



New EcoTools Glow For It! Collection

EcoTools, the leader in eco-friendly and effective makeup tools, introduce their brand new limited edition Glow for It! Collection. The six-piece set was created as part of EcoTools' #MyTrueBeauty campaign, in partnership with Glamour magazines The Girl Project to celebrate and empower true beauty. Erica Galea, Marketing Manager at Chemcorp International says, "The #MyTrueBeauty campaign aims to help build female confidence and positivity, by sharing stories of women's empowerment and inspiration. The Girl Project then helps to fund women's education around the globe, aimed at providing quality education that both supports and empowers women." The set features all the tools you need to glow all day: CONCEAL: Use the Pointed Concealer brush to even imperfections for a fresh complexion. DUST: With the full bristles of the Angled Powder brush, add a light dusting of colour for even-looking coverage. GLOW: Use the Highlighting Fan brush for precise application of illuminating powders to get glowing. SHIMMER: With the Eye Shading brush adds a shimmering accent of metallic colours for sun-kissed eyes. POP: Define and finish this look by applying your favourite bold lip colour with the Detailed Lip brush. For precise application first line lips, then fill in and blend. RADIATE: Bring the Compact Mirror on-the-go for touch-ups to stay glowing all day About EcoTools® EcoTools helps women reveal their true beauty. Helping women look beautiful and live beautifully is what EcoTools, is all about. EcoTools offers the tools, tutorials and tips so she can be her best, beautiful self. The EcoTools collection of cosmetic brushes, brush cleansing products and bath and body products features renewable, animal cruelty-free and recyclable materials. The EcoTools Glow For It! Collection will be available at selected pharmacies and Priceline stores nationally from October 2017 for an RRP of \$39.99 and online at www.ecotools.com.au.

Contacts

Lisa Solomons

mailto:

Rachel King

9571 4448

mailto: