



## A Brush with Greatness

*adesign Makes Over the Beauty Industry with Premier Makeup Brushes to Sweep, Blend and Buff*

[www.adesignbrushes.com](http://www.adesignbrushes.com)

New York, NY April 2008 – For artists like Michaelangelo and Monet, brushes were fundamental instruments to create extraordinary works of art - the same belief is applied to any true beauty lover. Quality makeup brushes can make the difference between okay makeup and a polished, flawless look. **Shana King, Professional Makeup Artist and Founder of adesign brushes**, a luxurious cosmetic brand offering a complete range of high quality brushes for makeup and skincare, says her brushes are a new and innovative approach to cosmetics.

“Don’t underestimate the power of a good brush. Choosing the right tools and how you apply your makeup is just as important as the colors you choose,” says Shana. “I believe in the fusion of professional functionality and optimal makeup results for women. At adesign, we have a brush for every makeup purpose.” In addition to changing the cosmetic world, adesign is also bringing skincare to the next level with its new **Skincare Brush Set**. Adopted by leading dermatologists and spa technicians, this easy five-brush beauty technique can be used as a clean and healthy daily skin care regiment. Retailed at \$60.00, the set includes: Pointed Foundation Kabuki, Flat Top Foundation, Foundation, Concealer and Pointed Concealer.

From high-end department stores to the drug store aisles, cost of skincare products are increasing – and with the looming economic slump, consumers are looking for short cuts, even at the cosmetic counters. “Using brushes will use less product therefore, your high price beauty must-haves will last you longer over time,” advises Shana. “You will only use what you need versus wasting and over using, which many of us are guilty of.” Another important benefit of using brushes to apply skincare products? “Bacteria and germs live everywhere, especially on your hands. Using a properly maintained brush reduces the risk of bacterial infection which causes skin irritations. Also, when you use your hand that may have bacteria on them to apply skincare, the efficacy and consistency of the product may be affected. The smooth and soft texture of the Skincare Brush Set brushes encourages healthy stimulation and blood flow in the face; resulting in a healthy and natural glow.”

### **Brush 101: Putting Your Best Face Forward**

There is no other way of achieving results like a professional makeup artist without a good makeup brush set. The most important brushes to start with are the kabuki brush, the foundation brush, the brush blush, the lip brush, the eye shadow brush and the eyeliner brush. Here is a list of makeup brushes every girl needs:

**Getting To First Base.** The kabuki brush is a large, dome-shaped or flat-top brush with dense bristles that provides full coverage, used to apply powder of all kinds: powder, cream or wet-to-dry. adesign’s Kabuki Brushes help create flawless looks with full coverage to evenly distribute make-up over your face and desired areas to cover under eye circles, dark spots and blemishes.

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- **Flat Top Foundation Kabuki**

- Designed to gently apply lightweight powder based foundations and pigment based products, ideal for detailed coverage and blending. Retail Price \$30.00



**Read My Lips.** The lip brush has a small, flat but long head with firm fibers. Lip brushes allow you to use less lipstick but it also can be used to soften the line of your lip liner. With a brush, you can blend it right into the lipstick so that it is not visible. For complete brushes, visit [www.adesignbrushes.com](http://www.adesignbrushes.com).

- **Lip Brush**

- Fill and line your lips with your favorite colors and glosses. Retail Price \$16.00



**The 'Eyes' Have It.** From smokey eyes to cat eyes, eyeliner and eye shadow brushes comes in several different styles. For complete brushes, visit [www.adesignbrushes.com](http://www.adesignbrushes.com).

- **All Over Shadow**

- Designed to cover the entire surface of the eye. Use with a base shadow for an easy natural look. Retail Price \$22.00



- **Angle Eye**

- A precise angle to fit the curve and natural shape of your lids. Great for applying a base or all over highlighter. Retail Price \$22.00



- **Eyeliner Brush: Eye 4**

- The small surface of this brush can define, line, and smudge all in one. This brush will finish any look. Retail Price \$18.00



- **Eyeliner Brush: Eye 5**

- This angle liner brush will evenly and smoothly apply both liquid and wet to dry shadows. You can also blend and smudge pencil liners. Retail Price \$18.00



***In the Flush.*** Powder, cream or liquid, the blush brush is an essential tool to finish off any look. A good blush brush will not lose hairs when you swipe it across your palm. For complete brushes, visit [www.adesignbrushes.com](http://www.adesignbrushes.com).

- **Cream Cheek**
  - Blends and applies cream and liquid blush without streaks. Fabulous for a dewy finish. Retail Price \$30.00
  
- **Cheek Brush**
  - Crafted to blend color and powders along the cheek and face. Try applying shimmer to the tip of the brush then apply along the top of the cheekbone for a soft highlight. Retail Price \$27.00



### **Give Your Brushes A Little TLC**

The simple rules of brush care are to store and clean them properly. Store brushes so that the bristles cannot be crushed. The options for cleaning the brushes are as follows:

- **Mild Soap & Water:** Works for all types of brushes. Start from the ferrule base and work the soap gently through the brush head to the ends. Next, gently swirl the brush in circles in the palm of your hand and rinse. Repeat if necessary and then lay the brush on its side so that the bristles can dry (possibly on the edge of the sink).
- **Mild Shampoo.** Works particularly well with Taklon or any of the synthetic hairs due to their ability to retain product. Follow the same procedure as mentioned above.
- **Professional Brush Cleaner:** Many cosmetic store brands now offer brush cleaner, a more expensive cleaning method, yet equally effective for cleaning your brushes.
- **How to Store.** Store the brushes in an area away from cosmetics and other products. Make sure to dry fully and then keep in a canister or cleanable brush roll. Make sure to clean your canister as well because that can carry just as much bacteria.

“The changing face of the beauty industry is driven by factors such as lifestyle trends, technological advancements and cultural truisms. The cosmetic industry is perpetually challenged with flash-in-the-pan products that lack the research and professional expertise demanded by consumers. At adesign, we are devoted to research, product quality, and the understanding of a customer’s well-being. We create a beauty experience that exceeds our customers’ expectations and continues to raise the bar for excellence,” said Shana King.

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### **The Education of Shana King**

Shana King, founder of adesign believes innovation and practicality are the fundamentals of cosmetic brushes. As a child in Toronto, Shana was interested in beauty and soon this interest developed into a passion. Inspired by the beauty and fashion pages of Vogue, she yearned to make this passion a career. Shana trained in Toronto as a professional makeup artist in the fashion and entertainment industry and gained a keen eye for trends and business know-how. From her experience with at some of the top beauty brand make-up counters and a regional manager of Aveda, Shana's business savvy expertise transformed itself in to the world of professional makeup brushes. She is dedicated to design innovation and has an affinity and passion for consumer education.

### **About adesign brushes**

adesign introduces innovative makeup brushes that are bringing a new life to the world of makeup artistry. Developed after 20 years of collaborated experience in the beauty industry, adesign's management team has created unique and high quality cosmetic tools. Every brush is crafted of the highest grade of both synthetic and natural hair fibers that will effectively pair with any cosmetic brand to achieve an outstanding make up application. adesign only uses cruelty-free natural animal hair from animals that are first used as a food source. With extensive knowledge of new advancements in the beauty industry, adesign is a leader in consumer and industry trends. With commitment to education and training, adesign is quickly becoming one of the industry's foremost leaders in cosmetic brushes. For more information please visit [www.adesignbrushes.com](http://www.adesignbrushes.com).

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\*\*Editors please note: We are happy to provide reader giveaways, high res photos are available and sample products are also offered. The full line can be viewed at [www.adesignbrushes.com](http://www.adesignbrushes.com). All products are available for purchase online.\*\*