

## **Pro-To-Go Lipstick with its breakthrough design**

*By Mac Parrot Media*

*Dated: Nov 16, 2008*

*Pro-To-Go Lipstick with its breakthrough design allows opening, applying and closing the lipstick all with one hand. With one slide of a button, Pro-To-Go Lipstick gives luscious color and hydrating lip care. Janell Jonn (360) 550-8998*

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Avon Color is Avon's flagship global color cosmetics brand which offers a variety of color cosmetics products, including foundations, powders, lip, eye and nail products. Avon Color's palettes contain shades that suit the skin tones of women of all ethnicities.

Avon Color provides superior innovation and high-technology in its products to deliver beauty and treatment-related benefits that make women look and feel their best. Avon Color has over the decades brought scientific advances to the beauty market with the launch of hit products such as Glimmersticks eyeliners and lipliners, slim-line mechanical color pencils that allow for a smoother application, and Glazewear Liquid Lip Color, which contains patented Thixotropic Gellant System that moisturizes lips with Vitamins A, C, and E.

Avon Color's product portfolio includes:

Pro-To-Go Lipstick with its breakthrough design allows opening, applying and closing the lipstick all with one hand. With one slide of a button, Pro-To-Go Lipstick gives luscious color and hydrating lip care.

The Jillian Dempsey for AVON Retro Charm Color Collection is an infusion of modern fashion with a vintage appeal. The Retro Charm Collection includes:

Jillian Dempsey for AVON Retro Rouge, a powdery-soft blush that delivers a soft, sheer romantic glow. Shades include Charmed Rose and Vintage Shimmer.

Glazewear Liquid Lip Color, a non-stick formula glides on smoothly to deliver sheer color and shine. Shades include Vintage Vamp, Charmed Rose, Retro Red and Classic Nude.

Ultra Color Rich Lipstick Rich, a smooth lip color in a non-feathering formula delivers sensuous, shapely lips. New shades of this luscious lip color include Vintage Vamp, Charmed Rose, Retro Red and Classic Nude.

True Color Eyeshadow Singles, shimmery and smoky eyeshadows ideal for blending together and layering, these single pan shadows come nestled inside a compact that includes a sponge-tip applicator. New shades include Subtle Brown, Aqua, Apricot and Black Mineral.

Perfectly Portable Liquid Liner, a portable liner makes applying liquid liner easier than ever with a perfectly angled applicator that provides a neat line in one clean stroke. Shades include Warm Brown and Black.

Nailwear Nail Enamel, new shades of long-lasting nail enamel include Vintage Vamp, Charmed Rose, Pink Silhouette and Classic Nude.

Jillian Dempsey for AVON Professional Collection, a new line of makeup that will leave you looking like you go to a professional make-up artist. The collection includes:

Kohl Eyeliner with Smudger, a creamy eye pencil that can be used as a liner or a shadow to create smoky eyes. Available in Black, Plum, Navy and Dark Brown.

Eyeshadow Trio, a palette containing two powder shadows to add dimension to the eyes and one cream formula to apply over the lids as a highlighter/base. Available in Ice Shimmer, Lavender Mist, Antique Bronze and Pebble Wash.

Lash Professional Mascara, a dual-ended mascara featuring the Extreme Volume formula and Perfect Wear waterproof formula. Available in Black, Brown, Brown Black and Burgundy.

SuperSHOCK Mascara, Avon's biggest-ever, flexible bristle brush gives the maximum amount of mascara in just one dip. Each formula contains unique microfibers that expand and plump lashes, creating bold, dramatic lashes. Avon SuperSHOCK Mascara is currently available in Black, Brown Black, Brown and Navy.

Beyond Color is a leading anti-aging color cosmetics brand enriched with sophisticated ingredients and Avon's patented technology to improve and enhance skin's texture around the eyes, cheeks and lips. Beyond Color combines the benefits of anti-aging technology and an expansive color palette of radiant hues that suit the skin tones of women of all ethnicities.

Beyond Color uses exclusive technologies such as Vita Color Complex, which helps boost cellular energy to smooth lines and wrinkles and firm and tighten skin. Other technologies used in Beyond Color products include Skin Lift Technology which contains a 3D polymer to tighten skin, and the Retinex Plumping Complex which contains retinol to exfoliate and restore skin to its more youthful counters.

Beyond Color's product portfolio includes:

Avon Beyond Color Plumping Lip Color SPF with Double the Retinol, a lipstick formulated with a double dose of Retinol to help stimulate collagen renewal for lips that are firmer, youthful and more supple in appearance.

Avon Beyond Color Lip Recovery Cream, an Avon innovation, a full color lip balm that instantly reduces the appearance of chapped lips. Beyond Color Lip Recovery Cream is the first of its kind to combine treatment and color in one remarkable lip product, providing sumptuous color that re-texturizes and reconditions lips.

Avon Beyond Color Radiant Lifting Foundation SPF 12, a foundation with exclusive skin-lifting ingredients works to tone, firm and lift while liquid vitamin-enriched color blends seamlessly with your skin for a naturally flawless, radiant look.

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