

CATRICE Cosmetics Announces Charitable Partnership with the Beauty Bus Organization

The Makeup Brand Looks to Spread Hope & Humanity With Heart-Warming Initiative



New York City, New York Mar 30, 2022 ([IssueWire.com](https://www.issuewire.com)) - [CATRICE Cosmetics](https://www.catricecosmetics.com), a brand known for its affordable makeup products and its mission for women to embrace both their inner and outer beauty, announced today a new long-term partnership with [Beauty Bus](https://www.beautybus.org). This non-profit organization delivers kindness, support and compassion to seriously ill patients and caregivers through beauty products and services, such as pop-up beauty salons, beauty bag giveaways, and interactive, online tutorials. The partnership aims to strengthen CATRICE's commitment to serving the community on a deeper, more intimate level while giving vulnerable people a temporary escape from their illness and the chance to reconnect to their sense of self.

In 2022, CATRICE will be donating products throughout the year to help support the organization's aforementioned initiatives, as well as present multiple touchpoints where a portion of their sales will be donated directly to Beauty Bus. Consumers will be able to get involved and help the cause as well. Starting this month, the brand's website, [CatriceCosmetics.com](https://www.catricecosmetics.com), will offer the ability for any purchase to be rounded up to the nearest dollar at check out. All proceeds from this initiative will also go directly to help fund the organization and its ongoing needs.

"We are thrilled to be partnering with Beauty Bus, a cause that aligns with CATRICE's goal of sharing beauty with the larger community," says Jill Krakowski, Chief Marketing Officer at Cosnova Inc., the parent company of CATRICE. "At CATRICE, we want to bring visibility to all of the excellent work that Beauty Bus is doing. We know how powerful makeup can be, and hope that our products will bring joy and uplift the spirits of those who receive them."

"We are grateful to CATRICE for supporting the work of Beauty Bus," says Cathy Sleva, Executive

Director of Beauty Bus. “It’s exciting to be able to work together to bring beauty and grooming services to patients in hospitals and to family caregivers in social service agencies. We know how powerful the experience of taking time to recharge and reconnect can be. CATRICE will help us reach countless people who are in need.”

Together with Beauty Bus, CATRICE Cosmetics strives to make the world a more beautiful place, especially for those who need it the most.

About CATRICE Cosmetics:

[CATRICE Cosmetics](#), the cult favorite German-Beauty brand, is an innovative and luxury-inspired makeup line with an affordable price tag, and clean products you can feel good about. All products retail for less than \$15, with an average price point of only \$8. CATRICE Cosmetics is best known for its game-changing complexion products, making 'face their forte'. Professional makeup artists and influencers alike have been raving about CATRICE’s WOW factor formulas – many claiming that they rival the formulations of high-end, prestige brands. With cult favorites like the CATRICE HD Liquid Coverage Foundation and True Skin Concealer, the word on the street is "I can't believe this is drug store makeup." The affordability and accessibility of CATRICE Cosmetics empower women to create their own version of beauty, both IRL and on URL. No. Filter. Required.

About Beauty Bus:

[Beauty Bus](#) was founded in memory of Melissa Marantz Nealy, whose life was cut short at the young age of 28 by a degenerative neuromuscular disease. As her disease progressed, and Melissa became increasingly homebound, her family arranged for in-home haircuts, manicures, and facials in an effort to lift her spirits. Melissa said these treatments made her feel "human again." The impact on Melissa's emotional well-being was profound. She felt nurtured by the beauty professionals who provided a momentary escape from her disease. Melissa’s family founded Beauty Bus Foundation in 2009 to offer this same experience of dignity, hope, and respite to other families when they need it most.

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 Beauty Bus



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