

Kryolan Professional Make-Up is a name synonymous with elite make-up artists worldwide. Today, the best-in-class make-up collection is now available to Sydney consumers thanks to the opening of their first KRYOLAN Concept Store located on the iconic Oxford Street strip.

Wolfram Langer, CEO, KRYOLAN Global says, "We're thrilled to have officially launched in the Sydney consumer market with our beautifully designed store. Our team of professional make-up artists will be available and on hand to give each and every customer a full service experience."

The complete KRYOLAN range will be available, with customers able to create bespoke colour pallets of foundation, eyeshadow and lipsticks through to custom contouring kits. Services at the two-level store will include:

Beauty & glamour make-up for special occasions Personal make-up lessons for beauty consumers Camouflage make-up for medical conditions and special occasions Drag, avdargarde, characters and SFX make-up Advanced lessons & workshops for professionals in all facets of professional make-up "What most people don't know is that they likely have a KRYOLAN developed and manufactured product already in their beauty staple. Over the past 30 years, premium brands have been turning to KRYOLAN to manufacture their own branded make-up collections due to the premium result our formulations deliver," says Wolfram.

Since 1945 in Berlin, KRYOLAN has developed their own products using only the highest quality ingredients coupled with world-class manufacturing techniques. Their products are widely regarded as the make-up industry standard and are currently used to teach students in top make-up schools in over 100 countries throughout the world.

One of the biggest contributions KRYOLAN has made to changing the lives of everyday people can be seen through their Dermacolor Paramedical range. Used by leading hospitals, clinics and burns center worldwide, KRYOLAN has helped people of all sexes and ages with injuries and scarring and other types of skin deformity to reclaim their confidence in life.

With a strong cult following amongst make-up artists, now everyday consumers who prefer true premium grade products can access them too. KRYOLAN's make-up is durable, long lasting, densely pigmented and available in the widest range of colours. It is also known for its multifunctional purposes and extra skincare properties while providing excellent skin compatibility and nourishment. All these premium professional qualities ensure its reputation as the professional make-up industry standard and A MUST in top elite make-up artist's kits worldwide. KRYOLAN products have never been tested on animals.

"By opening the first of our concept stores in Sydney we hope to take the KRYOLAN experience to more beauty consumers, looking for products that really work and most importantly last while having the extra skincare premium professional products provide," said Wolfram.

KRYOLAN's Sydney Concept Store is open now at 20 Oxford Square, Darlinghurst. Bookings for make-up services can be made by calling: 02 9331 0141.

About KRYOLAN:

KRYOLAN Professional Make-Up is the leading tried and tested true professional make-up brand, and has been established for 70 years. It is used by the world's leading make-up artists on their A list celebrity clients. Our products are widely regarded as the make-up industry standard and are used to teach students in top make-up schools in over 100 countries throughout the world. The brand has strong cult following amongst make-up artists and everyday consumers who prefer true premium grade products. True professional make-up is durable, long lasting, densely pigmented, multipurpose and available in a wide range of colours while providing excellent skin compatibility and extra skin nourishment, it also translates well into film and photographic mediums. With seven decades of experience in the industry and now in over 100 countries, KRYOLAN Professional Make-Up understands the need of professional make-up artists working in all facets of the creative and beauty industry and has set the new standard of make-up for beauty consumers.

www.kryolan.com.au

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