

Propa Beauty set to Launch 12 Shades of Nude Lipstick That Will Leave You Feeling Empowered



Phoenix, Apr 23, 2020 (Issuewire.com) - Propa Beauty is proud to announce the launch of its first lipstick collection, consisting of 12-nude shades specially formulated for dark skin tones. This new indie brand is out to challenge how the beauty industry markets to women, and how women can empower themselves through makeup. The collection dubbed “PowerPouts”, will be available online at www.propabeauty.com and various retailers starting April 29, 2020.

The launch comes at a time when millions of Americans have been furloughed by their employers and small businesses owners face a challenging environment due to COVID-19.

“Now more than ever, we are faced with a challenging economy for women, especially us women of color. We need performance enhancing makeup, as we get out there hustling hard after our goals, knocking on all the doors,” Says Victoria Fazio, founder of Propa Beauty. “You need everything in your corner, right down to the makeup on your lips. Nudes are the most empowering shades a woman can wear, yet it is challenging to find enough variance for us with dark skin tones without having to MAKE IT WORK.”

Over the last 2-years special attention was given to creating a highly pigmented lipstick that is also

clean, vegan and paraben-free. The 12-shades deliver a true “nude” rich color lipstick. The crème luminous satin formula gives the look of hydrated, silky-smooth shine, while not overly glossy.

Highlights in the collection include Delicious chocolate warm browns, deep mauve hues, autumn pumpkin spice, and roasted terracotta. Unlike most beauty brands, Propa Beauty diverted from the usual lipstick names, with this collection featuring only power names: Driven, Empower, Limitless, Believe It, Profits, Fighter, Victress, Clo\$er, Focused, Finesse, Made It, and Her Magic.

ABOUT PROPA BEAUTY

Propa Beauty Inc. is a new indie brand launching April 29, 2020. It is a woman-owned company out to change the narrative of the over-sexualization and simplification of women by the beauty industry. The company’s products are created by its designers, who are all women of color. For further information visit www.propabeauty.com. Visit us on our social channels:

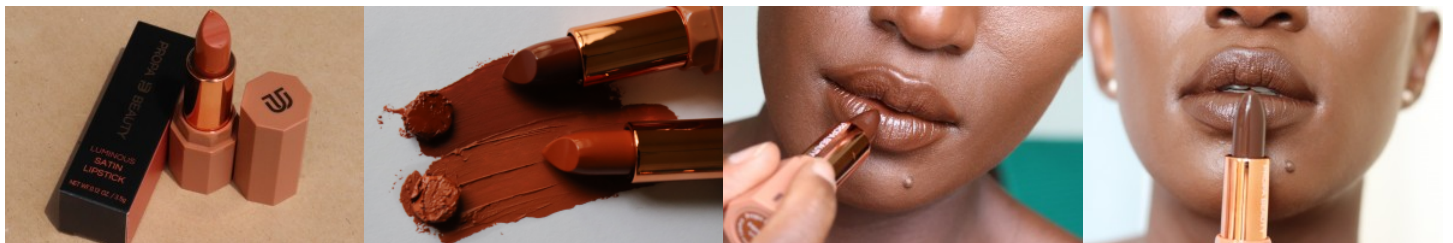
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