



## IT's All About You! Your 5pc Customer Favorites IT Cosmetics Today's Special Value – 1 Day ONLY on QVC!



IT is truly all about YOU! IT Cosmetics® is excited to introduce a collection featuring QVC® Customer Choice Beauty Award winning products, plus two innovative **new** launches, for the first time ever in this Today's Special Value® scheduled to debut on QVC **Saturday, June 21, 2014**. QVC features one item each day as a Today's Special Value, which is offered at an exceptionally low price that is valid from midnight ET until 11:59 PM PT, while supplies last.

IT's All About You! 5pc Customer Favorites Collection includes **Celebration Foundation®**, **Brow Power® Universal Brow Pencil**, **Limited Edition Heavenly Luxe™ Dual Ended Complexion Perfection Brush** as well as IT's brand new worldwide launches of **CC+™ Radiance Palette** and **Waterproof Bye Bye Under Eye® Anti-Aging Concealer**. Developed with leading plastic surgeons and infused with skin-loving unique ingredients, IT's All About You does the work for you with all of the essentials you need to look and feel your most beautiful!

Achieve your most flawless, beautiful skin with **Celebration Foundation®**, the 2013 QVC Customer Choice Beauty Award winner for "Best Foundation". This full coverage, lightweight anti-aging foundation rich in skin-loving peptides, hydrolyzed collagen, silk and more, helps you attain a perfect, airbrushed complexion in 30 seconds! Use the NEW multifunctional 2-in-1 **Heavenly Luxe™ Dual-Ended Complexion Perfection Brush** to swirl circles into the foundation and buff onto skin to get flawless silky full coverage that feels like you're wearing nothing.

Next, say hello to the **NEW** Clinically Proven All Day Waterproof version of two-time Customer Choice Beauty Award Winner for "Best Concealer" **Bye Bye Under Eye®**, now loaded with additional anti-aging skin loving benefits plus clinically proven for all-day 12-hr waterproof coverage. Start by warming up a pin sized amount on the back of your hand, then gently tap the concealer onto the areas that need extra coverage and blend with fingers or use the multitasking Dual Ended Complexion Perfection Brush to ensure flawless application. Infused with anti-aging technology to not only cover, but to make your skin appear younger at the same time, Bye Bye Under Eye® Waterproof stays true to its original Bye Bye Under Eye® Concealer formula, providing crease-free coverage to camouflage under eye discolorations with ease, while hydrating to ensure a beautiful well-rested appearance.

Now it's your most radiant, luminous, perfectly lit skin in a compact! Introducing the **NEW CC+™ Radiance Palette**. This palette includes three new color correcting innovations! The CC+™ Brightening Finishing Powder, CC+™ Matte Bronzer, and the CC+™ Flush Blush are each anti-aging talc-free powders that include color correcting pigments that enhance and even out the appearance of your natural skin tone, while boosting the warmth and radiance of your skin. Real Silk and Collagen work to blur the look of fine lines and pores. CC+™ Brightening Finishing Powder is formulated with Drops of Light Technology™, using light-reflecting microspheres to provide your skin with the look of healthy illumination without glitter or shimmer. The CC+™ Matte Bronzer is formulated with anti-aging peptides and hyaluronic-filling spheres to keep your skin smooth and hydrated. Hydrolyzed Collagen, Vitamins A, C and E, Grapeseed, Green Tea, Silk and Aloe treat your skin to a powerful boost of antioxidants and healthy moisture, smoothing out fine lines and wrinkles. The CC+™ Blush not only flushes your cheeks for all day wear, but is also infused with anti-aging powerhouse ingredients including Amino Acids, Plum Oil, Cherry Oil, Hyaluronic Acid, Pomegranate, Jojoba, Aloe, Seaweed Extract and Grapeseed that work together to give cheeks a boost of healthy hydration.

Finish your most beautiful you with the most powerful step in your beauty routine, your brows! **Brow Power® Universal Brow Pencil**, is the two-time QVC Customer Choice Award winner for "Best Brow Product". This universal, long wear eyebrow pencil is infused with cutting edge, brow-enhancing ingredients that coat each hair, while adhering to the skin, making it easy to naturally transform thick or thin brows to create the look of your brows but better™. In a universally flattering shade, Brow Power® Universal Brow Pencil is customized to work with all hair colors to create a bold look for everyone! For lighter hair, apply using lighter, softer strokes and for darker hair, apply pressing hard to deposit more color. As a finishing touch, lightly brush through brows with the spooly brush to create a natural polished look. As always, for every Brow Power® Universal Brow Pencil sold, IT Cosmetics will donate one to the American Cancer Societies' Look Good, Feel Better® program to help women face the effects of cancer with confidence. To date, IT Cosmetics has donated over \$4million in Brow Power Pencils to Look Good, Feel Better®.

IT Cosmetics® IT's **All About You Five-Piece Customer Favorites** (QVC Item #A255578) is scheduled to be a Today's Special Value offered for one day only at an exceptionally low price on QVC, QVC.com, the QVC apps or by calling 800.345.1515 beginning on **June 21, 2014** at midnight ET until 11:59 PM PT, while supplies last.

**About IT Cosmetics®:** IT, which stands for Innovative Technology, is all about *Clinically Proven, Skin Loving, Problem Solutions!* Founder Jamie Kern Lima, who suffers from Rosacea, Sparse Brows, Hyperpigmentation and problematic-skin works hand-in-hand with a team of plastic surgeons to create innovative, high performance products laser focused on solving women's beauty problems.

"QVC, the Q, and Q ribbon logo are registered service marks of ER Marks, Inc."

For more information on IT Cosmetics, please contact  
Linsey Tilbor of Behrman Communications (212) 986-7000  
[ltilbor@behrmanpr.com](mailto:ltilbor@behrmanpr.com)