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- Lifestyle
- Fashion
- Technology
- Automobile
- Food Industry
- Real Estate-Retail
- Travel-Tourism
- Banking Investments
- Education-Training
- Govt-Humanity
- Health-Medicine
- Entertainment
- Event and Exhibitions
- Others

Latest Dubai Press Releases >> Lifestyle

MadCosmetics launches exclusively at Paris Gallery

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"It would be mad for a woman not to look after herself." – Marwa Al Jaber.

Dubai, UAE, October 13, 2016: Paris Gallery, the leading luxury retailer in the region, announced the launch of MadCosmetics, a brand whose products are known for quality, attention to detail, and competitive pricing. Now, for the very first time, MadCosmetics brands such as MadLashes and MadBrushes are available in the UAE, exclusively at Paris Gallery.

MadCosmetics offers products which complete grooming for women. It presents trend-setting products for all occasions that help beautify and add glamour. The flagship brand of MadCosmetics – MadLashes – features a collection of hand-made products using 100% human hair that can be used up to 25 times. Its products are exquisitely shaped with an extremely beautiful and natural look, helping create that look that everyone desires. The exclusive 3D Mink Edition, a favourite among women in the GCC, is made from 100% Mink hair and can be used up to 50 times. MadBrushes, another subsidiary brand of MadCosmetics, features a full range of hand-made makeup brushes made of 100% certified goat hair. High-quality bristles allows for perfect face and body application.

Initially created for GCC women, MadCosmetics now appeals to women around the world, thanks to its affordable luxury. The brand employs innovative techniques and constant R&D, and is making incredible progress in a short span of time. It has become the talk of all beauty lovers in the region.

MadCosmetics was founded in 2014 by Marwa Al Jaber, a Bahrain-based entrepreneur and beauty aficionado. MadCosmetics was established to offer unique cosmetics at affordable prices. After doing an extensive research on the current market demands in the world of cosmetics, MadCosmetics sets itself apart from other brands for the meticulous attention it gives to product details and the high-quality elements it uses in the creation of its products. MadCosmetics is available in Bahrain, Qatar, Oman, Iraq, Saudi Arabia, Kuwait and now in the UAE.

Range of MadLashes products:

100% human hair range:

1. Loco
2. Crazy
3. Raving
4. Nutty
5. Looney
6. Psychotic
7. Manic
8. Wacko
9. Dippy
10. Lunatic

Mink Edition

1. Doty
2. Gaga
3. Batty

MAD Glue

Fast drying and waterproof lash adhesive.

Range of MadBrushes products:

1. Powder brush
2. Angled contour brush
3. Flat top brush
4. Flat foundation brush
5. Round blending brush
6. Medium eyeshadow brush
7. Flat Definer
8. Medium eyeshadow brush
9. Flat Definer
10. Eyeliner
11. Concealer brush
12. Remove lip brush
13. Angle eyeliner
14. Medium fan brush
15. Bullet eyeshadow sponge Stick
16. Eyebrow and lash brush comb
17. Straight and sharp contour brush
18. Round brush

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