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FOR IMMEDIATE RELEASE

Brows that Wow

from Satin Smooth and Kelley Baker Brows

Stamford, CT, May 2016 – Satin Smooth, the industry leader in depilatory waxes, well known and trusted for over a decade, has named high-profile brow master Kelley Baker Brows as their new Brand Ambassador. Together, Satin Smooth and Kelley will team up to create “Brows that Wow,” with Satin Smooth’s high-quality, Italian-made waxes and accessories for the ultimate waxing experience.

Kelley Baker is the quintessential California girl, a celebrity makeup and arch artist with a reputation for shaping brows to absolute, eye-framing perfection. Her charisma and amazing brow transformations, combined with social media savvy, have turned her into an Internet sensation with a cult following of over 600,000 fans.

Kelley brings a fresh, fun, new approach to brow shaping, making her the natural choice for Satin Smooth’s brand ambassador. “If a brow artist is only as good as their tools, Satin Smooth will help create your masterworks,” she said. And indeed, Satin Smooth products are the perfect match for Kelley’s proprietary waxing, tweezing, trimming and filling techniques.

“Some of my favorite brow-waxing essentials from Satin Smooth include Ultra-Sensitive Zinc Oxide and Honey Wax with Vitamin E,” Kelley said. “The professional double wax warmer keeps them ready to perform, the small applicators and non-woven cloth make wax application and removal easy and comfortable, and the before and after care products keep skin looking and feeling satiny smooth! Use them with my brow kits and the results are flawless!”

Catch Kelley in action at the Satin Smooth Booth #1943 at the Premier Orlando show June 5th – 6th. Learn her tips and tricks on how to master the perfect brow AND build your own success.

About Satin Smooth:

Satin Smooth, a professional division of Conair Corporation, has been providing the ultimate waxing experience, and so much more, for over a decade. From gentle yet highly effective soft waxes to no-strip, disposable hard waxes and soothing before and after care products, Satin Smooth provides the perfect solution for an efficient, comfortable, personalized waxing experience. In addition to luxurious waxing products, Satin Smooth offers a new skincare line and exciting anti-aging treatments and technologies. For more information about Satin Smooth, please visit www.satinsmooth.com.

About Kelley Baker Brows:

Award-winning arch and celebrity makeup artist, entrepreneur and social media beauty maven Kelley Baker knew her calling early on after witnessing the confidence boost each of her clients felt after she had transformed their brows. Now known as one of the world's most celebrated arch artists, she has a reputation for shaping brows in a manner that can only be described as perfection. Kelley's charisma and amazing brow transformations quickly turned into a social media sensation and she's developed a cult following of over 600,000 Internet fans. For more information about Kelley Baker Brows, please visit www.kelleybakerbrows.com.

