

TEMPTU

NEW YORK • LOS ANGELES

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FOR IMMEDIATE RELEASE

TEMPTU LAUNCHES THE AIRBROW™

Superior Tools to Design, Define, and Style any Brow by Air or by Hand

New York, NY – January 16, 2008 – This Spring **Temptu**, the New York-based professional makeup company at the forefront of airbrush technology, launches the Airbrow™. Now women everywhere can achieve this season's favorite beauty look - clean, defined, bold brows - by air or by hand.

The Season's Boldest Brows

The **Temptu Airbrow™** kit is composed of seven versatile eyebrow colors, from *Soft Black* to *Natural Blonde* and *Light Putty*, five eyebrow stencil silhouettes *The Boomerang*, *La Dolce Vita*, *Madame Butterfly*, and the *Naturals*. Also included is the *Airbrow Shaper* – a revolutionary freehand template that lets you create any eyebrow shape you desire.



Temptu Airbrow™ colors come in Temptu's groundbreaking **S/B™ makeup**, a long-wearing, water-resistant, and sheer formula. The **S/B™ Airbrow** colors will last all day through extreme heat and humidity, and even under hot lights. Airbrow makeup may be applied by airbrush for the most sheer, high definition application or by hand with brush or fingertips for quick, on-the-go application.

Off Label Bonus

As an added bonus, the **Temptu Airbrow™** tools and colors can also be used to define and add drama to the eyes. "The look for Spring is a bold brow with dramatic eyes," says Professional Makeup Artist *Ralph Siciliano*, "The S/B™ formula is ideal, a longwearing liquid with no powder fallout that goes on sheer and may be layered for more intense color." Ralph gives us two key looks for spring.

Sunset Smoky Eye

- 1) Lightly dust eyelids with Temptu's **Invisible Difference Finishing Powder™** or your favorite powder to take down the natural oiliness of the eyelids.
- 2) Using 2-3 drops of *True Redhead*, lightly dab makeup onto eyelids using fingertips going from the corner of the eye out, stippling the eyelid and below the brow radiating up and out.
- 3) Layer color on the eyelid with fingertips for a deeper, richer Sunset Smoky Eye.
- 4) Using a filbert brush, line under the eye with *True Redhead* to complete the look.



-more-

L' Avventura Eyes

- 1) Lightly dust eyelids with Temptu's **Invisible Difference Finishing Powder™** or your favorite powder to take down the oiliness of the eyelids
- 2) Using the filbert brush, apply *Soft Black** above the lash line on top of the lid drawing from the inner corner to the outer corner of the eye. This creates the illusion of heavy lashes.
- 3) Layer the color to get a richer, deeper line.



*Match your hair color or your attitude in *Rich Brown, Soft Black, Light Putty* or *Dark Auburn*

Temptu's **Airbrow™ Kit** includes:

- 7 S/B brow colors: Soft Black, Rich Brown, Deep Taupe, Light Putty, Natural Blonde, True Redhead, Dark Auburn
- Airbrow Shaper Template
- 5 Eyebrow stencil shapes
- S/B Cleanser: to clean brushes and stencils
- Eyebrow brush and spooly applicator
- MSRP: \$85

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 **Nicole Kidman** in *The Stepford Wives*, the cast of the *Desperate Housewives*, **Michelle Williams** in *Synecdoche*, and **James Gandolfini** in *The Sopranos*, 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.

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For samples, questions or interviews please contact:

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