

# PRESS RELEASE

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## BEAUTY WITH A DIFFERENCE

The highly acclaimed SA Fashion Week (SAFW) is approaching, where South African designers will showcase their Autumn/Winter '18 Collections. However, fashion won't be the only thing in the spotlight this year as WBeauty from Woolworths announces their partnership with SA Fashion Week (SAFW) as the official beauty sponsor for 2017.

The relationship between Woolworths and SA Fashion Week was first established in 2016, founded on the mutual goal of elevating and endorsing South African design. The sponsorship of SAFW by WBeauty is an extension of this, as Woolworths perseveres on their quest to support all things local.

WBeauty is known for creating products that are fashion forward and inspired by international beauty trends, making it the perfect partner for SAFW. "We couldn't be more excited about exposures such as SA Fashion Week, which give us an opportunity to showcase our innovative products and position our Beauty brand through a fashion lens." comments Shaheda Sayed, Head of Brand Communications for Woolworths.

In addition to being trend led, WBeauty cosmetics also follows the Good Beauty Journey. "We are on a journey to offer customers innovative, quality products that are responsibly sourced and have minimal impact on our environment while supporting social upliftment" explains Vivienne Joseph, the Head of Beauty.

SA Fashion Week, is set to take place from the 24<sup>th</sup> – 28<sup>th</sup> October this year.

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## **WBEAUTY 5 ICONIC PRODUCTS**

## 3-In-1 Mascara



This conditioning mascara comes with a specially designed silicone brush to help create perfectly defined and shaped lashes.

## Gel Eyeliner



Ultra-soft, long-lasting, water resistant, smudge-proof gel eye pencil for effortless definition. Easy application with silicone glide on technology.

## Longwear Max Cover Foundation SPF20



Conceal dark marks and imperfections with this colourfast, long-wearing foundation, designed for maximum cover to leave the complexion evened and protected from UV radiation.

- 30ml
- SPF20
- medium to heavy coverage
- approved by Beauty Without Cruelty
- no harsh ingredients
- approved by a toxicologist

## Make-Up Finishing Spray: W Face



This lightly fragranced setting spray is formulated with a blend of chamomile extract and cucumber juice to condition the skin and to lock your make-up in place.

- approved by Beauty Without Cruelty
- 150ml
- Vegan Friendly

## Hydro Lipstick



21 shades, medium wear with intense colour and advanced hydration.