

Fergus Hernandez  
Bésame Cosmetics Inc.  
Tel. 818.548.2628  
Email: [info@besamecosmetics.com](mailto:info@besamecosmetics.com)

**FOR IMMEDIATE RELEASE**  
July 15, 2011

**Bésame Cosmetics Announces Crimson Cream Rouge for the Cheeks and Lips**

Los Angeles, CA (July 15, 2011) – From Bésame Cosmetics, The Vintage Experts, comes Crimson Cream Rouge, the newest addition to their classic era-style make-up line. Available for purchase August 2011 on the Besame website at [www.besamecosmetics.com](http://www.besamecosmetics.com) and in select fine stores across the country and around the globe.

Crimson Cream Rouge is a concentrated, long-lasting color cream modeled after the rouges from the romantic 1930s era that doubled as a cosmetic for use on the cheeks and lips. Applied to the cheeks with a fingertip, it goes on as a silky, creamy color to create a natural, rosy look. Add a little more for a bolder, more enhanced look. Never heavy or moist after application, it blends into the skin seamlessly. Applied to the lips with a lipstick brush or the fingertip, lips are stained to a semi-matte finish for a pop of color. The bright crimson hue has been carefully developed to be complementary with all skin tones.

Keeping with Bésame Cosmetics' high standard of using nothing but the finest quality ingredients, Crimson Cream Rouge is formulated with olive, grape seed and jojoba oils for moisture and antioxidant properties, vitamin E, kaolin clay, and a natural cherry flavor. Crimson Rouge is proudly manufactured in the USA. You can be rest assured that Crimson Cream Rouge provides a healthy and fresh-faced look while being beneficial to one's complexion.

Beautifully designed to look like a reproduction of the rouge containers from the '30s, the embossed tin with Bésame's signature chrysanthemums is made from 100% recyclable materials. Bésame's Crimson Cream Rouge is the all-in-one must-have for instant rosy cheeks and vibrant lips.

*Bésame Cosmetics Inc., the luxury color line vision of designer & CEO Gabriela Hernandez, embodies a modern resurgence of timeless beauty. With its classic designs and product developments using the best formulas from the past, Bésame brings today's women of the world effortless beauty and elegant style.*

*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](mailto:info@besamecosmetics.com)*

###