

Company: Helen É Cosmetics

Stand: G266

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Company information:

Helen É Cosmetics is a UK brand of colour cosmetics, providing a wide range of make-up in stylish packaging and affordable prices. The range is perfect for retail by salon owners of every type as they provide excellent profit margins, the products are increasingly in demand and minimum orders are accessible for even the smallest salon. Growing awareness of the Helen E brand, enhanced by being Official Make-up Sponsor of the Miss England and our reputation for one to one customer care and wide customer target appeal, makes selling the brand to customers very easy.

The latest retail addition to the extensive Helen É Cosmetics range is the Beauty Cube, the latest in gift retailing, a series of 15 different looks in stylish cubes containing all the items needed for a particular look "eg Smokey Eyes" together with an instructional DVD. This makes them an attractive add-on purchase and gift solution for customers and ideal retail product for salons with no wish to demonstrate make-up or limited retail space.

For students and college tutors, we will be promoting the hugely popular Helen É Academy workshops, helping to train the next generation of beauty professionals in Helen É Cosmetics products and increasing their brand knowledge.

We invite all salon professionals and students to our stand G266 (Hall S9) at Salon International to sample the range and find out more about how retailing Helen É Cosmetics can enhance the success of their businesses.