

Luxury Powder Packaging Update - Phase 2

We announced in June that additional improvements were in the works for our powders.

Effective immediately, all *Luxury Powder* shakers will ship in new Ben Nye bottles with new labels and caps. These improvements should further support your sales of “genuine” Ben Nye *Banana Powder* and help to discredit counterfeit products. Details of our updated packaging are outlined below.

INTRODUCING LUXURY POWDER'S NEW LOOK!



DETAILS ON BACK



Banana Powder Packaging - Phase 2

New **Luxury Powder** packaging will help every dealer distinguish their authentic *Banana Powder* inventory from counterfeits. Effective immediately, packaging details include a new look with shiny gold foil replacing our former red foil labels. Here's a preview of the new *Banana* family! Specifics about the new look for the entire *Luxury Powder* series are outlined below.



SCROLL DOWN TO VIEW DETAILS OF NEW LUXURY POWDER PACKAGING!

New Luxury Powders in Stock: Colorless and Topaz

New **Colorless Luxury Powder** is a weightless, color-free powder that provides total translucence. Set any foundation or color invisibly and without added "texture". Shiny silver foil label offers a distinctive look. BV-10 Dome Jar, BV-11 42gm/1.5oz, BV-12 85gm/3oz.



Formulated in our silky *Luxury* texture, **Topaz Luxury Powder** is the same color as its popular predecessor, *Topaz Translucent Face Powder*. Like all powders in the series, with the exception of *Colorless*, *Topaz* sports a fresh look for the series with shiny gold "Luxury Powder" hot-stamped on the label. MHV-21 Dome Jar, MHV-22 42gm/1.5oz, MHV-23 85gm/3oz. **Topaz Translucent TP-3 and TP-4 are discontinued.**

Highlighter Pencil & New Tea Rose Lip Pencil Now Available

Our **Highlighter Pencil** is a multi-tasking wonder! Before adding lip color, outline lips to mute discolorations and create a clean edge. Apply to waterline to brighten eyes or add a highlight beneath brows. Efficiently brightens and cleans up small discolorations. HP-1



Our newest **Lip Colour Pencil, Tea Rose**, is now available. *Tea Rose* is a soft, rosy shade, flattering on most fair to light olive skin tones. Great for natural beauty looks with just the right amount of color. LP-152



18-Color Matte HD Foundation Palettes Coming Soon!

The recently improved formulation of our **Matte HD Foundation** series inspired this new generation of palettes for professional artists. The texture is light and creamy, with excellent coverage. Foundations can easily be blended down to a translucent, sheer finish with brush or sponge.

Three new **18 color Matte HD Foundation Palettes** will soon be available! Color selection will generally correlate to the **MediaPRO Sheer Foundation Palettes**, which **will eventually be phased out**. Select from *Diverse Harmony HDFP-11*, *Fair HDFP-12* and *Global HDFP-13*. Available late-fall.

ProColor Foundation Product Code Change

ProColor Foundations, formerly PCB-03 through PCB-46, will be **revised with the prefix PCF**. Numbers and names will remain the same. Here is a complete list of the *ProColor Foundation* codes:

PCF-03 Porcelain	PCF-11 Ciné Light Beige	PCF-22 Olive Beige	PCF-38 Deep Bronze
PCF-05 Ultra Beige	PCF-16 Cameo	PCF-30 Shinsei Fairest	PCF-42 Sahara Au Lait
PCF-07 Olive Fair	PCF-18 Warm Sand	PCF-32 Shinsei Medium	PCF-44 Espresso
PCF-09 Ciné Fairest	PCF-20 Olive Tan	PCF-36 Brulée	PCF-46 Espresso Bean