the Food and Drug Administration

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- **How to Use:** Shake well before use. Apply directly to the lash line.  
**Important:** Close the cap tightly after each use.







MASCARA



## ■ REMARKABLE 3X MASCARA

Enhances your lashes three times, with its special XL brush. Provides exceptional volume, with a stunning effect on first application.



## ■ 3X SUPER VOLUMIZING MASCARA

- Large, dense brush for triple-volume effect
- Provides exceptional length
- Separates lashes without clumping
- Fuller, stunningly shaped lashes
- Long-lasting, no smudging or fallout under the eyes
- Intensely black and lightweight
- Flake-free formula
- Hypoallergenic – no irritation or allergies
- Contains **Hyaluronic Acid** for ultimate hydration and lash protection
- Enriched with **Vitamin E** to retain moisture and prevent lash dryness
- Sweat-resistant
- Vegan (free from animal-derived ingredients)
- Paraben-free & Fragrance-free
- Formulated in Italy with premium European ingredients
- Certified by the Food and Drug Administration



■ **Note:** Always close the cap tightly after use.



## ■ OUR MOST LUXURIOUSLY REFINED LOOK

Ultra-Black Pigments  
Creamy Texture



## ■ ICONIC EYES MULTI-FUNCTION MASCARA

- Unique brush with irregular cuts for maximum volume
- Exceptional lengthening with enhanced curl
- No clumping – perfectly separated lashes
- Long-lasting, no smudging or fallout under the eyes
- Ultra-black and lightweight formula
- Flake-free
- Hypoallergenic – no irritation or allergies
- Infused with **Hyaluronic Acid** for ultimate lash hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent lash dryness
- Sweat-resistant
- Vegan (free from animal-derived ingredients)
- Paraben-free & Fragrance-free
- Formulated in Italy with premium European ingredients
- Certified by the Food and Drug Administration



■ **Note:** Always close the cap tightly after use.



## ■ LUXURIOUSLY FULL AND LENGTHY LASHES



## ■ LASH IN FLASH VOLUMIZING MASCARA

- Large, dense brush for maximum volume and curl, even on the shortest lashes
- Lengthening effect without clumping
- No smudging or fallout under the eyes
- Long-lasting wear with zero fallout
- Intensely black and lightweight formula
- Flake-free
- Hypoallergenic – no irritation or allergies
- Infused with **Hyaluronic Acid** for ultimate lash hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent lash dryness
- Sweat-resistant
- Vegan (free from animal-derived ingredients)
- Paraben-free & Fragrance-free
- Formulated in Italy with premium European ingredients
- Certified by the Food and Drug Administration



■ **Note:** Always close the cap tightly after use.



## ■ DELUXE MASCARA

Shimmering Black.  
Length and volume.  
Glamorously refined.



## ■ WHIP LASHES MASCARA

- Slim, dense brush for instant length and curl in one stroke
- Professional fibre brush applicator to enhance volume and fill gaps between lashes
- No clumping
- Long-lasting with no smudging or fallout
- Ultra-black and lightweight
- Flake-free formula
- Hypoallergenic – no irritation or allergies
- Infused with **Hyaluronic Acid** for ultimate lash hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent lash dryness
- Sweat-resistant
- Vegan (free from animal-derived ingredients)
- Paraben-free & Fragrance-free
- Formulated in Italy with premium European ingredients
- Certified by the Food and Drug Administration



■ **Note:** Always close the cap tightly after use.



■ OUR MOST LUXURIOUSLY  
REFINED LOOK

■ SPARKLE EYES LASHES MASCARA (WITH SILICONE BRUSH)

- Premium silicone brush with a special formula for volume and length
- Defines and curls lashes without clumping
- Separates lashes perfectly
- Long-lasting – no smudging or fallout under the eyes
- Intensely black and lightweight
- Flake-free
- Hypoallergenic – no irritation or allergies
- Infused with **Hyaluronic Acid** for deep lash hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent lash dryness
- Sweat-resistant
- Vegan (free from animal-derived ingredients)
- Paraben-free & Fragrance-free
- Formulated in Italy with premium European ingredients
- Certified by the Food and Drug Administration



■ **Note:** Always close the cap tightly after use.





HYALURONIC ACID  
&  
VITAMIN E



## ■ HYALURONIC ACID

A unique and natural composition that has great power in absorbing and retaining moisture.



## Active ingredients used in the formulation

### ■ HYALURONIC ACID

#### The miracle of youthful, hydrated, and radiant skin

Hyaluronic Acid is a natural and powerful moisture-binding ingredient that can absorb up to 1,000 times its weight in water, deeply hydrating the skin for a soft, refreshed, and wrinkle-free appearance.

#### Key Benefits:

- Deep and long-lasting hydration to prevent skin dryness
- Reduces fine lines and wrinkles
- Boosts skin elasticity
- Suitable for all skin types, even the most sensitive

#### Bring back the freshness and vitality of your skin with Hyaluronic Acid

- Its ability to hydrate, smooth, and improve overall skin texture makes it a must-have in skincare.



## ■ VITAMIN E

A natural antioxidant that plays a vital role in maintaining the health and softness of the skin, whilst reducing signs of aging.



## Active ingredients used in the formulation

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## ■ VITAMIN E

### A Protective Shield for Radiant and Healthy Skin

Vitamin E is a natural antioxidant that plays a crucial role in maintaining healthy, youthful, and smooth skin. With its protective and repairing properties, it is one of the most essential ingredients in skincare and cosmetic products.

#### Key Benefits:

- Shields skin from free radicals, environmental pollutants, and UV rays
- Locks in moisture and prevents dryness
- Supports skin repair, reducing scars, dark spots, and stretch marks
- Suitable for all skin types

### A natural skin-rejuvenating ingredient.

- 
- Vitamin E is highly valued for its protective, nourishing, and restorative properties.





LIPSTICKS



■ **CRANBERRY SEED OIL**  
**HYALURONIC ACID**  
**VITAMIN E**



■ **MATTE LIQUID LIPSTICK**

- Lightweight and matte texture
- Smooth and even coverage
- Non-drying and non-flaky formula
- Infused with **Hyaluronic Acid** for superior lip hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Contains **Cranberry Seed** Extract to prevent lip wrinkles and aging
- Highly pigmented with intense color payoff
- Transfer-proof and non-sticky
- 8-hour long wear
- Vegan & Paraben-free
- Formulated in Italy
- Certified by the Food and Drug Administration
- Available in 10 stunning shades

GM 71

GM 72

GM 73

GM 74

GM 75

GM 76

GM 77

GM 78

GM 79

GM 80

■ **Note:** Always close the cap tightly after use.





■ CRANBERRY SEED OIL  
HYALURONIC ACID  
VITAMIN E



## ■ SATIN TOUCH LIPSTICK

- Ultra-light weight with smooth and even coverage
- Creamy, semi-shiny finish
- Does not cause dryness or flakiness
- Infused with **Hyaluronic Acid** for intense lip hydration and protection
- Enriched with **Vitamin E** to lock in moisture and prevent dryness
- Contains **Mango Butter** to prevent lip wrinkles and aging
- Highly moisturizing
- 6-hour long wear
- Vegan & Paraben-free
- Formulated in Italy
- Certified by the Food and Drug Administration
- Available in 12 beautiful shades



■ **Note:** Always close the cap tightly after use.





■ **CRANBERRY SEED OIL**  
**HYALURONIC ACID**  
**VITAMIN E**



■ **MATTE LIPSTICK**

- Lightweight and matte texture
- Smooth and even coverage
- Non-drying and non-flaky formula
- Infused with **Hyaluronic Acid** for superior lip hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Contains **Cranberry Seed** Extract to prevent lip wrinkles and aging
- Highly pigmented with intense color payoff
- Non-sticky and weightless feel
- 6-hour long wear
- Vegan & Paraben-free
- Formulated in Italy
- Certified by the Food and Drug Administration
- Available in 12 stunning shades



■ **Note:** Always close the cap tightly after use.





■ **CRANBERRY SEED OIL  
HYALURONIC ACID  
VITAMIN E**



■ **MATTE CHUBBY LIPSTICK**

- Ultra-long-lasting wear
- Lightweight, velvety, and matte texture
- Smooth and even coverage with no stickiness
- Non-drying and non-flaky formula
- Infused with **Hyaluronic Acid** for superior lip hydration and protection
- Enriched with **Vitamin E** to retain moisture and prevent dryness
- Contains **Cranberry Seed** Extract to prevent lip wrinkles and aging
- Highly pigmented with intense color payoff
- 6-hour long wear
- Vegan & Paraben-free
- Formulated in Italy
- Certified by the Food and Drug Administration
- Available in 12 stunning shades



■ **Note:** Always close the cap tightly after use.







 **ASHTON**  
Your Beauty, Your Power...

**CRANBERRY  
&  
MANGO BUTTER**



# CRANBERRY SEED OIL



## Active ingredients used in the formulation

### ■ CRANBERRY SEED OIL

#### A Natural Elixir for Endless Beauty

A powerful antioxidant-rich extract, Cranberry Seed Oil is a superior skincare ingredient, sourced from cranberry seeds, offering exceptional benefits for skin health and radiance.

#### Key Benefits:

- Packed with antioxidants and vitamins to nourish the skin
- Protects against free radicals and slows down skin aging
- An ideal blend of Omega 3, 6, and 9 for deep hydration and nourishment
- Lightweight, non-greasy texture for quick absorption

**Embrace nature's gift with Cranberry Seed Oil for healthy, glowing skin.**

- Cranberry seed oil has recently received a lot of attention due to its ability in regeneration, strengthening, and retaining skin moisture.



## ■ MANGO BUTTER

Vitamin A  
Vitamin C  
Vitamin E

## Active ingredients used in the formulation

### ■ MANGO BUTTER

#### The Secret to Soft, Hydrated, and Nourished Skin

Extracted from the delicious tropical mango, this nutrient-rich butter is packed with essential fatty acids, antioxidants, and vitamins A, C, and E, making it a powerful skin moisturizer and protector.

#### Key Benefits:

- Long-lasting hydration to prevent dryness and flakiness
- Rich in antioxidants to combat free radicals
- Improves skin texture for a soft and silky feel
- Soothes sensitive, damaged, and irritated skin

**Mango Butter – A gift from nature for ultimate skin softness.**

- Mango butter is one of the most natural and effective substances with moisturizing and softening properties, and it is a skin-friendly emollient.





NAIL POLISH



■ TOLUENE FREE  
FORMALDEHYDE FREE  
INFINITE SHINE  
GEL EFFECT  
AVAILABLE IN 167  
RICH SHADES

## ■ NAIL POLISH

A unique, high-quality formula with long-lasting wear and quick-drying properties, delivering full and even coverage with just one coat.

### Features:

- Available in matte, glossy, shimmer, and glitter finishes
- Fast-drying formula
- Highly pigmented for intense color payoff
- Wide brush for smooth and precise application
- Long-lasting wear
- Free from Toluene and Formaldehyde
- Using French raw materials



■ **Note:** Be sure to close the lid after using the product.





## NEW COLOR CODE







**ASHTON**  
Your Beauty, Your Power...  
زیبایی تو، قدرت توست...

