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MEDIA RELEASE



AUSSIE WOMEN GET A POUT POPPING PUCKER WITH LIMECRIME LIPSTICKS

Contact: Jill Nolan – Director www.makeupnet.com.au 0411 595 037

Say goodbye to sliding, fading and sheer-ness with; Limecrimes best-selling opaque lipsticks. Loaded to the brim with pigment for maximum impact, these beauties offer unparalleled coverage in a range of rainbow, pout popping shades.

Jill Nolan of Makeupnet.com.au in Australia said 'Since the inception of the brand in 2009 the Limecrime brand of makeup really has created an amazing impact on the cosmetic stage with the likes of Australia's Poppy King and Dior's Lottie Stannard, giving the Limecrime brand a great wrap for its boldness and stunning shades'

Lime Crime has been featured in Elle, Teen Vogue, Allure, Nylon, Seventeen, Marie Claire, Lucky, In Style, Heat, Daily Candy and MTV Buzzworthy, and is proud to have high-profile fans such as Adele, Nicki Minaj, Paris Hilton, Cat Deeley, Katy Perry, Robyn, M.I.A. as well as celebrity makeup artists around the world.

Young Australian women are now falling in love with the brand and wanting it for day to day wear as well as party wear.

Jill says 'Limecrime have developed new colours: such as Glamour 101 a deep maroon red, reflective of the Underbelly Razor timeframe. And Chincilla a mauve grey that reflects the roaring 20's. These creative & bold colours really do set Limecrime apart from other major brands of makeup.'

Makeupnet is an Australian based business that has been selling the brand in Australia for over 3 years. Jill and her team have watch Limecrime brand awareness grow as more and more young Australian women are discovering and falling in love the brand.

Limecrime have been keen to expand their presence across the Australian market for some time and are pleased to appoint Makeupnet.com.au as their Distributor and introduce their Professional MUA Discount Program for Australian Makeup Artists.

Jill says 'Makeupnet are very excited about the opportunity to bring this eclectic brand of makeup to more and more young Australian women and retailers around the country'. We absolutely love the Limecrime brand and feel that it has a real place in the makeup kit of all Makeup Artists and young makeup lovers'.

The exciting news is that the Limecrime range consists of Lipsticks, Eye Shadows, Lip Glosses & Eye Primer with more exciting new products in development right now. The unique packaging in mauve with the Unicorn hologram really cements Limecrime as a designer brand of makeup for young women. Find out more at www.makeupnet.com.au

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FOR FURTHER INFORMATION/SAMPLES FOR EDITORIAL FEATURES OR TO ARRANGE AN INTERVIEW CONTACT:

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