

HEMA

Press release

HEMA Beauty introduces summer must-haves

Amsterdam, 9 June 2015 - Especially for the summer, HEMA Beauty is introducing a scintillating denim collection and a number of new make-up products to help you create a fresh, radiant look.

The trendy denim collection includes striking shades of blue to put both your eyes and your nails in the spotlight. For that natural beach look, you can make your lips beach-proof with one of the six new moisturising lipstick colours, such as sunny soft pink or coral. And to give yourself a fresh and smooth complexion, HEMA Beauty is introducing a new concealer palette inspired by the picture perfect beauty trend: a stylish box with four different shades, based on the favourite combinations of professional make-up artists. The products will be available from 8 June in all HEMA stores and online. never feel blue in blue

Whoever dares to wear intense blue will be making a real beauty statement this summer. For a daring smokey eye in a wonderful blue, you can use the double wear eye-pencil. The soft texture makes it easy to apply smoothly across your eyelids, leaving behind an eye-catching, colourful impression. The long-lasting eye pencil is available in a range of colours, including blue and white. Tip: you can also use it as an eyeliner to draw a thin line on your eyelid or underneath your eye.



Did you know that blue mascara makes the whites of your eyes look even whiter? In addition to this brightening effect, the volume mascara also creates a more intense look. Tip: for an extra eye-opener, add an elegant touch to your lash line using the black eyeliner stick. Complete your jeans-look with blue nail varnish. The collection includes a range of shades, also for a fashionable manicure! Combine blue with white tips and add a layer of topcoat stripes in black and white. For the ultimate in nail art creations, HEMA now has a handy nail art pen, available in white, black or silver.

picture perfect

From a blemish to redness, but even dark rings under your eyes. You can now use the concealer palette to camouflage every imperfection in your complexion quickly and easily, while keeping that natural-looking skin. There are two versions, inspired by universal shades. There is a palette with four beige nuances for light/medium skin and a palette with four brown nuances for darker skin.



Tip: you can combine or mix (blend) several nuances to create a shade that matches your skin colour perfectly.

- Warm summer's day? The cream concealer provides long-lasting, natural coverage.
- Dark rings? Apply the concealer to the area around your eyes using your fingertips or a brush, from the inner corner outwards.
- Fresh look? Apply the concealer with your fingertips, also towards the sides of your nose for an even cover and a natural look.

let your lips do the talking

Day at the beach? Then you need a 'smashing lip do'! The moisturising lipstick collection includes six new 'summer hits': from fresh pale pink to cheerful baby pink, but also a sunny coral shade and an elegant red. The creamy lipstick has a silky soft texture with conditioning ingredients that keep vulnerable lips soft and moisturised. The formula gives you great cover and strong colour intensity.



Note for the editor:

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about HEMA

Ever since 1926, HEMA has been making daily life easier and more enjoyable for its customers. With products that stand out because of their good quality, attractive design and affordable prices. HEMA has nearly 700 stores in 7 countries, 11,000 employees and around 32,000 products and services. HEMA makes the ordinary extraordinary.