

@makeupforeverofficial
#beyounfiltered

Paris, February 20th 2018

MAKE UP FOR EVER TEAMS UP WITH A TRIBE OF UNFILTERED ARTISTS FOR ITS NEW ULTRA HD PRODUCTS CAMPAIGN, THE PERFECT TOOLS FOR AN ULTIMATE LUMINOUS COMPLEXION.

MAKE UP FOR EVER announces a global artistic collaboration with the best, boldest and most authentic unfiltered artists and makeup artists ever. This eclectic and exciting group works together to celebrate the new ULTRA HD campaign.

Embodying true universality and diversity, MAKE UP FOR EVER has partnered with new artistic duos, featuring five emerging music talents and joining them together with four super-influential makeup artists.

The collaborating duos include:

- JINJOO, explosive guitarist for DNCE, and TAEYUN PARK, professional makeup artist and complexion expert from Korea.
- BAYLI & KAYA NICO (from THE SKINS rock band) and LOTTIE, professional makeup artist from Los Angeles
- DAGNY, breaking new Scandinavian pop artist and LINDA HALLBERG, professional makeup artist and inspiring beauty influencer from Sweden.
- LEA MAKHOUL, rising pop star from the Middle-East with BOUBA, professional makeup artist and masterclass superstar from Lebanon.



MAKE UP
FOR EVER



In a constant quest for perfection, MAKE UP FOR EVER, is constantly updating, evolving and expanding its iconic and coveted ULTRA HD franchise. In 2018, ULTRA HD range welcomes 3 innovative, 4K-compatible products: ULTRA HD UNDERPAINTING, ULTRA HD PERFECTOR & ULTRA HD SOFT LIGHT. These 3 new pro-approved products, allow everyone to create the perfect complexion and enhance any uniqueness, no filter needed. The ULTRA HD UNDERPAINTING palette subtly corrects imperfections and lets the facial features become like a sketch, ready to be created. ULTRA HD PERFECTOR is a new generation of perfecting skin tint and gives skin a soft glowing veil. To give an instant luminous glow, ULTRA HD SOFT LIGHT is the essential tool; this liquid highlighter enhances skin tones and adds touches of volume-enhancing light to the face.



Since its creation, MAKE UP FOR EVER's aim has been to support all kinds of professional artists in all types of performances, while meeting the technical demands of Makeup Artists. This tribe of artists symbolizes all the core values of MAKE UP FOR EVER - creativity, exuberance, positivity and passion - and shares through this campaign their authentic personalities: no filter needed. The professional brand supports everyone to free their true personality. #BeYouUnfiltered.

NEW ULTRA HD COLLECTIONS¹

Available: Worldwide² in March, 2018

In all **MAKE UP FOR EVER** and **SEPHORA** stores & e-shops on
www.makeupforever.com/www.sephora.com.

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About MAKE UP FOR EVER:

MAKE UP FOR EVER



PROFESSIONAL - PARIS

MAKE UP FOR EVER is the professional makeup brand that provides performers with the makeup and tools needed to transform for the stage. Since our beginning in 1984, we create high performance products for professional makeup artists and makeup fans all around the world. We believe that "LIFE IS A STAGE" and people are the artists of their own lives. Learn more: www.makeupforever.com
@makeupforeverofficial

About MAKE UP FOR EVER's Tribe of Artists:

- **JINJOO**

JinJoo was born in Incheon, South Korea. She taught herself to play guitar at the age of 12, to join her family's band as the guitarist. After moving to Los Angeles, she learned English and attended the Musicians Institute in Hollywood. JinJoo has performed with JOJO, THE JONAS BROTHERS, CHARLI XCX, JORDIN SPARKS. She is now the guitarist for the band DNCE (with Joe Jonas as lead singer who she met while touring back in 2009). Since its debut in 2015, DNCE has gathered more than 500 million views on YouTube and almost a billion streams on Spotify.
@jinjootheguitargirl

- **TAEYUN PARK**

Dewy skin, makeup that enhances your natural features, an overall ethereal, angelic glow (otherwise known as "no-makeup makeup") is a fairly recent beauty trend in America—but it's been the norm in one country for ages. This now-universal trend was pioneered and perfected by one Korean makeup artist: Taeyun Park. Former art major, he perfected the makeup look that's now readily associated with Korean beauty: wide doe eyes, skin that glistens from every angle, and a soft brow. His clients include some of Korea's biggest celebrities and K-pop stars causing beauty giants like Sephora to ask him to create the glowing looks on their most recent ad campaigns. @parktaeyun

- **BAYLI / KAYA NICO (THE SKINS)**

The Skins are an infectious Brooklyn-based rock band consisting of siblings Bayli, Reef, and Kaya Mckeithan, along with friends and dueling guitarists Daisy Spencer and Russell Chell. Their self-titled EP, The Skins, has been receiving rave reviews since its release in January 2012, creating buzz from countless blogs, radio stations and magazines. @beingbayli / @kayanico

- **LOTTIE**

Lottie was born and raised in Southern California. From an early age, she displayed a strong creative flair for art and self-expression. Upon completing an education in graphic design, she moved to London and quickly found work on a number of cutting edge projects. Combined with precise application and attention to detail, Lottie's flawless results got her noticed. Lottie has since keyed fashion shows in New York, Milan, Miami and Los Angeles and continues to freelance for print and advertising worldwide. Clients include: Calvin Klein, Hermes, Forever 21, Nordstrom, Sisley etc. CELEBRITIES: Emilia Clarke, Halsey, Willow Smith, Kelly Rowland, Robert De Niro, Taylor Swift, January Jones, Nicole Richie, Elizabeth Olsen, Leighton Meester, Beth Ditto, Solange Knowles, Freida Pinto. @lotstar

- **DAGNY**

Dagny is a Norwegian pop singer who went viral after the success of her debut single "Backbeat," which has surpassed 30 million Spotify streams and growing. She has been signed with Republic Records in the U.S. She grew up in a musical household and wrote her first song, called "Silence", when she was 15 years old. She moved to London at the age of 21 in 2012 and struggled for a few years before she released her first single, "Backbeat," in September 2015. It quickly became a streaming hit, garnering half a million plays in its first week and millions more in the months that followed. Dagny has been rapidly growing her fan base since the release of "Backbeat" with further singles such as "Fools Gold" and "Wearing Nothing". Her latest single "Love You Like That" is now making a solid splash around the world. @dagnymusic



- **LINDA HALLBERG**

Swedish beauty entrepreneur, Linda Hallberg is an award-winning blogger and makeup artist known for her easy-going and fun attitude to the industry. Despite being a natural beauty, this artist practices makeup whole-heartedly, experimenting with a wide diversity of styles and tricks, and places unique spins on classically staple techniques. With a globally recognized YouTube channel and blog, Linda's knowledge and talent has landed her a successful career in the world of social media. Ultimately, her motto is that makeup should be fun and we should not be afraid to try new things. @lindahallberg

- **LEA MAKHOUL**

Léa Makhoul is a French/Lebanese pop rising star who started her music career at a very young age and reached 2nd place at Star Academy Arabia in 2014. Lea signed to Universal Music MENA in 2017 and dropped her first single 'All I Know' which was greatly received by fans and media alike. Her 2nd single 'Paradise' released with a music video garnered half a million views within few weeks. 'Ya Lebanon' was Lea's her first Arabic track ever which she dedicated to her beloved country. Some recent notable performances of Lea's have been Jennifer Lopez opening act at the Autism Rocks Arena (15k+ audience) in November 2017 in Dubai as well as the Arab Fashion Week in Dubai. @leamakhoul

- **BOUBA**

Bouba started his beauty empire by pushing himself to break all boundaries, and reach an entity where his name precedes his entrance all over the Arab world. Showing brilliant devotion and dedication towards his profession, Bouba quickly jumped up the ladder to become a lead example in his field. His talent and skills were brought forward even further upon the visibility he got from working with big celebrities in the Middle East, among them Haifa Wehbe, Ahlam, Latifa, Shames, Shatha Hassoun, and many more. Bouba became one of the key characters in fashion events for the world's top Haute Couture designers. Bouba is now a lead social media influencer with a high reach level, and uses his social media platform to bring forward beauty tips and tricks to the Arab world. @makeupbybouba

⁽¹⁾ Product assortment may vary according to the country

⁽²⁾ South-East Asia: April 2018