

Character Cosmetics Introduces Luxe Matte Perfection Powder and 18-Color Eyeshadow Palette

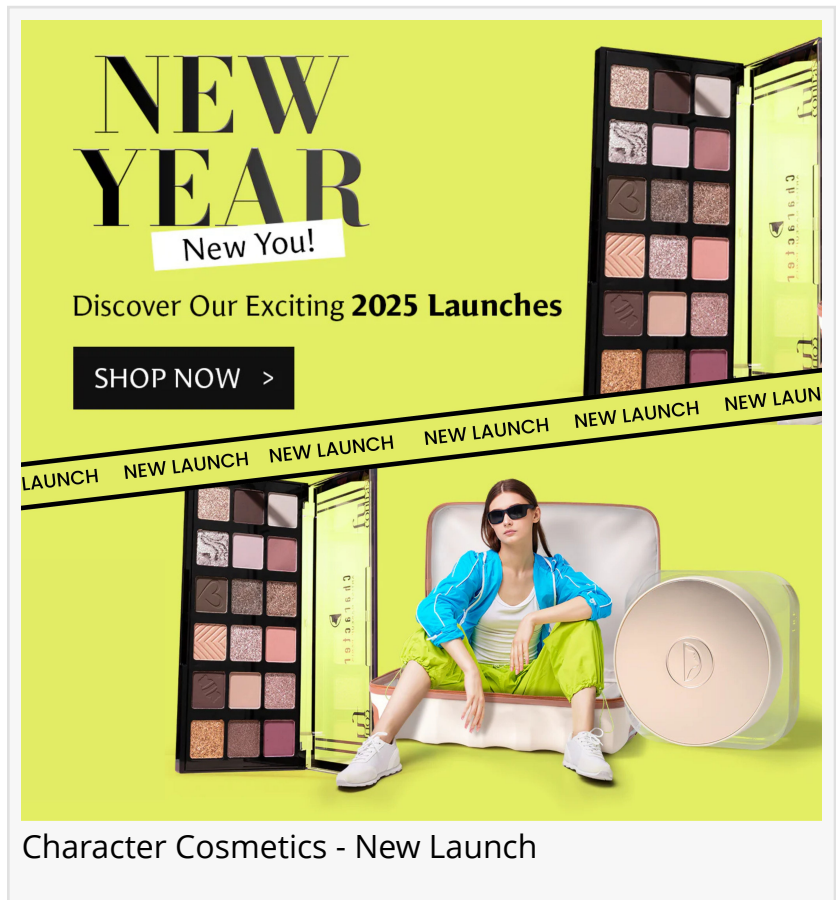
Step into a new era of beauty with Character Cosmetics' launch of the Luxe Matte Perfection Powder and 18-color Eyeshadow Palette for a flawless finish.

MUMBAI, MAHARASHTRA, INDIA, February 11, 2025 /EINPresswire.com/ -- [Character Cosmetics](#) recently announced the addition of two new products to its cosmetic lineup: the [Luxe Matte Perfection Powder](#) and the [18-Color Eyeshadow Palette](#).

Developed through extensive research and testing process, these products have been designed to offer reliable performance and meet the everyday needs of a diverse range of makeup users.

The Luxe Matte Perfection Powder is a finely milled cosmetic developed to provide a matte finish while maintaining a natural skin appearance. This product has been formulated to suit various skin types and is intended for use both as a standalone product and as a setting powder. Its formulation focuses on controlling excess oil, reducing shine, and providing a consistent look over extended period. During development, the powder underwent testing under different conditions to ensure it delivers a breathable, non-cakey finish that allows for touch-ups throughout the day. The objective was to create a product that users can rely on for daily wear without compromising on comfort or skin health.

In practical terms, the key attributes of the Luxe Matte Perfection Powder include its lightweight composition, which promotes skin breathability, and its texture, designed to blur minor imperfections while locking in makeup. Independent trials have verified that the product performs consistently across varying climates and skin types. Such testing underscores



The advertisement features a vibrant green background. At the top, the text "NEW YEAR" is written in large, bold, black letters, with "New You!" in a white box below it. To the right, an 18-color eyeshadow palette is shown. Below the text, it says "Discover Our Exciting 2025 Launches" and "SHOP NOW >". A woman in a blue jacket and green pants is sitting on a white chair, with a large white powder compact next to her. A banner with "NEW LAUNCH" repeated across it is positioned above the woman and the powder compact.

Character Cosmetics - New Launch

Character Cosmetics' commitment to developing products that combine functional benefits with an accessible formulation, making the powder a practical choice for a wide audience.

The 18-Color Eyeshadow Palette has been created to provide a comprehensive range of shades that support both subtle and more defined makeup looks. The palette comprises matte, satin, and shimmer finishes, offering versatility in texture and finish. Each of the 18 colours was selected to ensure ease of blending and to minimize fallout during application. Designed to deliver consistent pigmentation, the palette aims to cater to everyday users as well as professional makeup artists who require dependable performance in their products.

During its formulation, special attention was given to the balance between intensity and blendability. The selection includes both neutral tones suitable for daily wear and more vibrant hues intended for accentuating features in varied lighting conditions. The development process involved laboratory evaluations and consumer trials to confirm that the product meets high standards for both usability and performance. These steps were taken to ensure that the palette functions well on different skin tones and under a variety of application techniques, further reinforcing the product's versatility.

- A spokesperson for Character Cosmetics commented on the development process:

"Our research and development team has focused on addressing the practical needs of our users. With the Luxe Matte Perfection Powder and the 18-Color Eyeshadow Palette, we have aimed to provide formulations that are thoroughly tested and suited for everyday conditions. The design process was informed by extensive user feedback and scientific evaluation, ensuring that the products perform reliably and meet real-world expectations."

This statement reflects the company's focus on product integrity and user functionality rather than overt promotional messaging.

Both the Luxe Matte Perfection Powder and the 18-Color Eyeshadow Palette are now available for purchase online through the Character Cosmetics website. Detailed information regarding product ingredients, usage instructions, and application tips is provided on the website to assist consumers in making informed decisions. Character Cosmetics encourages prospective users to review these resources to understand fully how each product can fit into their daily makeup routine.

Character Cosmetics is recognized for its research-driven approach to cosmetic solutions. The introduction of these two products is part of the company's broader commitment to innovation and quality, as it continuously adapts its offerings based on emerging trends and consumer needs. The focus on extensive testing and feedback collection is a key element in the company's strategy to deliver products that perform reliably under everyday conditions.

For further details on the Luxe Matte Perfection Powder or the 18-Color Eyeshadow Palette, visit

the Character Cosmetics website.

- [About Character Cosmetics](#)

Character Cosmetics is a leading beauty brand renowned for its professional-grade and trend-driven cosmetic solutions. With a mission to empower individuals through makeup, the brand offers high-quality formulations that blend innovation with artistry. Whether for everyday use or professional application, Character Cosmetics continues to revolutionize beauty with products that meet the highest industry standards.

Nisha Chivelkar

Character Cosmetics

+91 77091 22826

[email us here](#)

Visit us on social media:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/782298950>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.