

TEMPTU

Press Contact:
Ava Scanlan, Director of Publicity
ava@temptu.com /213-739-1800

FOR IMMEDIATE RELEASE

TEMPTU LAUNCHES PRO TRANSFER TATTOO MULTIPACKS, PAINT AND APPLICATION KITS – IN A VARIETY OF THEMES FROM SAILOR TO GIRLY

New Temptu Tattoo Sets make Tattoos Accessible for Everyone for Every Whim

New York, NY – August 1, 2008 - Temptu, the professional makeup company leading the industry in cutting-edge makeup formulations and applications, has launched **Temptu Pro Transfer Tattoo Multipacks**, **Temptu Ink Stations**, and **Application Pads** for ease of application so everyone can partake in the latest tattoo trend.

For over twenty-five years, **Temptu Pro Transfer Tattoos** have been the gold standard for temporary tattoos in film, television and fashion, used behind the scenes on actors and models including **Johnny Depp**, **Sean Penn**, **Robert DeNiro**, **Michelle Williams**, **Gisele Bundchen**, **James Gandolfini**, and **Christy Turlington** and on runways for **Christian Dior**, **Jean Paul Gaultier** and **Ben Cho**.

This Fall & Holiday, Temptu has chosen the top tattoo themes from the **Temptu Pro Transfer Series** and created 30-day multipacks that include 10 tattoo transfers. The Temptu tattoos are realistic, last from 2-5 days, and are easy to apply. The tattoos are printed with Temptu high quality **Dura™** cosmetic ink in signature blue-black “Jailhouse” color and withstand the most extreme conditions.

- **Temptu Pro Transfer Multi-Packs:** Accessorize, adorn, and transform. A 10-tattoos in top themes *Rock, Sailor, Girly, Biker, Asian, Sweet, Tough, Religious, Military*. **MSRP \$16**
- **Temptu Pro Transfer Tattoo Inks Deluxe Workstation:** Add longevity and color to your tattoos, or freehand designs of your own. Kit includes yellow, red, blue, green, blue-black and orange inks, setting powder and a brush in an easy-to-use workstation. **MSRP \$25**
- **Pro Transfer Application Pads:** Apply with ease. Forty large pads soaked in 70% isopropyl alcohol to achieve superior application results. **MSRP \$5**
- New Temptu Pro Transfer sets available at Ricky’s nationwide and online at 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*, **Michelle Williams** in *Synecdoche, New York* 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.

###

###

For more information, images and product please contact:
Ava Scanlan, Director of Publicity, Temptu
ava@temptu.com / 323.839.9539