



We are

# THE UNSEEN

The Frontier of intelligent beauty.





# For those who want to be seen.

We are creating a world where people can  
understand & express themselves better.





What if your makeup only appeared a digital reality?



# Transform how people think about beauty.

Products with intelligence that are dynamic & responsive using unconventional ingredients & great design.



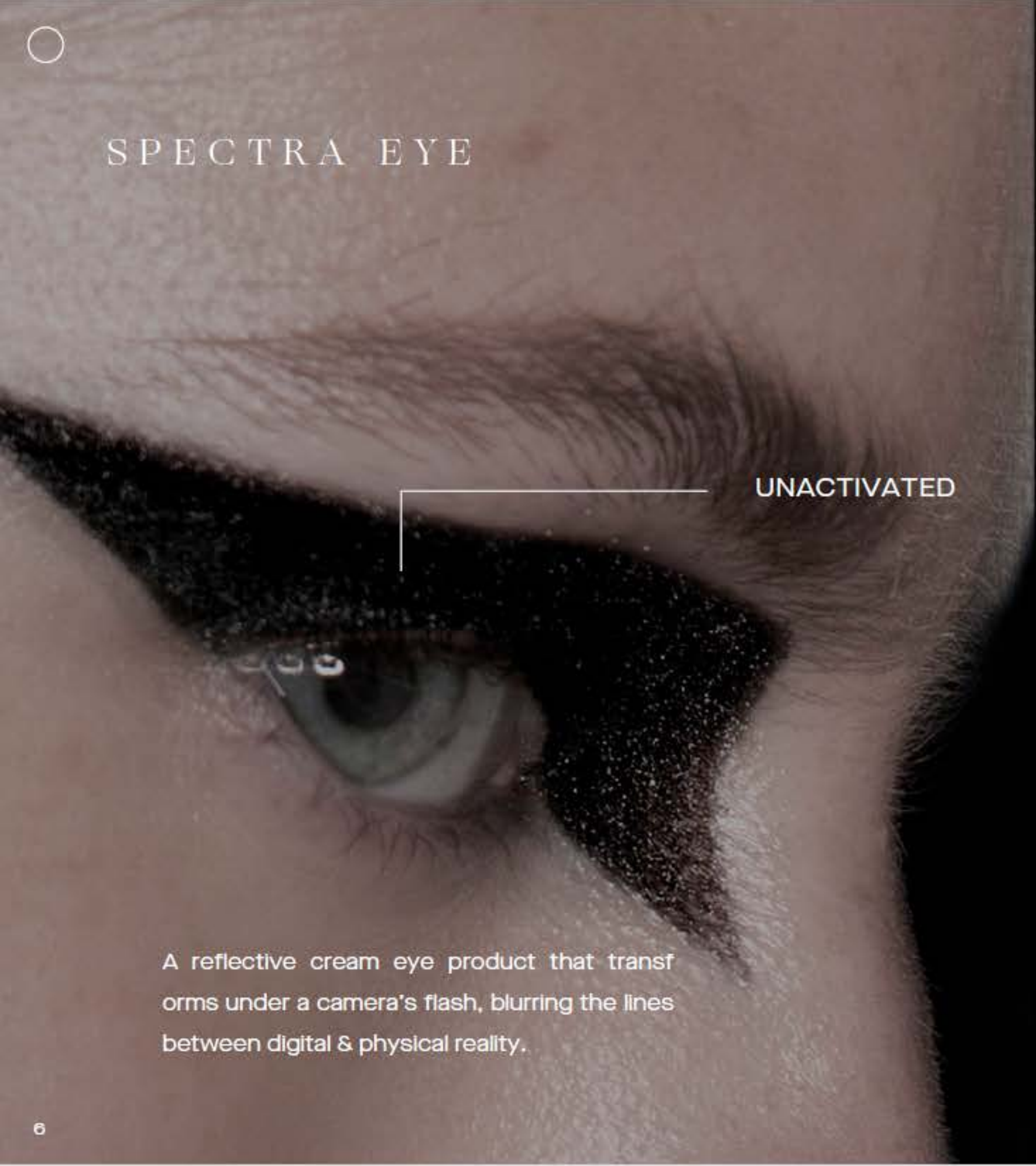


THE PRODUCTS





# SPECTRA EYE



UNACTIVATED



ACTIVATED

A reflective cream eye product that transforms under a camera's flash, blurring the lines between digital & physical reality.





# SPECTRA EYE

## SHADE RANGE



1ST EDITION | 2021



UTOPIA | 2023





SPECTRA EYE | 1ST EDITION



SPECTRA  
8.08 Δ

Shade Allumite 8.08 Δ



THEUNSEEN | SPECTRA 8.08 Δ



Shade Obsidian 4.10 Δ



THEUNSEEN | SPECTRA 4.10 Δ





# SPECTRA EYE | UTOPIA COLLECTION



Shade Cobalt 4.52 Δ



Shade Beudanite 8.84 Δ



Shade Wulfenite 1.11 Δ







## COLOUR ALCHEMY HAIR

A temporary hair colour that creates a unique holographic effect as it shifts colour in response to changes in temperature and sunlight.

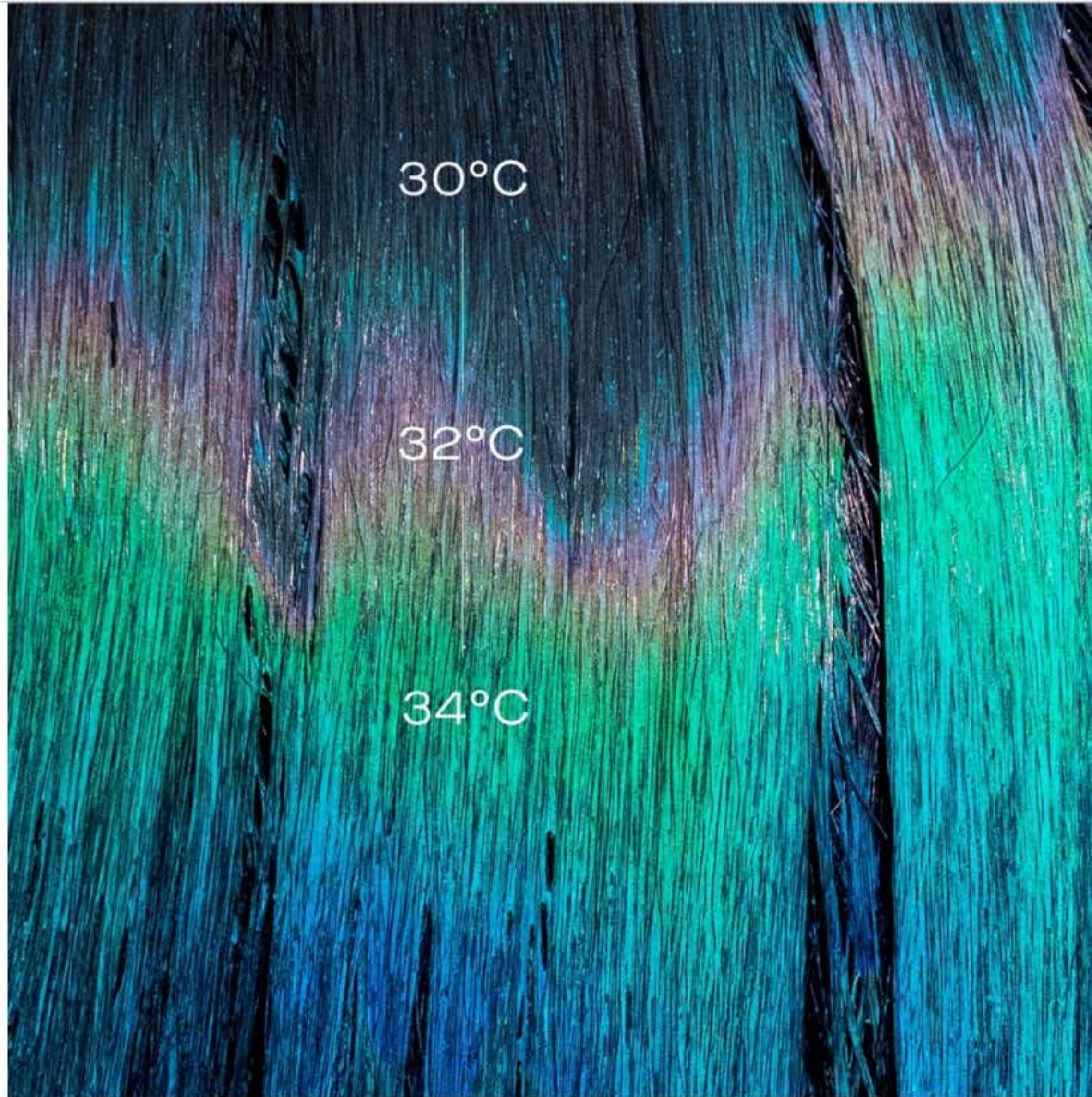






# COLOUR ALCHEMY HAIR

SHADE RANGE



30°C

32°C

34°C



# COLOUR ALCHEMY HAIR



## THEUNSEEN BEAUTY COLOUR ALCHEMY

"Glosses and glazes are hot right now, but this semi-permanent hair dye is in a league of its own. Activated by heat, the temporary holographic colour shifts in different lights - and has a no-commitment formula."

