



## **Confidence is Your Best Accessory!**

### *David Scott Introduces Feel-Good Makeup Designed to Perform Under Pressure*

**New York, NY (November 19, 2007)** – A swipe of lipstick, a brush of mascara – makeup can add that extra “something special” to a woman ready for a night out on the town or her life’s most important events. With every shade, shadow and accent it creates, makeup adds the extra confidence that every woman desires.

Canadian makeup artist and hair stylist David Scott knows just that. After working with women from all walks of life with some of the top brands from around the world, David and his exclusive clientele were constantly frustrated with the average makeup brands they were relying on. David decided to create his own makeup line – David Scott Cosmetics, and made his cosmetics line enriched with minerals and grape seed oil – to help condition the skin, eyes, and lips and keep his customers feeling beautiful and fresh.

“Every woman I know is beautiful and only needs to find the right products to suite her lifestyle and expectations,” says David, “once you know what works for you, you can begin to learn how to play up your features and try new things...it brings out the beauty from within!”

#### **David’s Top Ten Favorite Products for Spring**

- **Sinnamint Lipstick:** The newest variation on an old classic, David Scott Cosmetics introduces Sinnamint, 40 shades of lipstick flavored with cinnamon and mint. Unlike any lipstick you’ve tried before, Sinnamint delivers classic long-wearing coverage and high pigment with a refreshing, minty flavor. Sinnamint is enriched with natural grapeseed oil to protect against dehydration, and castor oil and lanolin to soften and soothe the lips. Cinnamon flavors the lipstick with sweetness, while double mint and peppermint provide a cooling effect. Price: \$25.95
- **Loose Mineral Eye Shadow:** This unique, spill-proof bottle with built-in-brush provides a smooth application with 23 radiant shades in micro-fine, light diffusing minerals for a natural, streak free look. Enriched with natural grape seed and lavender oil to protect against dehydration and to soothe skin, David Scott Cosmetics Loose Mineral Eye Shadows provide a higher concentration of color pigment for long lasting wear and a smoother application for excellent coverage! Price: \$33.95
- **Day & Night Lipshine:** One end of the wand delivers a demure shade designed for day; the other end applies a more intense hue for night moves. Or mix them up! The super rich formula features concentrated color for a kissable look that lasts and lasts. One dual-duty product with seven color combinations means more room in your handbag too. Price: \$12.95
- **Mineral Face Powder Pump:** Light diffusing minerals provide a natural radiant glow and flawless coverage, while eight shades add the finishing touch to all skin types. David Scott Cosmetics Mineral Face Powder Pump is non-comedogenic and will not clog pores, provides UVA/UVB protection with natural sunscreen and is perfect for the girl on the go with it’s easy, unique pump dispenser! Price: \$39.95
- **Wake-Up Eye Gel:** This lightweight gel formula soothes the delicate eye area, diminishes under-eye puffiness all while softening lines, wrinkles and crow’s feet. David Scott Cosmetics Wake-Up Eye Gel improves dark circles due to fatigue and stress and reduces damages caused by sun exposure. Price: \$41.95

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- **First Base Foundation Primer:** Everyone knows before you get anywhere you need to hit first base. Introducing David Scott Cosmetics First Base Foundation Primer. This rich, intensive, oil-free serum is fortified with lipids to help seal and protect the skin's moisture balance. Provides a protective barrier from environments free radicals. Sphingolipids and silicone help create a smoother-than-silk surface on skin prior to applying foundation. Price: \$61.95
- **Dual Foundation-Mineral Based:** David Scott Cosmetics two-in-one, mineral based Dual Foundation is the product that dreams are made of. Quick and easy and velvety soft, this oil-free powder may be applied wet or dry for a smooth matte finish. Dual Foundation takes the time and aggravation out of applying foundation and is formulated with natural ingredients to help retain moisture, filter harmful UV rays, soothe skin and deliver anti-oxidant benefits. Price: \$43.95
- **Bronzing Powder:** Look like you have spent hours at the beach in only a few minutes! David Scott Cosmetics Bronzing Powder creates a sun kissed glow to almost every complexion. Enriched with grapeseed, lavender oil and minerals creates a natural even tanned effect to any skin tone. Available in three shades, this finely textured bronzing powder can be applied over face and body for a healthy, bronzed glow while delivering UVA and UVB protection with natural sunscreen. Price: \$43.95
- **Green Tea Tanning Towelettes:** The safe way to a tropical tan in just 3 hours! This unique, self-tanning formula promotes a natural tan without streaking and is enriched with aloe vera and Japanese green tea to soothe and condition the skin. Price: \$36.95
- **Gentle Eye & Makeup Remover:** Alcohol and oil free, this effective formula gently removes all traces of eye makeup and mascara. Soy protein helps condition as it moisturizes skin and normalizes the skin's moisture consistency and retains suppleness of the eye area. Price: \$16.95

### **About David Scott**

David Scott is a Canadian makeup artist and hair stylist with over 25 years of experience in the beauty industry. David, a licensed Beautician and Master Stylist, has improved the looks of woman of all ages and now brings his expertise as an image consultant full circle with his new cosmetics line: David Scott Cosmetics.

David has never been short on experience in the beauty and cosmetic industry. A nominee of the Contessa Awards for Best Canadian Hair Stylist for seven consecutive years constant fixture on Canadian beauty television shows throughout Canada, David brings his knack for making a woman look and feel her best to the US with his new cosmetics line.

As a makeup artist, David has worked with some of the most famous brands in the world, including Aveda, Guerlain, Ben Nye, Cinema Secrets and Shiseido. As a hair stylist, David has been an educator for world-renowned stylist Paul Mitchell, worked under top British stylist Trevor Sorbie and Vidal Sassoon's Vivian McKinder. Through all of his experience in the beauty industry, David felt a true need for a product line that delivered all aspects of quality and beauty to women and men. This realization helped David to cultivate his passion for beauty by developing his own exclusive collection of cosmetics, skincare and hair care products— ds signature, ds hair care, ds skincare and ds HIM.