

FOR IMMEDIATE RELEASE

BEAUTY MEETS FUNCTION WITH MANNA KADAR COSMETICS

Founder Manna Kadar raises the face value for today's Recessionista

Los Angeles, CA (March 16, 2012) - Makeup goes double-duty with MANNA KADAR Cosmetics! Versatile and functional, MANNA KADAR Cosmetics offer makeup aficionados a simple alternative without sacrificing quality or efficiency. From beginners to seasoned makeup artists, all women will benefit from a lightweight, multi-functional formula that offers flawless, long-lasting coverage. Always on the cusp of trends, founder Manna Kadar delivers a collection of signature cosmetics custom formulated to go from day to night.

MANNA KADAR Cosmetics offers a variety of wearable and trendy makeup that is cutting-edge, yet feminine for today's recessionista. Look your best everyday with an essential makeup primer that says it all, Camera Ready. Minimize the appearance of fine lines and pores with a matte, silky finish that will last all day. Show off your true radiance with Sheer Glow, an incandescent liquid that can be used on the face and body to add a touch of shimmer for a luminous, youthful glow - a must have for your summer beauty arsenal! Other signature products include Hi-Def Powder, a colorless powder that creates a matte, flawless finish leaving skin velvety smooth. Transfix, a fool-proof, smudge-proof liquid liner that can be used with any one of your favorite eyeshadows. Lash Primer, a conditioning base coat that can be used alone or coupled with mascara to create a fierce flutter and nourish your natural lashes. In keeping with the mission of MANNA KADAR Cosmetics, Prime Time, a revolutionary primer that works double-duty. Apply Prime Time on your eyelids for vivid long-lasting color that won't smudge or crease. Use it on your lips to extend the wear of your favorite lipstick and prevent feathering or fading.

Manna Kadar has also included a number of lipsticks to quench your thirst for coral hues, the hottest color of the season. With sassy names like Wet Kiss, Sex on Heels, Saucy, and Cleavage, the collection of lipsticks can also be used as blush for a flirty look, or even on the eyelid for a dewey, sun-kissed look. Manna Kadar's line of cosmetics work double-duty, saving today's recessionista time and money, without compromising value. With products ranging from \$20 to \$45, MANNA KADAR Cosmetics are available online at MannaKadarCosmetics.com.

About MANNA KADAR Cosmetics: Founder Manna Kadar was inspired to develop simplified makeup to enhance the natural beauty of women with a variety of unique skin tones, in less time. With more than 15 years in the beauty industry, Manna Kadar called upon her expertise to meticulously formulate a specialized line of cosmetics to fill a void not yet available to makeup enthusiasts, until now.

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