

FOR IMMEDIATE RELEASE

Contact:

Katelyn Driscoll / Marina Matteo  
(212) 377-3975 / (212) 377-3299  
[katelynd@makeupforeverusa.com](mailto:katelynd@makeupforeverusa.com)  
[marinam@makeupforeverusa.com](mailto:marinam@makeupforeverusa.com)

**MAKE UP  
FOR EVER**  
PROFESSIONAL – PARIS

## ARTISAN BRUSH COLLECTION

*“The brush is an extension of the hand and is a fundamental tool for a makeup artist, whether he is a professional or amateur makeup artist, his canvas is the face.” – Dany Sanz*

As the essential tool of the MAKE UP FOR EVER universe, the brush signifies Creator & Artistic Director Dany Sanz’s roots as a painter and sculptor while exemplifying her passion for make up artistry. As both an artist and innovator, Dany creates products to meet the needs of both the professional make up artist and every day woman, which led her to reinvent the artist’s most vital tool - the brush. MAKE UP FOR EVER proudly announces a revolution in brushes with the introduction of **seventy-six cutting-edge brushes**, the most expansive luxury brush collection available today.

This extensive set ranges from everyday ‘must-haves’ to highly customized tools to create the most intricate artistic effects. Notorious for its high performance, quality products, MAKE UP FOR EVER employed the most advanced technology to ensure the tools met professional standards with consumer appeal. Dany Sanz perfected each and every brush throughout a **five year process** that involved testing a variety of synthetic fibers that mimic the silky softness of natural hair. She consulted with renowned brush manufacturer Raphaël on the island of Mauritius to create specialized brushes that require unparalleled craftsmanship. The construction of each brush involved **25 unique stages**, and was **hand-crafted by a total of 30 people** from start to finish.

What further differentiates this brush collection from any other is the specific synthetic fiber technology that exists in several diameters and types: wavy or straight depending on the required use. When fibers are straight, application is more generous and precise, while wavy bristles are more splayed, allowing for a lighter and freer application. A unique combination of the two fiber textures gives infinite creative possibilities. The softness and performance of each set of bristles is ensured by using tweezers and not scissors, while fibers are fixed in place with a ferrule made from a gunmetal barrel. With no detail spared, the beech wood brush handles were created with a beveled end to allow for easier product retrieval and can be used to assist in faux lash application.

The **Artisan Brush Collection** is classified in a way that is extremely practical for artists everywhere:

**100s** = complexion

**200s** = eyes

**300s** = lips

**400s** = artistic specially designed for professionals.

The range is then further categorized depending on textures or product type, and is given units to indicate the size of each brush.

### **Availability:**

Select brushes available at Sephora\* - SEPTEMBER 2013

All brushes available at Sephora.com and MAKE UP FOR EVER Boutiques - SEPTEMBER 2013



FOR PROS - FOR YOU - FOR EVER