



ALILA

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UNASHAMEDLY INDEPENDENT, RUTHLESSLY STRONG-WILLED AND PLAYFULLY CONTRARY WHEN THE MOOD STRIKES HER, ALILA IS NO GIRL-NEXT-DOOR. ALILA DOESN'T FOLLOW FASHION, SHE DOESN'T FOLLOW ANYTHING EXCEPT HER OWN BRAND OF ONE AND ALTHOUGH SOME PEOPLE WOULD CALL HER EDGY, SHE'D LAUGH AT THE WORD. ALILA HAS AN OPINION BUT IT'S HERS AND HERS ALONE AND IF ONE DAY, IN A DISCUSSION, YOU FOUND YOURSELF WITH THE SAME OPINION, SHE'D TELL YOU DON'T BOTHER AGREEING WITH ME, I'VE ALREADY CHANGED MY MIND.

Beauty isn't a word, it's a state of mind. But even the most beautiful people can do with a little help to get the state straight. That's when the pros turn to Alila. Alila represents 7 years of experience, customer feedback, ingredient knowledge, research and on-the-ground know-how in the make-up industry.

Our vision is beauty. Our mission, to change the world one glittered eyelid at a time.

Until recently, Alila's focus has been on the professional market – training institutions, make-up artists, beauty salons and the like. We've armed the best of the best, now it's time to prove our core belief, that every face is a potential masterpiece.

It's all glama and drama as Alila takes to the streets.

Is Alila a fashion trend? No. A statement? Maybe. A revolution? If you want it to be. Just pick a pose, strike an attitude, Alila's retail range of cosmetics and accessories will do the rest.

Alila is hypo-allergenic, non-comedogenic and tested and approved assuring the highest level of quality control and hygiene. We're also members of the CTFA so are constantly abreast of new cosmetics legislation and international ingredient bans. Ingredients are sourced from top suppliers in Italy, Germany, the USA and South Africa. Packaged under licence in South Africa.

www.alila.co.za

