

# Delectable™

BY CAKE BEAUTY

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## **MEET THE EVERYTHING BALM.**

Cosmetic bag becoming unmanageable? This naturally-derived, made-in-Canada beauty balm serves 21+ uses in a single tube!

**TORONTO, ON** – In the age of the multi-step product regime, complexity has taken over our morning routine. With no less than twenty products cluttering our bathroom counter, getting out of the house with a select few to-go essentials jammed into our cosmetic bag is verging on impossible. Enter the multi-purpose formula – your new best friend.

Cake Beauty, Canada's most iconic independent beauty brand, is proud to introduce a new crush-worthy Canadian-made beauty balm, destined to be a cult favourite among busy girls from beauty junkies to moms-on-the-go.

Launching May 2, 2016, the **Delectable Everything Balm** (\$16) is a sheer multi-purpose beauty balm, designed to naturally hydrate, smooth and condition everything – from lips to fingertips. Its easy-dispensing pump enables users to get as much or as little as they like – depending on the area they're treating – with superior precision to a regular tube. No more sticking your finger into a hard, sticky pot of product, tracking in dirt and germs – simply apply the desired volume of product directly to the area, or pump onto the finger first for easy, accurate blending!

“The **Delectable Everything Balm** is designed to scale down our girl's beauty routine,” says Delectable creator and Cake Beauty founder, Heather Reier. “It offers the ease of a product that can – and will – do almost anything!”

High-performing natural castor oil acts as the **Delectable Everything Balm's** key ingredient. Used for thousands of years as a hair and skin treatment because of its deep penetration capabilities, it is known to stimulate the production of collagen and elastin, encourage hair, brow, and lash strength and growth, and soothe skin from head to toe. This super-ingredient is supplemented with well-known humectants such as shea butter, coconut oil, cocoa butter and sunflower seed oil. Every Delectable by Cake Beauty product is certified cruelty-free and vegan.

With 21+ innovative uses, the super-nourishing **Delectable Everything Balm** is a naturally luxe, highly addictive, easy-to-apply, timesaving, get-creative-with-it, must-have miracle worker.



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**SUPER-NATURAL, HIGH-PERFORMING INGREDIENTS:**

*yes.* castor oil, shea butter, coconut oil, cocoa butter and sunflower seed oil

*no.* parabens, salt, sodium lauryl sulfate, phthalates, GMOs, mineral oil, gluten & triclosan

**WHERE TO BUY:**

Cake Beauty's **Delectable Everything Balm** launches on May 7 at Shoppers Drug Mart stores nationwide for \$16 (20ml). It will also be available at [cakebeauty.com](http://cakebeauty.com), [well.ca](http://well.ca), [beautyboutique.ca](http://beautyboutique.ca), and [kohls.com](http://kohls.com).

**ABOUT CAKE BEAUTY:**

Cake Beauty is Canada's most iconic independent beauty brand, delivering naturally luxe, cruelty-free confections for hair and body since 2003. A cult favourite of beauty junkies and editors alike, Cake Beauty hits the sweet spot under the Delectable and Cake brands at national and boutique retailers and e-tailers throughout North America.

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## 21+ USES OF THE EVERYTHING BALM



- 1 Softens skin
- 2 Tames brows
- 3 Plumps pouts
- 4 Conditions cuticles
- 5 Pops cheekbones
- 6 Brightens dark circles
- 7 Seals split ends
- 8 Glosses lips
- 9 Nourishes dry patches
- 10 Softens heels
- 11 Shields skin
- 12 Rejuvenates knees
- 13 Smooths frizz
- 14 Reduces itchiness
- 15 Refreshes hands
- 16 Soothes sunburns
- 17 Nurses cracks
- 18 Restores elbows
- 19 Eases bug bites
- 20 Prevents windburn
- 21 Extends your fragrance
- 22 Relieves rashes
- 23 Acts as a makeup remover
- 24 Fills in fine lines
- 25 And more
- 26 And more
- 27 And more



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