

Real Techniques® receives ChickAdvisor Reviewers' Choice Award for #1 in Makeup Brushes in 2018

The #1 YouTube makeup brush brand¹ Awarded Canadian Badge of Honour



Richmond Hill, Oct 11, 2018 ([IssueWire.com](http://www.IssueWire.com)) - ChickAdvisor today announced Real Techniques® makeup brushes as the 2018 Reviewers' Choice Award winner - #1 in Makeup Brushes. Real Techniques® has always gone tool-to-tool against prestige brands with its award-winning quality brushes, sponges and more. Teamed with the passion, artistry, and expertise from the Chapman sisters, who have been at the forefront of the brand since its creation, the brand is dedicated to continuing to give makeup lovers the high-quality expert tools needed to achieve the looks they desire.

Tiffany Kurtz-Sewall, Global Marketing Director at Paris Presents Incorporated, comments: "It is inspiring that our commitment to high quality, custom cut tools are being recognized by Canadians who have used our brushes, sharing their thoughts and positive experiences. Beauty should be unscripted, and we are excited that Real Techniques® continues to inspire."

About ChickAdvisor Reviewers' Choice Award:

The ChickAdvisor Reviewers' Choice Awards are a yearly badge of honor given out to the top-ranked products of the past 12 months. The results are based on stringent criteria: all winners must have at least a 4.0 out of 5 overall satisfaction score, have a minimum number of reviews from the past year, and be #1 in their category at the time when the results are calculated. Every year, hundreds of thousands of reviews are posted on ChickAdvisor for products and services that are used every day.

Some of these reviews are posted through the Product Review Club, while other reviews are a result of members sharing about products on their own. *ChickAdvisor* is the first ratings and reviews platform in Canada. Founded in 2006 by husband and wife duo Ali and Alex de Bold, *ChickAdvisor* has over 500,000+ authentic reviews on the platform. Announcement here: <https://www.chickadvisor.com/article/2018-reviewers-choice-awards-winners-announced/>

About Real Techniques®

Reveal your inner expert with high-tech brushes and online tutorials. Created with professional makeup artists and top-rated YouTube beauty gurus Sam and Nic Chapman. Real Techniques® is a brand from Paris Presents Incorporated, a company that specializes in creating and distributing beauty products and personal care accessories to elevate the beauty experience for all users. Real Techniques® brushes feature a color-coded system corresponding to the key steps of makeup application, so you can create a flawless base, enhanced eyes and the perfect finish like a pro. Each brush is hand cut with UltraPlush® synthetic bristles that help create flawless, high-definition results.

Real Techniques® is dedicated to continuing to supply innovative beauty breakthroughs with proven prestige performance tools that offer superior application.

Real Techniques® is available at retail stores across Canada including, Walmart, Rexall PharmaPlus, [Jean Coutu](#), Brunet, Uniprix, London Drugs, Lawtons Drugs, IDA Guardian, Pharmasave. For more information, visit www.farleyco.ca/RealTechniques or www.realtechniques.com

@realtechniques

- Top subscriber rank for brands that primarily carry makeup brushes, based on Pixibility Radar data pull, March 2017
- Nelsen U.S., XAOC, cosmetic accessories, latest 52wk dollar sales ending June 30, 2018, among top 5 brands

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Source : Paris Presents

See on IssueWire : <https://www.issuewire.com/real-techniques-receives-chickadvisor-reviewers-choice-award-for-1-in-makeup-brushes-in-2018-1613951759237684>