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Bésame Cosmetics by Gabriela Hernandez: A Return to Classic Beauty

Evoking the glamour years of the post-World War II era when Hollywood's Rita Hayworth, Lana Turner, and Lauren Bacall graced the silver screen, **Bésame** Cosmetics harkens back to a time, when the aesthetic beauty of compacts were as important as the designer jewelry for a night out on the town. "Kiss me" in Spanish, **Bésame** is an alluring line created by artist **Gabriela Hernandez**.

Bésame Cosmetics is a captivating new cosmetics line for the romantic at heart. Each product carries the essence and sophistication of the post World War II era, crafted with the utmost quality and design. **Bésame** is re-inventing the bygone time of classic elegance by translating quality treasures of the past into keepsakes for the present. Formulated with only the highest quality ingredients, **Bésame** Cosmetics was designed to be a solid staple in every woman's make-up regimen.

Gabriela Hernandez, Make-up Historian and President of **Bésame** Cosmetics, has brought luxury and romance back into the cosmetics industry. She has translated her experience in art and design to create an enchanting cosmetics line for any woman looking to recapture the bygone time of elegance and glamour. This functional collection of classic, feminine make-up products surpasses the discerning standards of today. Gabriela's vision of **Bésame** transcends that of consumer product; instead, her brand is enveloped with solid principles that act as a strong role model for young women.

Bésame is a celebration of the end of World War II and the renewed interest of women in beauty and cosmetics. With a keen fashion sense and an appreciation for American cultural history, Gabriela has devoted herself to the creation of a line that truly honors the elegance of the "golden age" of romance. Style returned, and painstaking detail was paid to their fashions, hair and make-up. In her efforts to make **Bésame** cosmetics as authentic as possible, Gabriela immersed herself in the time period, and her collection accurately reflects the era.

*"The formality of the [1940's] era no longer exists, and I miss the detail and attention of that time. In creating **Bésame**, I sought to recapture the sophistication of being a woman that seems to be lost today."* says Gabriela.

Bésame's look is glamorous yet romantic, and easy for the busy women of the twenty-first century to use everyday. Glamour becomes effortless with items such as a loose powder, presented in classic vintage art-deco containers. Indelible lipsticks are packaged in gold bullet-shaped cases, decorated with red chrysanthemums, and placed in red velvet pouches, adorned with gold charms. The **Bésame** woman need not be a make-up artist, as Gabriela has compiled the simplest of steps to help the modern woman achieve the look of yesteryear.

Bésame Cosmetics is not about chasing the latest trend. Newness is introduced to the line using the wealth of knowledge available through the archives in history.

About **Bésame** Cosmetics Inc.: A luxury cosmetics line by Argentine designer Gabriela Hernandez introduced in 2004. Its first line featured a unique 1940s inspired collection of metal compacts and lipsticks based on Hernandez's interpretation of designs from the '30s and '40s. The collection included rouge, lipstick, powder, mascara and pencils. The petite, gold plated items replicated authentic pieces of the period. This original collection can still be found exclusively through select retailers listed at www.besamecosmetics.com

Contact: **Bésame** Cosmetics Inc. 818-548-2628 <http://www.besamecosmetics.com>

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