

♦ Kat Von D ♦ Beauty

KAT VON D BEAUTY'S BEST-SELLING SAINT + SINNER FRAGRANCE COLLECTION NOW AVAILABLE

San Francisco, CA (September 19, 2017) - Kat Von D Beauty's most requested collection of all time is back – and better than ever – after popular demand from Kat's fans on social media. The resurrected Kat Von D Saint + Sinner eau de parfums are poetry in a bottle, written by Kat herself in celebration of the duality within each and every one of us. Originally created in 2009, Sephora's best-selling fragrance collection features a covetable new design, which Kat spent months hand-sketching until the exterior of these bottles resembled a human heart and were just as beautiful and special as the fragrances inside. Kat treasures both beloved eau de parfums equally and the sister scents contain similar sweet floral notes, which can be worn alone or layered upon each other to create a custom fragrance – Different experiences with a shared heart.



Kat Von D Saint Fragrance (UK)

100 ML (£72)

50 ML (£52)

10 ML - Travel (£18)

Kat Von D Saint Fragrance (Ireland)

100 ML (€83)

50 ML (€60)

10 ML - Travel (€21)

Sweet and floral, Saint is a poetic exploration of the lesser-known, softer side of Kat. Saint is dreamy, romantic and alluring with notes of mirabelle plum, jasmine and caramel in the floral fragrance family.



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Kat Von D Sinner Fragrance (UK)

100 ML (£72)

50 ML (£52)

10 ML - Travel (£18)

Kat Von D Sinner Fragrance (Ireland)

100 ML (€83)

50 ML (€60)

10 ML - Travel (€21)

Spicy, sexy Sinner is the embodiment of Kat's edgy, unapologetic personality. Sinner is dark, sultry and empowering, with notes of mandarin, vanilla and cinnamon in the earthy and woody fragrance family.

"When we first launched Saint + Sinner almost a decade ago, they were meant to be limited-edition - and for the past ten years, I have not stopped hearing from fans how much they've missed these two special perfumes! I've grown so much in the last 10 years — emotionally, spiritually and artistically — and I wanted that to show in the new design. The Saint + Sinner perfumes represent the duality in all of us, it's an undeniable human characteristic. We are all dual-faceted, and this plays out in every form of self-expression, whether it's tattooing, makeup artistry, fashion or the music we listen to. Saint is not for the goody two-shoes types, it's for your softer, more romantic side. With Sinner, I feel like I can conquer the world, go into a meeting and crush it. Personally, I like to start my day off as a Saint and graduate to my Sinner self!" - Kat Von D

@KatVonDBeauty

#SaintandSinner

Kat Von D Saint + Sinner fragrances are now available in the **UK and Ireland** at **Debenhams**.

CRUELTY FREE 

#VeganAlert! Kat's passion for animals means that all products are 100% Cruelty Free Forever. Kat Von D Saint + Sinner Eau de Parfums are vegan. Share your looks and find more inspiration at KatVonDBeauty.com, @KatVonDBeauty and #KatVonDBeauty.

For more information on Kat Von D Beauty in the UK and Ireland, please contact:

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ABOUT KAT VON D BEAUTY: LONG WEAR. HIGH PIGMENT. FULL COVERAGE.

Kat Von D Beauty was created and launched in 2008. Inspired by the inks of her world-famous tattoo shop, *High Voltage Tattoo*, Kat created an unstoppable, beloved makeup brand that specializes in long wear, high pigment, and full coverage beauty products that empower you to unleash your inner artist.

In her nonstop pursuit of creating the most perfect beauty products you've never imagined, Kat Von D tests and wears everything she makes, drawing endless inspiration from her experience as an artist, tattooer, musician, animal-rights activist, social media leader, and creator. Praised and cherished for her artistry, authenticity, innovation, and quality obsession, Kat Von D is one of the fastest-growing beauty brands in the industry.

Kat Von D Beauty is distributed in 25 countries across North America, Latin America, Europe, South East Asia, Australia, the Middle East, Scandinavia, the United Kingdom and Ireland -- exclusively at SEPHORA, Naimies, Debenhams and www.katvondbeauty.com.

ABOUT KENDO

Based in San Francisco, CA, KENDO creates or acquires beauty brands and focuses on developing them into global powerhouses. The portfolio consists of Kat Von D Beauty, Marc Jacobs Beauty, OLEHENRIKSEN, BITE Beauty and (coming soon) Fenty Beauty by Rihanna. The name KENDO is a play on the phrase "can do." What characterizes KENDO is its dedication to product quality, innovation and authentic storytelling. Brands within the KENDO portfolio are distributed in 24 countries worldwide.