

SUSAN POSNICK

C O S M E T I C S

FOR IMMEDIATE RELEASE

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Susan Posnick Cosmetics debuts in Canada

– New premium prestige mineral make-up line features innovative travel-friendly packaging –

Attention Canadian women: Susan Posnick Cosmetics has now made it simple for women of all ages and lifestyles by offering a line of practical and ultra-portable makeup necessities. The new premium prestige mineral make-up line is beauty made simple – *and will be available in Canada this spring.*

A pioneer of mineral makeup and make-up artist to the stars – including Cindy Crawford, Rene Russo, Amber Valetta and Holly Hunter, among others – Susan Posnick created smart products that are travel-friendly beauty solutions for women on the go. The six-item line features a unique colour matching system and will work with any skin tone. **COLORFLO**, **COLORCORRECT**, **COLORME**, **COLORCOATED**, **COLOREYEDEFINE** and **COLORFOREVER**, and fit into one small makeup bag for easy transport. Susan Posnick Cosmetics are made out of the most finely milled minerals including micronized zinc oxide and titanium dioxide, and won't clog pores or irritate sensitive skin. The line is sold exclusively through selected prestige MediSpas, dermatologists, plastic surgeons and other licensed skincare professionals.

Luxury make-up that makes beauty simple

COLORFLO[®] - It all began with **COLORFLO**, the most finely milled minerals in a luxurious, self-dispensing, refillable brush. With only nine all natural ingredients, including micronized zinc oxide and titanium dioxide, **COLORFLO** provides powerful and natural sun protection. This richly pigmented, loose mineral foundation is sweat proof and water resistant. Offered in 13 shades for every skin tone, plus the perfect Shimmer and the ideal Bronzer, **COLORFLO** will not clog pores or irritate sensitive skin. In fact, the ingredients are so gentle you can apply **COLORFLO** immediately after skin treatments. **COLORFLO** gently floats on the skin, letting your skin look better. Skin perfection meets skin protection in the simplest way imaginable! Suggested Retail Price: \$64

COLORCORRECT[®] - Conceal and highlight as easily as writing your name... maybe easier! A dual ended pencil in a revolutionary cream formula, **COLORCORRECT** is the ultimate solution to achieving skin perfection that typically requires a lot more work. Use the warmer, deeper toned side to neutralize redness and conceal blemishes, blue veins and other discolorations. The lighter side highlights cheekbones, brow bones and softens lines from nose to mouth. **COLORCORRECT** is the perfect companion to **COLORFLO** and is available in four shades that are easy to apply with your finger tips or the Susan Posnick Concealer Brush. Truly a small wonder! Suggested Retail Price: \$20

COLORME[®] – Delightfully easy-to-apply face colour for cheeks, eyes, and anywhere else you desire lush blush. Lucky for us, this travel friendly makeup comes in a petite self-dispensing pot with an attached powder puff and mirror for easy application. **COLORME** offers pure mineral colour in 5 gorgeous, skin flattering shades each inspired by a glamorous Hollywood star. So simple...so much fun to use! Suggested Retail Price: \$33

COLORCOATED® - Two products in one super compact package enhances your lashes and grooms your eyebrows. One side holds an incredible single coat mascara that dries quickly and is smudge-proof. This triple-pigment formula delivers deep rich colour to the eyelashes while lengthening, separating and nourishing. On the flipside, find a non-flaking eyebrow gel in either clear or taupe. Available in four colour combinations, **COLORCOATED** is specifically designed to last 10-12 weeks for bacteria-free application - giving you one less thing to worry about! Polished and perfected eyes lickety-split-genius! Suggested Retail Price: \$25

COLOREYEDEFINE® - Sleek and easy to use, this multipurpose liner and shadow combination easily defines the eyes. The angled pencil can be used to line the eyes or smudged as an all over eye colour. The self dispensing shadow in a complementary colour is mess free and stays put. It's easy to control the amount of shadow- all you have to do is press the sponge back into the lid for more colour. **COLOREYEDEFINE** features wearable colour combinations and (perhaps best of all) no bulky eye shadow case to carry or small brush to fumble with! Achieve a dramatic eye look with no drama whatsoever. Suggested Retail Price: \$27

COLORFOREVER® - Channel your inner rock goddess with these brilliant dual ended lip colours named for Rock and Roll icons – Janis, Jimi, Mick, Rod and Stevie. One side offers a long-lasting lip colour, while the other side conditions, moisturizes and plumps the lips. **COLORFOREVER** easily fits into your pocket (because rock stars carry guitars – not purses!) for quick touch-ups throughout the day to enhance and moisturize lips. In shades sure to rock any skin tone. Suggested Retail Price: \$25

About Susan Posnick Cosmetics

With over 20 years experience as a celebrity makeup artist, Susan Posnick has tried and tested virtually every cosmetic brand on the market. After developing skin cancer in 1999, she was driven to create a product with substantial sun protection that would not feel heavy on the skin or melt off in the heat. Beginning with **COLORFLO**, Susan has created a line of practical beauty. Her collection is inspired by her vision of simple, functional, yet multiple-purpose products. Everything a woman needs to complete the face can be kept in Susan Posnick's mesh cosmetic bag that travels everywhere!

Today, Susan Posnick makes beauty simple for women of all ages and all lifestyles by offering a line of makeup that is fun, yet practical and portable. Whether you're a jet-setter or a soccer mom on the go, Susan Posnick Cosmetics is the simple solution for busy women who want to put their best face forward in the least amount of time.

Susan Posnick Cosmetics are sold exclusively through prestige MediSpas, dermatologists, plastic surgeons, and other licensed skincare professionals and, are distributed by Nordic Selfcare Institute. For further information, please visit www.nordicselfcare.com.

For additional information, visuals, product samples or to arrange an interview with Susan Posnick, please contact Susan Willemsen, Rebecca Kennedy or Renee Lalonde at The Siren Group Inc. Tel: (416) 926-8087. Fax: (416) 926-9712. E-mail: info@thesirengroup.com