



## OMERGE ALLIANCES EXECUTES IMAN COSMETICS' FIRST-EVER MAJOR FILM PARTNERSHIP

IMAN Cosmetics is The Official U.S. Cosmetics Promotional Partner for Film *About Last Night*

New York, NY, January 17, 2014 – Global cosmetics beauty powerhouse, IMAN Cosmetics, is the official cosmetics partner for *About Last Night* (February 14 release). This initiative was designed to reiterate IMAN Cosmetics' brand awareness and position as the world's foremost multicultural beauty brand leveraging entertainment, and is supported by a strategic, consumer-targeted, comprehensive marketing campaign led by integrated marketing consultancy Omerge Alliances.

IMAN Cosmetics' film partnership marketing execution includes a national new product launch of a custom-created IMAN Cosmetics Luxury Moisturizing Lipstick Collection, inspired by *About Last Night's* themes and characters – featuring five bold, new shades, *Hot, Scandalous, Taboo, Flirtatious, and Kinky Pink* available at Walgreens, Wal-Mart and [imancosmetics.com](http://imancosmetics.com). Additionally, IMAN Cosmetics is availing exclusive, consumer-targeted, advance film screenings in NYC (in partnership with HelloBeautiful.com on Monday, February 3) and Chicago (in partnership with Walgreens on Wednesday, February 12), running print and digital ads in national media outlets, and executing a sweepstakes offering an all-expense paid trip to the film's red carpet premiere in LA, 25 qty IMAN Luxury Moisturizing Lipstick Collections and 50 qty *About Last Night*-themed promotional items (accessible Jan 6-Jan 26 via [www.imancosmetics.com/aboutlastnight](http://www.imancosmetics.com/aboutlastnight)).

The U.S. theatrical release of romantic comedy *About Last Night* is Valentine's Day 2014. The film stars Kevin Hart, Michael Ealy, Regina Hall, Joy Bryant, Christopher McDonald and Paula Patton.

"Utilizing entertainment properties like *About Last Night* is a part of our marketing strategy to engage our consumers organically by offering relevant value beyond our products. This film was a great foray into this space because it celebrates what our fans appreciate: life, dating, and being beautiful. Omerge Alliances presented us with this opportunity to engage our fans with a relevant promotional campaign and we look forward to more entertainment integration opportunities in television, film and music appealing to women with skin of color globally," says IMAN Cosmetics General Manager Desiree Reid.

"Our goal is to help IMAN achieve visibility and status as the cosmetics brand of choice for women with skin of color internationally through strategic entertainment partnerships such as *About Last Night*," says Omerge Alliances Founder Olivia Scott-Perkins.

### **About Omerge Alliances**

Omerge Alliances is an integrated marketing consultancy specializing in driving affinity, choice and demand for beauty, entertainment and entrepreneur brands through strategic marketing, partnerships, and branding initiatives.

### **About IMAN Cosmetics**

Launched in 1994, IMAN Cosmetics is a maverick in the multicultural beauty category. It is the premier masstige cosmetics and skin care brand, masstige is the hybrid of prestige quality and mass-market availability & pricing. The brand's key philosophy is "Beauty for Your Skin Tone."