

NEW Products for 2011



Paradise Makeup AQ™ Prisma



Mehron's world famous Paradise Makeup AQ is now available in our new Prisma BlendSet. Each color combination was designed to the exact specifications of world famous face & body artist and instructor, Jinny – Makeup Artiste. The large surface of the rectangular cake has equal amounts of each color. They can be applied with a sponge or brush. Available in a variety of BlendSets or a handy 8 BlendSet Palette for a quick, well organized set up.

We begin by expressing our sincerest "Thank You!" for a successful 2010 and we look forward to another fun year ahead!

As promised, Mehron has been highly active in upgrading and repackaging our iconic brand and are happy to introduce our numerous new products for 2011. This Halloween Mehron was invited to create Zombies and Skeletons on the Rachel Ray and Martha Stewart shows and produced the cover of "Selling Halloween 2011" Magazine. In Beauty & Fashion, Mehron wowed the crowds at Mercedes Benz NY Fashion Week, and capture writers and readers of leading publications such as Allure, Life & Style, Marie Claire, Woman's Day Magazines.

We invite you to share in our excitement in spreading the news about what's NEW at Mehron.

Metallic Powders & Mixing Liquid



The Mehron design team has now repackaged this best selling item on eye-catching hanging display cards! Not only do we offer the full size Metallic Powder carded, but we also offer a smaller size together with a mixing liquid.

Gold, Silver, Bronze and Copper Metallic Powder can be used alone for a subtle sheer glimmer. When mixed with our Mixing Liquid, it can create the intense color of real metals.

Let the artwork, product description and how-to instructions do all the work for you! Your customers won't be able to resist the urge to create bold, beautiful, and dramatic designs with the Gold, Silver, Copper & Bronze Metallic Powders. The newly carded Metallic Powders are available alone or with Mixing Liquid.



Special Effects

Biker Dude, Accident Victim & Zombie

New Halloween Character Kits

NEW LOOK AND A GREAT PRICE FOR 2011

For Halloween 2011, we've redesigned our Character Kits with a sleek new look, improved product selection and new step-by-step instructional images. We trust you will find the look and quality of these kits to be exceptional in both content and price. These new Character Kit boxes look extremely attractive displayed side by side on a shelf or hanging on your wall by the convenient new hanging tabs designed right into the box. Each kit includes enough makeup to transform and create numerous characters.

A great collectible for many Halloweens to come.



New! Special Effects Character Booklet

FEATURING DETAILED INSTRUCTIONS TO CREATE "THE BIKER", "ACCIDENT VICTIM" AND "ZOMBIE".

Step by step instructions to guide you as you create these characters with professional results using Mehron's high quality, and highly affordable products.

NEW Products for 2011

Precious Gem Powder SHINING MORE BRIGHTLY

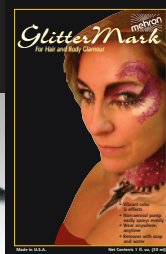
By Popular Demand Precious Gem Powders are now offered on eye-catching hanging display cards!

Beautiful images of the products multi-function are shown to display simple eye shadow looks to intricate accents in face and body paint. Precious Gem Powders are high luster, pigment-infused loose powders that will add drama and intensity to your EXTREME BEAUTY look. These rich, silky sparkling powders can be applied from head-to-toe for any occasion. They can be used for everyday makeup, proms, runway, print, theater, dance recitals, face painting and much, much more. Precious Gem Powders are packaged in an easy-to-use shaker top container, which controls just the right amount of powder. Available in 12 birthstone colors plus Black Onyx.



Mark Reid Signature Brushes & GlitterMark

Mark Reid Signature Brushes & GlitterMark were created to the exact design specifications of world famous face & body painter and instructor Mark Reid.



The bristles are beautiful two-tone nylon, encased in a brass ferrule which is coated black for design and durability. The customized wood handle is coated with urethane and designed for the professional artist. The angled end was designed to move any unwanted strands of hair and/or other items off of the canvas without smudging the design with hands. Available in a variety of styles and sizes.

GlitterMark are the same fine cosmetic grade polyester glitter in our GlitterDust suspended in an alcohol-free water based gel to give the artist the ability to create fine lines and details. Great for highlights, body jewelry, tribal designs and henna designs. It has a highly pigmented coverage and is paraben free. Available in a variety of colors.

New! Collapsible Water & Brush Holder

Our Water & Brush Holder collapses to less than 1" flat when folded. The interior is lined with heavy gauge plastic to hold water for cleaning your brushes in between colors. The attractive black nylon cover has 6 convenient spots to hold your brushes. A must for all face and body artists. Does not include brushes.



Makeup Essentials with a New look!

Mehron is proud to reintroduce the ever so popular Starblend Cake Makeup that has been flying off the shelves for over 50 years. Recently used in the 2011 Box Office Hit "Black Swan", Starblend continues to be loved by customers today. The sleek new packaging will definitely make it stand out amongst the rest.

StarBlend™ Cake Makeup

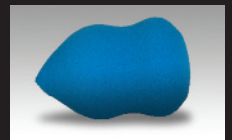
StarBlend is a highly pigmented pressed powder makeup that can be used dry or wet. Available in a variety of colors including a wide range of skin tones plus primary colors, black and white.



Face Smoothie

Makeup artists rave about this Magic Sponge!!!

Introducing FACE SMOOTHIE, the most unique and innovative Make Up Applicator of 2011. Face Smoothie's unique acorn shape makes application foolproof by allowing you to access hard-to-reach areas with unbelievable ease. Its soft texture is gentle to the touch and its smart curves fit the contours of your face, leaving your make up flawless and undetectable. Face Smoothie is latex free, non-allergenic, odor free and more importantly affordable. Get an airbrush look by applying any cream or liquid foundation with the Face Smoothie.



FLUORESCENT (Black Light) COLORS NOW IN FANTASY FX, LIQUID MAKEUP & LUX AIRBRUSH

By popular demand Black Light activated "Fluorescent Colors" are now being offered in Fantasy FX, Liquid Makeup and LUX Airbrush.



The series of new Fluorescent (Black Light) products have been carefully developed with Day Glo Corporation's range of U.S. approved cosmetic colorants.

The NEW CELEBRE PRO-HD Makeup Foundation

The Press around the world is Raving about the New Celebre Pro-HD!

Prepare yourself for the biggest change in Mehron's history! Iconic Celebre Professional Cream Makeup is now a new highly refined, reformulated, repackaged line called Celebre Pro-HD. Celebre Pro-HD is an oil-free and fragrance free cream makeup foundation. It delivers smooth, buildable coverage that is non-greasy and great for all skin types. This unique formula contains powerful anti-oxidants of Pomegranate and Vitamin E along with Aloe Vera for soothing dry skin. Available in the perfect range of 20 colors that will surely match every skin tone.

