

# NUDESTIX

## BIRCHBOX PARTNERS WITH CEW ON TWO EXCLUSIVE BEAUTY COLLECTIONS FEATURING THE FINALIST AND WINNING PRODUCTS FROM THIS YEAR'S INSIDERS' CHOICE BEAUTY AWARDS



New York, NY July 29, 2015 Birchbox, a leading beauty and grooming retailer, has partnered with Cosmetic Executive Women (CEW), the preeminent professional organization for beauty executives, for the third year to create two exclusive beauty collections Mass Appeal and Prestige Headliners - celebrating the CEW 2015 Insiders' Choice Beauty Awards. Each collection contains finalist and winning products from this year's awards. Collections will be sold exclusively on birchbox.com, launching on August 4th.

### **Mass Appeal collection (\$15) contains:**

- o Burt's Bees Lip Crayon Sedona Sands
- o Cetaphil Gentle Skin Cleansing Cloths
- o LANEIGE Water Sleeping Mask
- o Olay Regenerist Luminous Dark Circle Correcting Hydraswirl Eye Cream
- o Rimmel Scandaleyes Rockin' Curves Mascara
- o Simple UltraLight Gel Moisturizer

### **Prestige Headliners collection (\$18) contains:**

- o Benefit Cosmetics They're Real! PushUp Eye Liner
- o COOLA SPF 50 Sport Mango
- o Fekkai Hair Fragrance Mist Crème Vanillée
- o GLAMGLOW THIRSTYMUD Hydrating Treatment (Bonus!: The POWERMUD Dualcleanse Sample)
- o Marula Pure Marula Face Oil
- o **NUDESTIX** Lip+Cheek Pencil (shades vary)

Offer: Buy the Mass Appeal collection and the Prestige Headliners collection for \$28 (\$5 off, no code required), combined value of boxes: \$100+

<https://www.birchbox.com/attachments/CEWLimitedEditionKits.pdf>