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MAKE UP FOR EVER AND KEHLANI LAUNCH AQUA XL COLOR COLLECTIONS: THE 24-HOUR LASTING* ATHLEISURE MAKEUP LINE

Paris, France – April 28, 2017 – Esteemed makeup artistry brand **MAKE UP FOR EVER** and R&B sensation **KEHLANI** team up for a global artistic collaboration, revealing the launch of two new, high performance, long-wear, waterproof color collections for the eyes. **AQUA XL COLOR PAINT** cream eye shadows and **AQUA XL INK LINER** liquid eyeliners, available worldwide May 2017.

Discover the video here: <https://youtu.be/3NoF428Jlf8>



The artistic collaboration, which includes the launch of 2 collections within **MAKE UP FOR EVER's** **AQUA XL** franchise, provides **KEHLANI** with makeup artists and makeup for all her artistic endeavors, including tour dates and shoots. **KEHLANI** stars in the 2017 **AQUA XL** campaign visual and videos, produced in partnership with **MAKE UP FOR EVER**.

“**MAKE UP FOR EVER** makes me feel powerful on stage because I feel like I look good - like I look like myself, so I can be confident and have fun. I also know **MAKE UP FOR EVER** makeup is not going to melt or come off while I'm performing, so I don't have to think about what's happening with my makeup,” said **KEHLANI**.

MAKE UP
FOR EVER



PROFESSIONAL - PARIS

"I feel very honored to be part of the close-knit **MAKE UP FOR EVER** community. This is my first artistic collaboration with any brand and I am so happy to be in this amazing group of people who inspire me daily with their passion for makeup and for this awesome brand."

Inspired by performers' and backstage makeup artists' needs since its 1984 beginnings, **MAKE UP FOR EVER** develops products to meet harsh environmental demands of discerning makeup users, and **AQUA XL** is no exception. The **AQUA XL** franchise, known for its extra-long wear, extra-pigmented colors and extra-easy glide, is tested on stage and in extreme conditions to ensure that color stays on until you take it off. The new **AQUA XL COLOR PAINT**, a versatile color cream eye shadow, and **AQUA XL INK LINER**, a rich, liquid eyeliner, are available in several vibrant and neutral shades with maximum color intensity and 24 hour wearing power.

"We consistently support the creativity and artistic spirit of charismatic talents with bold personalities," said Nicolas Cordier, CEO, **MAKE UP FOR EVER**. "**KEHLANI** embodies the beautiful fearlessness of her generation. She is the perfect performer to represent the new **AQUA XL** product collections' with high performance formulas that never quit."

An accomplished dancer with boundless energy and irresistible talent, **KEHLANI** epitomizes the spirit of the vibrant, unstoppable **AQUA XL** franchise. The two-time GRAMMY® Award-nominated has written several critically acclaimed tracks such as "Gangsta," featured on *SUICIDE SQUAD: THE ALBUM*, "CRZY" and "You Should Be Here." **KEHLANI** recently released her full-length debut album, *SWEETSEXYSAVAGE*, with great success. **MAKE UP FOR EVER** is proud to welcome **KEHLANI** in the #iamanartist call to action, encouraging people everywhere to reveal their inner artist, and to join her in all of her performances and artistic creations throughout the year.

About MAKE UP FOR EVER:

Founded in 1984 by renowned makeup artist Dany Sanz, this highly-acclaimed brand offers a cult-favorite collection of vivid, high-pigment colors, superior face and body foundations and expert artisan formulas to professional makeup artists and makeup enthusiasts all around the world. **MAKE UP FOR EVER** believes that "LIFE IS A STAGE" and people are the artists of their own lives. Learn more: www.makeupforever.com @makeupforeverofficial

About KEHLANI:

GRAMMY® Award-nominated critically acclaimed R&B pop songstress Kehlani embodies the title of her 2017 full-length debut album, *SWEETSEXYSAVAGE*. Her self-actualization comes as the result of an unbelievable journey that began in 2014 with her debut mixtape *Cloud 19*. A year later, the 19-year-old got the world talking on 2015's *You Should Be Here*. After bowing at #5 on Billboard's Top R&B/Hip-Hop Albums Chart and at #1 on the iTunes Top R&B Albums Chart, the mixtape garnered a 2016 GRAMMY® Award nod for "Best Urban Contemporary Album." Upon release, Pitchfork praised how, "You Should Be Here's dynamism and generosity is something to be amazed by," while Billboard proclaimed it, "The year's first great R&B album." It landed on Complex's "Best Albums of 2015," Noisey's "50 Best Albums of 2015," and Rolling Stone's "20 Best R&B Albums of 2015."

Meanwhile, everybody from G-Eazy and Zayn to Post Malone and Pusha T sought her out for guest appearances, and she contributed "Gangster" to the platinum-certified #1 soundtrack of 2016, *Suicide Squad: The Album*. Almost immediately after *You Should Be Here* arrived, she began piecing together *SWEETSEXYSAVAGE*, recording in Los Angeles as well as in Philadelphia with Pop & Oak [Miguel, Nicki Minaj, Jennifer Lopez]. Now, the album represents every side of Kehlani: the Sweet, the Sexy, and the Savage. Learn more: www.kehlanimusic.com @kehlani

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(*) Instrumental test method conducted on 22 women