



**FOR IMMEDIATE RELEASE**

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## **MAKEUP WAKE UP**

*Experts from Beauty First conquer makeup bags July 11-18*

Louisville, KY (June 9, 2009) – Experts say that a woman’s makeup bag, often filled with 10-year-old lipsticks, broken powder compacts and worn-out make-up brushes, are an ideal breeding ground for bacteria which could cause eye infections and skin rashes. Beauty First, an upscale, full-service salon with an expansive retail selection of professional products, is urging women to clean out their makeup bags by hosting a special “Makeup Wake Up” promotion from July 11 to 18, 2009. Women are asked to stop by either Beauty First location, 4141 Towne Center Drive or 4600 Shelbyville Road, to wake up their makeup bags. Experts will be on hand to show women which products can be kept and which ones should be ditched, and they will demonstrate the proper way to store and clean applicators and brushes. In addition to getting their makeup brushes cleaned at no charge, guests can take advantage of a 25% discount on all glōmineral makeup throughout the week. Call the Towne Center location at (502) 327-0881 or the Shelbyville Road location at (502) 897-6888 for more information.

### **About BeautyFirst**

Based in Wichita, Kansas, BeautyFirst is one of the nation's largest retail salon franchises, providing a convenient source of expert beauty advice, professional products and a host of personalized services - all bundled within a sophisticated, contemporary environment. BeautyFirst is one of the top 10 U.S. retailers of professional hair care and skin care products. With 76 locations currently operating in 20 states, BeautyFirst combines the best practices of the salon and spa industry with sophisticated retail merchandising to serve a large, active market - affluent, professional women between the ages of 25 and 55. The BeautyFirst locations in Louisville include 4600 Shelbyville Road and 4141 Towne Center Drive. For more information, visit [www.beautyfirst.com](http://www.beautyfirst.com).

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