

## **KEROMASK: Cover with Confidence**

### **A new generation of cover-up for everyone**



**KEROMASK** is an unrivalled cosmetics range designed for all skin types and suitable for disguising all skin imperfections, including: acne, vitiligo, rosacea, scars, under-eye circles, and unwanted tattoos.

The unique **Keromask** range includes 24 shades of Camouflage Cream, ensuring a perfect color match for all complexions, as well as four finishing powders to guarantee results are waterproof, smudge-proof, and heat resistant.

The best thing about the **Keromask** range is that it's also easy to apply, smooth, soft, contemporary and unlike most camouflage cover up - gives a very natural look. With Keromask Camouflage Cream the application choice is yours. For a light, daytime look use a small amount all over the face, or, for covering under-eye shadows, pimples, or any skin imperfections, simply layer the product for better cover-up.

Keromask understand that skin imperfections can seriously affect people's self-confidence and diminish their quality of life, so has specially formulated this collection to provide effective and durable coverage – giving you the power to **cover with confidence**.

*“When you give someone the means to change something they dislike about their appearance, it doesn't just change the way they look, it changes how they feel.”*

#### **Celebrity Make-Up Artist, Eryca Freemantle**

**Keromask Finishing Powders** come in four shades (translucent, light, medium, and dark) ensuring a perfect color match for all skin types. The finishing powders not only set the foundation, helping to keep it in place, but also prepare the skin for additional 'dry' products to be applied, e.g. eye shadows and blushers. Once the base is set, any additional products will easily glide onto the skin.

Keromask is one of the few brands trusted, used and recommended by the highly trained dermatology practitioners at the British Red Cross Skin Camouflage Clinics. It is also recognised by the British Medical Association and remains as one of the few brands listed by the National Health Service as an effective solution for the 1 in 4 people in the UK who live with a skin condition. You can visit [keromaskconcealer.com](http://keromaskconcealer.com) for advice on make-up application, useful contacts for those suffering with skin imperfections, a place to upload your own experiences of covering up as well as step-by-step make-up videos by Eryca Freemantle on how to cover up everything from under-eye shadows to vitiligo.

**For further information, please contact: Lisa Slavik 213.447.0993 • [info@keromaskconcealer.com](mailto:info@keromaskconcealer.com)**