

# TEMPTU

**PRESS CONTACT:**

Ava Scanlan, Director of Publicity  
[ava@temptu.com](mailto:ava@temptu.com) / 213.739.1800

**FOR IMMEDIATE RELEASE**

## **TEMPTU LAUNCHES REVOLUTIONARY TEMPTU AIR™ COMPRESSOR** *Unprecedented Power, Minimal Size, and Sleek Design in Makeup Compressor for Professionals*

**New York, NY – November 19, 2008** – Just in time for a high definition age, **Temptu**, the New York-based professional makeup company at the forefront of airbrush technology, launches the revolutionary **Temptu Air™ Compressor**. The **Temptu Air™ Compressor** has superior technology that allows professional makeup artists the ability to take airbrush everywhere for desktop work at the salon or on the go backstage with unprecedented ease, style and convenience available December 1, 2008.



### **Revolutionary Compressor Technology**

The **Temptu Air Compressor™** is the most technologically advanced portable air compressor on the market. Lightweight, with a redesigned engine for unprecedented power in a minimalist design, the new compressor gives makeup and special effects professionals flexibility, mobility and a new improved sleek design.

“Temptu has always been distinguished by our revolutionary, award-winning airbrush makeup formulas that have changed the face of makeup,” says **Michael Benjamin**, President and CEO of Temptu, “Now with the Temptu Air Compressor, we are proud to say we are providing the most technologically advanced tools to keep professionals at the forefront of their craft.”

### **Temptu Air™ Features**

The new **Temptu Air™ Compressor** design brings the latest in airbrush technology to the hands of makeup professionals everywhere. New features include:

- 2-in-1 design for desktop or on-the-go use
- Compact and lightweight, weighing less than 1.7 lbs
- Maximum Pressure is 30 PSI, unparalleled PSI for a portable compressor
- Encased, long life rechargeable battery
- Stylish, protective carrying case
- Built-in regulator and airbrush gun holder
- Battery charges direct or while in use through unit
- Shoulder bag available as an accessory for true portability and ease of use
- Super light and slim flex airbrush hose
- Industry standard and universal fittings for the ultimate compatibility with equipment
- Available December 1, 2008 at select Pro stores nationwide and online at [www.temptu.com](http://www.temptu.com)
- MSRP \$335

### **About Temptu**

Founded in 1981, **Temptu** is the leader of 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, temporary tattoo / ink transfer systems, and application technologies. Temptu products have been seen on **Daniel Craig** in *Quantum of Solace*, **Vanessa Williams** in *Ugly Betty*, **Nicole Kidman** in *The Stepford Wives*, cast of the *Desperate*

**Housewives**, and used behind the scenes for **John Galliano**, **Christian Dior**, *Italian Vogue*, *W* and *Harper's Bazaar*. For more information, go to [www.temptu.com](http://www.temptu.com).

###