

OBAYATY

EYE PEN

BLK, Neo Oxide, Silver Shadow, Purple Haze, Smokescreen





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An eye pen with a blendable and buildable formula for an effortless application.

The eye pen has a creamy, gliding application. It can be used across the eyes and cheeks with buildable pigments that can be enhanced by applying multiple layers. The eye pen makes use of wood waste from the production of boards and pencils, and is produced with hydropower from the neighboring river – part of sustainable forestation projects.

PRODUCT BENEFITS

Effortless Definition

With a creamy, gliding texture, it delivers smooth application for eyes and cheeks, offering easy blending and a comfortable feel.

Build Your Look

Featuring buildable pigments, it allows soft enhancement or bold intensity by layering, adapting seamlessly to your desired expression.

Sustainably Made

Crafted using wood waste and hydropower from a neighboring river, it supports responsible forestation and eco-conscious production.

HOW-TO

Apply to cheeks, lips, melted across the lash line or smudged across the lid for a smoky finish.



About Obayaty

Obayaty is a contemporary beauty house for men – born in Los Angeles, refined in Stockholm.

Founded by Max Martin and Pontus Frankenstein, the brand was born from a belief that self-expression is the currency of wellbeing. Our mission is to reinvent men's beauty through science, innovation, and creativity — educating and inspiring men to refine their daily rituals, boost confidence, and explore self-expression and wellbeing on their own terms.

Further inquiries:

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The Eye Pen comes in 5 colors.
From top left; BLK, Neo Oxide, Smokescreen, Purple Haze, Silver Shadow.