



BEAUTY

Press Release

Amsterdam, 18 February 2016

HEMA BEAUTY: READY FOR SUMMER

Radiant skin & nude make-up shades

The HEMA Beauty collection is offering some wonderful new products for a sparkling spring or summer look, from nourishing facial oil to new shades of blusher to give your cheeks a fresh glow and matt lip balms for stylish statement lips.

trend: facial oil



Beauty oils have been a big international trend for some time now, both for face, body and hair. The Hello Mirror Guess My Age face care range now also includes **Facial oil**, which contains seven nourishing oils. The formula is enriched with Vitamin F Forte for a healthy, fresh appearance. A thin layer of oil applied daily will make skin smooth and soft and supports the skin's natural repair mechanism. The oil quickly absorbs into the skin without leaving a greasy or sticky residue. (*vitamin F is a combination of essential fatty acids)

Tip: Apply to cleansed skin every morning and/or night before using day or night cream. Gently rub into your skin in a circular motion using your fingertips - this facilitates quicker absorption of the nourishing ingredients, relaxes and stimulates blood flow. Facial Oil is now available at 6.50 for 30 ml.

trend: on the go



The new Bye Bye Eye Make-up fragrance free cleansing wipes ensure gentle removal of eye make-up. The soft wipes are soaked in lotion which is enriched with softening almond oil and Vitamin E.

Tip: Ideal for travel because they're individually wrapped.

Bye Bye Eye Make-up remover lotion wipes are available now at 3.-

trend: nude lips



As all fashionistas agree, *statement lips* are boldly coloured and have a perfect matt finish. After many enthusiastic reactions, the Soft Matt Lip Balm collection just had to come with some new additions. Inspired by the trendy no make-up look, four beautiful nude shades have now been added to the existing collection, bringing the total number of shades to 15.

Tip: Before applying a matt shade, make sure your lips are smooth and not dry or chapped.

Exfoliating trick: scrub the delicate skin on your lips gently using a soft toothbrush.

Soft Matt Lip Balm, four new shades, available from 7 March at 4.- each.

trend: fresh glow



Add some quick colour to your cheeks Do you like natural soft blushes? Then the silky soft creamy texture of HEMA's Beauty Blush Stick is perfect for you. This bestseller is now available in five shades so there's always a shade to match your skin tone.

Tip: Apply the blusher with your fingertips to create a subtle, fresh glow.

Blush Stick, two new shades, available from 7 March at 5.- each.

trend: nude eyes



A single glance at the leading fashion shows in Milan, Paris and London showed that a blend of light nude shades provides a soft, fresh eye make-up that is perfect for summer days. In addition to the five existing eye shadow palettes there is now also a nude palette consisting of five shades, including a shimmery highlighter.

Tip: This eyeshadow can be applied both wet and dry, dry for a natural effect or wet for a more intense colour result.

Eyeshadow Palette 'be a natural' is available from 7 March at 7.50

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Press information

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 more than 700 stores in 7 countries, 11,000 employees and around 32,000 products and services. HEMA makes the ordinary extraordinary.