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ABOUT SMASHBOX

Since bursting onto the beauty scene in 1991, smashbox has built itself an enviable reputation as one of the foremost manufacturers of high quality, professional cosmetics. Created especially to meet the specifications of studio professionals, smashbox cosmetics are formulated to withstand the demanding conditions of the photographic shoot. They're long-lasting, don't smear and the colours remain true and fresh all day, even under the intense heat of studio lighting.

smashbox was created by brothers Davis and Dean Factor - great-grandsons of cosmetics legend Max Factor - in Los Angeles. The pair had renovated an old boat showroom and turned it into photography studios. They named it after the accordion-like casing that was used to protect early cameras, and the studios soon became a Mecca of cool for models, actors, photographers and stylists.

The Factors decided to move into the field of artist representation, and soon the stylists and make-up artists who were signed to their agency were pressing them to create their own range of cosmetics. smashbox cosmetics was born. The brothers' Photo Studios have become an enterprise, incorporating the famous studios themselves, the beauty agency, a gourmet catering company and a home to the hippest Los Angeles parties by night!

Used by some of America's most influential stylists and make-up artists, smashbox make-up exudes the casual, unaffected cool of the hip Los Angeles fashion scene - a seriously sassy and funky approach to

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INTRODUCING DANIEL CHAVEZ
International Make-up Artist,
smashbox cosmetics



Since joining smashbox cosmetics in 1998, Daniel Chavez's enthusiasm, energy and passion mean he's become one of smashbox's most requested make-up artists. For the past three years he's assisted as On-Air Make-up Artist in the United States - so he's the natural choice to represent smashbox on QVC UK, too!

As well as using his artistic talent at prestigious events such as the Billboard Music Awards, the Golden Globes and the MTV Music Awards, Daniel has worked on catwalk shows in New York and Los Angeles, leading and co-leading for top designers including Imitation of Christ, Prada, Rock & Republic and Richard Tyler.

As the party season approaches, Daniel's put together a few essential tips to help you keep your make-up simple and fresh-looking throughout this fun-filled time...

It's time for Jingle Bells and smashbox gels!

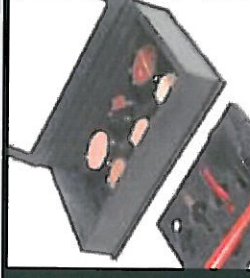
"Sheer red lips are just what's needed to get the holiday season on its way. Since not every woman feels comfortable in a red lipstick, smashbox has introduced the perfect alternative: Lip Gels. Giving your lips a sheer wash of red that will last for hours, Lip Gels have a slight sparkle and will add lustre and shine to your lips all through the season!"



217524 • £11.45
Lip Gloss Gel 8.5g

The Make-up Room

"Taking all the guesswork out of your holiday make-up, The Make-up Room is the perfect collection of colours for eyes, cheeks and lips to keep your holiday make-up simple yet romantic. We've even provided all the tools you need for effortless application! The collection comes in a vanity box, making it a brilliant gift idea."



215570 • £37.26
The Make-up Room Collection
QVC Price £41.99