

Boots becomes exclusive stockist of celebrity makeup artist cosmetics brand



Released on: October 24, 2008, 5:36 am

Press Release Author: [Boots](#)

Industry: [Apparel & Fashion](#)

Press Release Summary: Boots.com gain exclusive stockist status for myface.cosmetics the new cosmetics brand from renowned makeup artist Charlotte Tilbury



Press Release Body: **Charlotte Tilbury** is one of the most influential make-up artists in the world, whose client roster includes Kate Moss, Gwyneth Paltrow, Victoria Beckham, Gwen Stefani and Drew Barrymore, to name but a few. She is now allowing every woman "access" to her professional expertise with the launch of the make-up brand **myface.cosmetics** that syncs a person's make-up with their skin tone.

Boots will be stocking myface.cosmetics exclusively on its website, which is the UK's number one health and beauty online retailer.

Combining the expertise of a high profile make-up artist with high quality products and high-tech packaging, **myface.cosmetics** has ceremoniously ended mass confusion in the make-up aisles. By merchandising colours and

shades according to skintone, both online and in store, **myface.cosmetics** creates an easy-to-shop user-friendly experience.

Charlotte believes that the vast majority of women are concerned with the make-up colours that most suit them, rather than application techniques, and therefore the range is based on this insight, with each shade picked to work with a specific skin tone - fair, medium and medium/dark.

Charlotte Tilbury said: *"The most common question people ask me is 'What colour lip gloss, blush etc. would you use on my face?' The right colours dramatically enhance your overall appearance and the wrong ones can really detract."* This refreshingly prescriptive approach to [make up](#) seems blindingly obvious and yet has never been done before.

The range consists of ten lines, from light ethereal foundations to lip pop gloss and upload mascara for loaded lashes. Each line has shades that are recommended for each of the skin types.

Celeste Sinclair, Beauty Buyer for boots.com said, *"We are so excited to have [myface cosmetics](#) as an exclusive brand on our site. Charlotte has earned iconic status in the fashion & beauty world and we know that our customers who are self-confessed 'beauty addicts' are absolutely going to love this new brand with such inspirational expertise behind it."*

About

Boots

Boots is the UK's leading retailer of [beauty products](#), skincare products, electrical beauty products such as [straighteners](#) and health products, with thousands of products from prestigious brands, as well as exclusive brands that can't be found anywhere else in the UK, either on the high street or online.

Boots Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the Boots Pharmacy pages of Boots.com. Boots.com is a trading name of Boots UK Limited (registered number 928555) an Alliance Boots company. All other information and advice on boots.com is the responsibility of Boots UK Ltd.

Web Site: <http://www.boots.com/>

Contact Details: Boots PR Contact:

Carrie Eames

PR Manager

Boots

D90E F07

Thane Road

Nottingham

NG90 1BS
0115 959 5995