



IMAN COSMETICS HERALDS BEAUTY BLOGGERS WITH EXCLUSIVE LAUNCH EVENT

New Collection Revealed To Top International Bloggers On January 28

New York, NY, January 29, 2015 – Last night, global cosmetics powerhouse, IMAN Cosmetics, revealed its new collection at their first-ever exclusive beauty blogger launch event, *Femme Fatale Fete!*, at Up & Down in NYC’s Chelsea neighborhood. Recognizing bloggers’ power and influence, the brand honored these beauties with the intimate, internationally themed #IMANFemmeFatale event touting global cuisine, makeovers, live demos, selfie stations and live streaming accessible internationally, produced by Omerge Alliances.

“In a heavily competitive industry, beauty customers are overwhelmed by choice. Bloggers are key in helping consumers discern. Celebrating their role in the beauty world with exclusive brand access shows them they are appreciated and often results in brand affinity and evangelism,” says Olivia Scott, Omerge Alliances’ Principal Consultant.

Over 35 bloggers representing Asian, African American, Caribbean, Hispanic and Indian audiences attended, including OmaBelle, RocioLaura, TiarraMonet, JessicaSmalls, LovelyAnneka, CindyDiaz and DivaMakeupQueen, along with approximately 20 virtual bloggers by live stream from London, Philadelphia, LA, Miami, Atlanta, Phoenix, Chicago, St. Louis, Houston and Tampa, resulting in #IMANFemmeFatale being a top Twitter and Instagram trending beauty topic all evening.

“I experimented with color and learned a five-minute look I can’t wait to try,” says Tiarra Monet, vlogger with 400K Youtube subscribers and 36MM views. “I love that the event was intimate and engaging, I learned about the products and met new people,” says Kela Walker of Centric TV.

The Collection presents the new The Perfect Eye Shadow Pencil (MSRP \$10), in six bold, seductively rich colors and twist-bottoms, and two paraben-free mascaras (MSRP \$10), *Volumize* for thick provocative lashes with an innovative tapered-end brush and *Amplify* for bold new lengths with a slim, versatile brush innovation. All new products are available beginning January 2015 at Drugstore.com, Target.com, Walgreens.com and select Walgreens/Duane Reade stores.

“There is no more exciting way to celebrate this bold new Collection launch than with the voices of the beauty industry, bloggers, who are a critical part of our marketing strategy,” says IMAN Cosmetics’ General Manager Desiree Reid.

About IMAN Cosmetics

Launched in 1994, IMAN Cosmetics is a maverick in the beauty category. It is the premier masstige cosmetics and skin care brand, with “Beauty for Your Skin Tone” as its key philosophy.

About Omerge Alliances

Omerge Alliances is a marketing management consultancy specializing in beauty and lifestyle brand marketing communications.

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