

Company: New CID Cosmetics

Stand: B120

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Company information:

New CID Cosmetics has always been a firm favourite at Salon International, and this year it will have its biggest presence yet. The premium cosmetics range, founded by Kelly Colman, has grown from strength-to-strength in recent months, scooping accolades such as the '2011 Newcomer of the Year' award at QVC, as well as becoming a firm favourite with beauty editors everywhere. □The capsule range has been designed to get quick, effective results thanks to its innovative products. □At Salon International this year visitors can expect to see its hero products such as i-prime and i-smoulder, as well as fresh new releases such as i-powder (a velvety, matte, compact pressed powder), and i-shimmer (a must-have highlighter with built in brush). □Its hugely successful retail stands, which have been designed specifically for professional hairdressing salons, will be a core feature at the show. The compact, stylish and profitable concept will be on display for salons to explore. □There will also be scheduled make-up demonstrations from the brands make-up artists and creative director, who will present mini-master-classes on must-have looks such as creating smoky eyes, applying false lashes, and getting a perfect base.□Visit stand B120