

intense
PRO



Pressed Powder Pigments



Created in 1927 in a small NYC loft in the heart of the theater district, Mehron catered to the makeup needs of performers in theater, burlesque, opera, ballet and silent films.



iNtense PRO

Mehron's new iNtense Pro Pigments are custom formulated and tailored to achieve the highest possible levels of pigment payoff of any compact product on the market today.

iNtense Pro Pigments' raw materials are scientifically treated with the most advanced (and expensive) state-of-the-art, thermal-reactive, micro-particle coatings. These ingredients impart highly desirable properties that distinguish iNtense Pro Pigments from any other similar product on the market.

iNtense Pro Pigments have a lubricious, dermaphilic skin feel. They are long wearing, opaque, matte and vibrant. Mehron's proprietary anti-oxidant blend adds treatment properties typically found only in skin care products costing hundreds of dollars.



Mehron's evolution in makeup has made it an extreme beauty leader that is found on fashion runways, celebrities, and in makeup kits of the everyday girl.





mehron



iNtense Pro Pigments provide the deepest, most saturated colors Mehron has ever created. Intense enough for professional use, yet easily blendable for a subtle daily look.



iN
tense
PRO

Extreme
Color
Pigment
Powder



menron



EARTH

Red Earth
Desert Sand
Earth Crust
Mountain Moss
Carbon
Graphite
Night Sky
Morning Sky



WIND

Hurricane Blue
Island Breeze
Palm
Turbulent
Tornado
Solar Wind
Ocean Breeze
Tropical storm



FIRE

Ignite
Purple Heat
Fire Island
Electric Green
Pure Lightning
Hot Pink
Inferno
Yellow Spark





WIND
Palette



iN
tense
PRO

Extreme
Color
Pigment
Powder

mehron

From Broadway to the Fashion Runway...

Mehron has been the hidden secret of professionals since its early roots on Broadway to worldwide distribution today. From fashion runways to editorials in magazines such as Marie Claire and Harper's Bazaar, Mehron has become a key element in the fashion and beauty world. Celebrities such as the Black Eyed Peas, Hilary Duff, Pink, Kim Kardashian and Porcelain Black have all utilized Mehron's fantastic products. Both the Rachael Ray Show and Martha Stewart Show regularly feature Mehron. Beauty awards from O, The Oprah Magazine and Essence Magazine also demonstrate Mehron's leadership in cosmetics.

Today, Mehron maintains its leadership in the performance industry and is the most sought after Halloween makeup in the world. Productions using Mehron include Blue Man Group, Cirque du Soleil, The Metropolitan Opera, Ringling Brothers and Barnum & Bailey Circus, the American Ballet Theater, and more. In addition, the critically acclaimed film, Black Swan, featured Mehron products on the cast and as background props. Mehron was also proud to be the exclusive makeup sponsor for Rock Fashion Week Miami working on designer shows such as Russell Simmons. Mehron is also a continuing makeup sponsor for designers at New York Mercedes-Benz Fashion Week where the Mehron team has been interviewed with Joan Rivers on E!'s Fashion Police. Magazines, makeup artists, celebrities, fashion designers and beauty bloggers are all buzzing about Mehron makeup.



Mehron, Inc.

100 Red Schoolhouse Rd.
Chestnut Ridge, NY 10977
www.mehron.com

Credits

Creative Direction	Stephanie F. Koutikas, MEHRON
Makeup	Edward Cruz
Assistant Makeup	Stephanie F. Koutikas & Pamela Faller
Photography	Joao Carlos
Model	Greer\Fenton Moon
Hair	Charles Amos
Wardrobe	Elle Werlin
Dancewear	Capezio
Photo Assistants	Rui Santos and Gerard Carvalho
Ballerinas	Kimberly Giannelli Laura Hajek Meredith O'Connor Katelyn O'Donnell Rachel Strieber Audrey Tombaugh Emma Tombaugh Julia Kurlande