

TEMPTU^{PRO}

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TEMPTU PRO LAUNCHES PRO ARTIST MEMBERSHIP PROGRAM

*Join the Airbrush Revolution with Entrée into
Elite Community of Renowned Makeup Professionals*

Los Angeles, CA – March 16, 2009 - Temptu, the NY and LA-based professional cosmetics company at the forefront of airbrush makeup and advanced application technologies, announces the launch of the **Temptu Pro Artist Membership Program** for beauty industry professionals and students - a first opportunity for individuals to join the growing ranks of airbrush artists in the field of beauty, body art and special FX worldwide.

Join the Airbrush Revolution

"As a professional cosmetics company built upon the dedication and inspiration of working makeup professionals, we wanted to create a program that would give back to those very professionals that have supported our brand and products," says **Michael Benjamin, President / CEO of Temptu**.

Temptu has a long history of collaboration with the beauty industry and professionals in film, fashion, theatre and photography. It was "behind the scenes" in the hands of professional makeup artists that the Temptu Pro brand was born, refined and perfected. Today, Temptu Pro continues to push the envelope in airbrush technology and beauty formulations with the assistance and at the request of professionals working with the everyday industry demands in the field on Broadway, on sets including ***Ugly Betty***, ***Quantum of Solace***, and ***Angels & Demons***, and on tour with ***Beyonce*** and ***Madonna***.

The **Temptu Pro Artist Membership Program** is designed to grant the Pro Makeup community first hand access to the backstage innovations, cutting-edge products and knowledge as it is being created.

Membership Benefits

The Temptu Pro Artist Program supports the professional makeup community through two selective tiers – the INDUSTRY level and the ARTISAN level. All makeup artists, hairstylists, fashion stylists, salon professionals, beauty students, union members and industry professionals are welcome to apply to join this elite pro-only community.

Pro Artist Membership Benefits include:

- Exclusive Temptu product offerings & previews
- Up to 30% discount on Temptu product, equipment, and training material
- Free domestic shipping
- Subscription to Pro-only Temptu newsletter
- Access to Pro-only Airbrush, Body Art and Special FX Advanced Workshops
- Entrée into an elite community of working makeup artists

To find out more about the **Temptu Pro Artist Membership Program**, get details, and download application, go to www.temptu.com.

About Temptu

Founded in 1981, **Temptu** is the leader in airbrush application and makeup innovations, dedicated to providing the beauty industry with the highest quality cosmetics. Temptu products include revolutionary liquid formulas, beauty and special effects make-up palettes, ink transfer systems, and application technologies. Temptu products have been seen on **Nicole Kidman** in ***The Stepford Wives***, **Rebecca Romijn** in ***X-Men***, **James Gandolfini** in ***The Sopranos***, and **Robert De Niro** in ***Cape Fear***, and used behind the scenes for **John Galliano**, **Christian Dior**, **Italian Vogue**, **W** and **Harper's Bazaar**. Look to Temptu for innovative beauty products and technology in the consumer market. For more information go to www.temptu.com.

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