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OFRA Cosmetics Goes From Indie Brand To Next Level With All New Branding And Influencer Event

FORT LAUDERDALE, June 26, 2018 -- OFRA Cosmetics is launching its e-commerce site, packaging, and collateral imagery with an all new brand identity on June 27th. To coincide with the launch, and present the beauty world to their new image, OFRA is hosting a party at a museum in Miami that brings together the brand and influencers from around the world.

OFRA Cosmetics' mission has always been to find ways to innovate products that are uniquely formulated and perform on another level from most brands. For years the products were geared towards beauty industry pros, but when social media ushered in a new era of beauty gatekeepers-- bloggers and influencers-- everything changed. OFRA highlighters and liquid lipsticks were now being crushed on by the best in beauty, including NikkieTutorials and KathleenLights. As collaborations with these beauty bloggers went on to become fan favorites, OFRA felt the shift from B2B to Indie and wanted to evolve the brand to the next level.

Ofra Gaito, President of OFRA Cosmetics:

"We outgrew our image and needed to change the vision of our business. It didn't feel like our current branding suited what we wanted OFRA to represent anymore. As a team we felt that we needed to appeal to our emerging target audience. This exciting change in our business will put us ahead of the game ensuring that our brand is not generic and represents the unique OFRA image, mood, and style."

That's the OFRA *Glow Up*. Maintaining what has put OFRA on the map, all vegan and cruelty free products that are disruptive within their category, but with an outward image that elevates the brand. OFRA's repositioning will bring the brand directly into the hands of makeup lovers as they simultaneously enter 400+ Ulta retail stores across the nation for the first time.

The OFRA *Glow Up* speaks to the beauty enthusiast who is confident in their style. Always looking to evolve their glam so that it is never just another routine. They are *Perfecting beauty. Every day.*

The relaunch is set to include a new collection of shades from OFRA's most loved formulas: highlighters and liquid lipsticks. The collection keeps with tradition and is named after OFRA's roots in South Florida.

LIQUID LIPSTICKS

OFRA liquid lipsticks bring together comfort wear and long-lasting color in one tube. These enticingly-scented lippies are never drying and give fully-pigmented coverage in one application.

Shades

[Bal Harbor](#) (mauve nude brown) **\$20/6g**

[Brickell](#) (true red) **\$20/6g**

[Las Olas](#) (amber nude brown) **\$20/6g**

[Sanibel](#) (rose nude) **\$20/6g**

HIGHLIGHTER

[Star Island](#) (warm ivory) **\$35/10g**

OFRA Cosmetics website and all new So Fla Collection will be live June 27th at 1pm
www.ofracosmetics.com.

For more information contact:

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All OFRA Cosmetics' products are made to order and are 100% vegan. No animal testing is done at the OFRA Cosmetic Laboratories. The company prides itself on being cruelty-free and committed members of both PETA and Leaping Bunny.

About OFRA Cosmetics:

Founded in 1994, OFRA Cosmetics Laboratories are leading innovators within the beauty industry.

Cutting-edge products are manufactured using natural ingredients, such as plant, marine and vegetable extracts, Vitamin C, and organic compounds. While swooned over by celebrities and industry professionals, OFRA is an accessible, affordable brand for every level of beauty consumer. For more information visit <http://ofracosmetics.com/>