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Another Gem from the past by Bésame Cosmetics: 1930s Waterproof Mascara

Los Angeles, CA (July 8, 2011)-- The newest addition to Bésame Cosmetics famous and classic era-style make-up line is its delectable, natural and mouthwatering 1930s Mascara, available June 2011 from the Bésame website at www.besamecosmetics.com and select fine stores.

“Bésame’s 1930s Mascara is a wonderful way to achieving the classic, elegant eye,” said Gabriela Hernandez, CEO. “And it’s not just the color, but the sweet, spicy gingerbread aroma”. By scenting the mascara with natural conditioning oils and food grade colorants, 1930s Mascara conditions the eyelashes. This oxygenated hand mixed cream protects every single eyelash with a breathable coating. A soft texture encourages the eyelashes to grow and provides just the right amount of glossiness. The eyelashes are gently lengthened and strengthened without the use of any additional hairs or capillary substances. Most importantly, the scent adds antibacterial properties to the formula and does not irritate the eyes.

According to Hernandez, what makes this mascara truly unique is its creamy consistency that adds full length and clear definition to the lashes, keeping them soft and alluring. The result is a gentle, natural daily wear formula that resists water, smudges and tears, but can be easily removed with a gentle cleanser. In addition, 1930s Mascara hollow brush applicator will coat the lashes evenly and provide clump-free results.

This special combination dates back to the 1930’s and has been re-introduced by Bésame. And being a classic, it contains only natural ingredients, has been allergy tested, is paraben-free and is safe for the most sensitive eyes. Bésame 1930s Mascara is one of the most natural mascaras on the market today, containing only eight ingredients. That is, the most natural mascara on the market today that really *works*.

Black 1930s Mascara is packaged in a beautiful gold plated tube decorated with our signature Chrysanthemums. This standout beauty tool:

- Achieves stunning results on the first application, able to layer without clumps or smears
- Includes a full brush that combs the lashes gently and fully, reaching the shortest hairs
- Features a conditioning formula that leaves lashes soft, supple and healthy
- Is easy to remove with a mild facial cleanser
- Contains food grade colorants, providing deep rich shades
- Is paraben-free
- Is allergy-tested
- Is Gingerbread scented with natural conditioning oils

Bésame Cosmetics Inc. The luxury color line vision of designer & CEO Gabriela Hernandez embodies a modern resurgence of timeless beauty with classic design, bringing women of the world effortless beauty and elegant style. These luxurious formulas bring the best from the past to today’s modern women.

For more information about the Bésame line of products, or to schedule an interview with Gabriela Hernandez, contact our PR office at 818.548.2628 or e-mail your inquiry to info@besamecosmetics.com

