

# Introducing 17.

Unbelievable beauty, unbelievable quality, unbelievable prices.



Say hello to 17, the most accessible and empowering makeup range on the high street. Our brand-new range of cosmetics prides itself on high-performing formulations, with unapologetically bold shades and an unbelievable price tag. A full face of makeup for £10? 17 has you covered.

The entire range is vegan, giving you quality and affordable cosmetics that are accessible and inclusive for all.

17 is exclusively available at Boots, on the Boots App and boots.com from 17 February and in selected stores from 21 February. Whether you are looking to experiment with cosmetics or update your day-to-day makeup essentials, 17 has over 170 unbelievable products to explore...

## Face.

Get the basics right with these flawless face champions. Whether it's a dewy sun-lit glow or a sweet flush in the cheeks, our collection of essential cosmetics for the face will help you ace the ultimate, long-lasting base.



### Photofilter Balm Primer, £5 (20ml)

The Photofilter Balm Primer is a lightweight balm texture that instantly minimises the appearance of pores and fine lines. Microspheres offer a flawless finish and shea butter gives the skin a smooth, silky finish for prolonged wear for your base.



### Matte Base Perfection Oil-Control Primer, £3 (30ml)

Count on us with the Matte Base Perfection Oil-Control Primer. This is an everyday primer designed for oily skin types for a shine-free finish. Its formula is boosted with Super Silica for oil control, Shea Butter for moisture and Sweet Almond Oil to soften the skin. The result is a matte finish that keeps the skin soft and hydrated.



### Base Glow Illuminating Primer, £4 (30ml)

Put your skin in the spotlight with the Base Glow Illuminating Primer that instantly brings a natural luminosity to the skin whilst minimising the appearance of pores and fine lines. Maca Root Extract adds a subtle shine whilst light pearls give a glowing, dewy finish.



### Second Skin Enhancing Concealer, £2 (4.5ml)

Swiftly brighten and lift any areas of the face which need a little TLC with the Second Skin Enhancing Concealer. Our highly pigmented concealer is enhanced with a specially formulated Mineral Mix Complex to perfectly mask imperfections and blend seamlessly for a life-like skin finish. Available in 10 flawless shades to suit your skin tone.



### Second Skin Enhancing Foundation, £5 (30ml)

Start the day right with the Second Skin Enhancing Foundation. A medium coverage, long-lasting liquid foundation for a natural, healthy-looking base. A specially formulated combination of spherical powders helps to minimise the appearance of imperfections. Meanwhile, Vitamin E and Hyaluronic Acid hydrate the skin to give it a fresh finish. Available in 20 gorgeous shades to suit your skin tone.





### Glow is Everything CC Cream, £4 (30ml)

A featherlight colour correcting cream with SPF 15 that gives the skin a long-lasting glow. The Glow is Everything CC Cream instantly improves the look of tired, dull and red-prone skin to even out tone for an effortlessly natural look. Available in four stunning shades.



### Perfecting Finish Translucent Powder, £3.50 (5g)

The Perfecting Finish Translucent Powder is a lightweight loose powder that blends effortlessly to set makeup in place. The super-flattering silky finish easily gives your complexion the glow it deserves. Containing Sweet Almond Oil to soften and smooth the skin.



### Ultimate Look Finishing Powder, £3 (9g)

This high-coverage powder will coat the skin for a flawless complexion. The formula is enriched with Vitamin E and Sweet Almond Oil to soften and refresh the skin for a silky finish. Select the Ultimate Look Finishing Powder as your perfect handbag companion for on-the-go touch ups or a perfect finish at your dressing table. Available in nine flawless shades to suit your skin tone.



### Lights On Highlighter Powder, £3.50 (9g)

Get ready for the ultimate glow-up with the Lights On Highlighter Powder. A buildable, delicate highlighting powder that creates a subtle backlit gleam on the high points of the facial contours. Contains Sweet Almond Oil to soften skin for a highlighter that softly slides onto the skin. Available in three showstopping shades: Champagne, Rose and Bronze.





### Light Reflect Liquid Highlighter, £4.50 (15ml)

Swatch, play and create your perfect highlight with the Light Reflect Liquid Highlighter. A lightweight liquid highlighter containing fine shimmer pearls to add luminosity to the skin. Mix with your foundation for a dewy finish or dab onto the high points of the face for a gorgeous glow. The formula is infused with Shea Butter to hydrate and enhance your natural complexion. Available in three stunning shades: Champagne, Rose and Bronze.



### Multi Light Highlighter Pencil, £4 (2.1g)

Amplify your look with the Multi Light Highlighter Pencil, designed to highlight detailed areas such as the brow arch, inner eyes, bridge of the nose and cupid's bow. Its soft, gliding formula is enhanced with organic Coconut Oil and Vitamin E for a sumptuous glow that lasts all day. Available in three electrifying shades: Icy Beige, Peach and Golden.



### Glow + Define Bronzer, £3.50 (9g)

Fake it till you make it and get a sun-kissed look all year round with the Glow + Define Bronzer. Giving skin a bronzed glow is made easy with this soft-touch bronzing powder, boosted by Sweet Almond Oil and super reflective pearl pigments to give your skin that beachy glow. Available in three bronzed tones: Light, Medium and Shade.





### Colour Glow Cream Blush, £4 (15ml)

Add the perfect blush to your cheeks with the Colour Glow Cream Blush. The cream formula is super smooth and creates a naturally flushed, subtle glow that's so soft you'll feel like you're barefaced! Swirl onto the apples of the cheeks or sweep up the cheek bones for a beautifully blushed complexion. Available in five blushing shades: Soft Pink, Soft Peach, Lemonade, Peach Dreams and Deep Pink.



### Powder Blush Edit Cheek Colour, £3.50 (7g)

The Powder Blush Edit Cheek Colour is a velvet-like powder blusher bound to make your cheeks pop. Its mineral complex effortlessly blends into the skin for a soft-focus finish. Containing Sweet Almond Oil and Vitamin E to soften the skin for a healthy-looking flush. Available in three rosy shades: Coppertone, Desert Blush and Plum Blossom.



### Dewy Prep Setting Spray, £5 (50ml)

Are you looking for to an effortless, dewy glow? Say no more. The super lightweight Dewy Prep Setting Spray adds a subtly glossed finish to your makeup. It's infused with Coconut Water to smooth and refresh the skin. Use to set the makeup or top-up throughout the day for an all-day dewy look.



### Matte Prep Setting Spray, £5 (50ml)

Keep your makeup in place with the Matte Prep Setting Spray for a perfect shine-free look. The breathable, fuss-free formula contains nourishing Aloe Vera, Panthenol, Zinc PCA and Glycerin to hydrate and soften the skin, giving you a gorgeous matte makeup look that won't fade away.

## Brows.

Create your perfect brow in moments with our eyebrow heroes.

### Full Definition Brow Pencil, £3.50 (0.12g)

The Full Definition Brow Pencil is your go-to for quick and easy brow application. Precise hair-like strokes transform the eyebrows for a fuller, natural-looking eyebrow look. Armed with a spoolie brush on one end and an ultra-fine pencil at the opposite end, you'll have the perfect brows in a flick of your pencil. Available in five shades to perfectly suit your brows: Blonde Ash, Blonde, Ashy Brown, Brown and Dark Brown.



### Precise Definition Tinted Gel, £4.50 (5ml)

Sculpt, transform and define your brows in just one stroke with the Precise Definition Tinted Gel. A smooth brow gel that forms your most defined brows ever. Simply sweep the gel across the brow hairs for a natural looking finish. Available in five shades to perfectly suit your brows: Blonde, Ashy Brown, Brown, Dark Brown and Black Brown.





### Brow Define Duo, £5 (2 x 1.5g)

For brows that stay in place all day, opt for the Brow Define Duo. A miniature palette featuring a velvety smooth brow powder for filling and shaping, plus a wax to seal the look. The perfect duo for creating a brow that's shaped to perfection. Available in five shades to perfectly suit your brows.



## Eyes.

They say eyes are the window to the soul, so let's make sure they're dressed for the occasion! Mix up your look in moments with our brand-new eye products with high pigments at low prices.



### Eye Primer, £3 (10ml)

Do you love creating showstopping, eye-catching eyeshadow looks? Then the Eye Primer is for you! This cream primer creates the perfect base for eyeshadow application, with a non-greasy, mattifying effect. Use it before applying eyeshadows and glitters, or use it to create a perfect cut crease.



### Line Up Eye Pencil, £2 (1.1g)

The Line Up Eye Pencil is a crayon on the blank canvas of your eye lid. Its creamy formula provides effortless, gliding application and transfers powerful colour with just one swipe. Available in six vibrant shades: Noir, Bronze, Gold, Green, Blue and White.





### Eye Flicks Pen, £3 (1ml)

This precise, quick drying and intense black eyeliner is water-based and has a subtle but long-lasting silky sheen finish. Creates highly pigmented, sharp black winged eyeliner looks in seconds.



### Eye Pigment Quick Stick, £4 (1.3g)

The easy way to get big, beautiful eyes. The Eye Pigment Quick Stick eyeshadow pen delivers a weightless feel to the skin, with fine pearl pigments and intense colour. Glide on for a sharp line or smudge it out for a smokey eye look. Five stunning shades to choose from: Champagne, Rust, Mauve, Indigo and Ice Blue.



### Ink Legend Tattoo Eyeliner, £4.50 (3ml)

Winging it has never looked so good! The Ink Legend Tattoo Eyeliner has intense colours to create endless looks that last all day – without a smudge in sight! The long-lasting formula stays perfectly with one stroke to create on-trend graphic liner looks. Available in five highly-pigmented shades: Black, Bronze, Blue, Silver and White







### Another Level Volume Mascara, £2 (9ml)

Want lashes for days? Another Level Volume Mascara creates massive volume without weighing down the lashes. A single coat gives you a striking look that lasts all day long. Available in Intense Black or Deep Brown.



### Extreme Extension Lengthening Mascara, £4 (12ml)

Get the longest lashes you've ever known with the Extreme Extension Lengthening Mascara. The fibre formula creates definition and extreme length. Available in three essential shades: Black, Brown and Navy.



### Brow + Lash Lamination Clear Mascara, £2.50 (10ml)

A perfect 2-in-1, style your brows and define your lashes with the multi-use Brow + Lash Lamination Clear Mascara. It is easy to apply, quick to dry and formulated to give a strong yet flexible hold that will last all day.



### **Ultimate Lasting Curl Mascara in Jet Black, £4 (9.5ml)**

No matter what, you can count on the fabulous Ultimate Lasting Curl Mascara in Jet Black. With waterproof properties in a light and creamy formula, it gives lashes a perfect curl effect all day, every day.



### **Ultimate Lasting Definition Mascara in Jet Black, £4 (9.5ml)**

Say hello to gorgeous lashes that last all day long. The Ultimate Lasting Definition Mascara in Jet Black is the best of both worlds. Its lightweight and waterproof formula coats every lash to lengthen, volumise and define.



### **Ultimate Lasting Effect Mascara in Jet Black, £4 (9.5ml)**

Give lashes a little va-va-voom with the Ultimate Lasting Effect Mascara in Jet Black. A waterproof mascara that volumises in seconds for lashes you can flutter all day long.



### Eye Shadow Palette, £5 (9 x 0.8g)

Go from daytime to playtime with our statement Eye Shadow Palettes. All eyes will be on you with this collection of soft and smoky shades. Our palettes are super compact making them a must-have for your handbag, with all the key shades needed to create both classic and playful looks that are easy to apply on-the-go. Available in five colourful collections: Golden, Pinks, Browns, Greens and Glitter.



### Shadow Pop, £2 (3.5g)

Available in a selection of beautiful shades, the Shadow Pop has a velvet-like formula infused with Vitamin E and Sweet Almond Oil. It blends seamlessly to create striking looks. Available in eight dazzling shades: Ivory Dream, Rose Gold, Copper, Mocha, Candy Pink, Plum, Midnight Blue and Olive Green.



### Powder Pigment, £3 (2.5g)

Create serious eye envy with our full coverage Powder Pigments. Blend the lightweight powder onto your lids and watch the magic happen. Available in six epic shades: Cream Glitter, Light Pink, Dark Mauve, Mocha, Sage and Sky Blue.



## Lips.

Glazed glosses or bold pigmented colour... whatever your vibe is for the day, there's a lip look to match. Pucker up and discover our luscious lip products.



### Matte Lip, £3 (4.2g)

For a gorgeous pout in seconds, try the Matte Lip. Its creamy formula is enriched with Castor Oil for a velvety soft matte finish. At just £2, it's impossible to say no! Available in eight beautiful shades: Soft Pink, Blushing Nude, Dusty Pink, Old Rose, Red Violet, Grape, Chilli Red and Rich Rosewood.



### Crème Lip, £2 (4.2g)

The Crème Lip is a high coverage lipstick that glides onto the lips with a natural shine finish. Enhanced with Castor Oil to soften and smooth the skin, your lips won't be able to resist! Available in eight radiant shades: Pale Nude, Copper, Dusty Rose, Peony, Bright Pink, Purple Red, Scarlet and Ruby.



### High Shine Lip Crayon, £4 (1.15g)

Shine bright and bold with this ultra-luscious lipstick pen. The High Shine Lip Crayon formula is infused with Castor Oil, Coconut Oil and Shea Butter for superior moisture, leaving your lips feeling soft and smooth with a high-lustre pay off. Available in 8 sumptuous shades: Apricot Nude, Toffee Peach, Rose Pink, Rose Kisses, Chilli Red, Berry Red, Scarlet and Crimson.





### Lacquer Gloss, £4 (4ml)

The Lacquer Gloss will brighten your entire complexion with its weightless formula. Perfect for wearing alone or on top of your favourite lipstick, just what you need for the perfect pout. Available in eight glossy shades: Glitter Nude, Caramel, Coral, Rose Pink, Electric Pink, Strawberry, Carmine and Violet.



### Lip Boost + Shine Gloss, £4 (1.6ml)

Pucker up! The Lip Boost + Shine Gloss has a glossy, transparent finish which instantly makes your lips look fuller. Wear its clear formula on its own or over the top of your favourite lipstick to instantly level up your look.



### Lip Define Pencil, £2 (1.1g)

This super-soft lip pencil easily glides over lips to perfectly contour. The Lip Define Pencil is infused with nourishing Vitamin E and Coconut Oil to hydrate and soften the lips. Available in eight gorgeous shades: Dusty Peach, Rose Brown, Dusky Pink, Burgundy, Purple, Red Berry, Scarlet and Retro Red.

