

TEMPTU

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FOR IMMEDIATE RELEASE

TEMPTU INTRODUCES THE SALON SERVICE FIRST PROGRAM

Salons Harness High Definition Airbrush Technology to Increase Services & Profits

New York, NY – February 9, 2008 – Temptu, the New York-based professional makeup company at the forefront of airbrush technology, introduces the **Temptu Pro Salon Service First Program** to meet the demands of the ever-evolving salon and spa industry. As the popularity of airbrush makeup grows with unprecedented speed, Temptu has created the **Salon Service First Program** to educate, support and equip salon and spa owners with the airbrush makeup technology to satisfy consumer demand and increase profitability with diversified services.



Red Carpet Services in the Salon

"The traditional face of salons and spas are changing, as owners must diversify and stand out in a competitive environment," says **Michael Benjamin**, owner and CEO of Temptu, "Through the Temptu Pro Salon Service First program, owners can offer cutting edge and premium airbrush makeup services to consumers what was previously only available to Hollywood celebrities; we are taking our red carpet, runway and backstage knowledge to the salons."

Temptu Pro Service First Program Benefits:

- Exclusive discounts on all Temptu Pro products and tools
- Display and service unit (pictured)
- Quarterly marketing updates and materials including collateral, public relations materials, product samples, signage support
- Temptu Pro Airbrush training classes for salon and spa employees at one of 2 Temptu showrooms in New York and Los Angeles
- On-going educational support including training manuals, advanced classes, and special events.

*The Temptu Pro Service First program includes, but is not limited to all of the above benefits. To see if your salon qualifies and get more Program details, please visit us online or call one of our Temptu Showrooms.

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.

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