



HIGH DEFINITION AIRBRUSH MAKE-UP
Airbase

10 Years Professional Heritage

Airbrush make-up is the industry leading silicone based airbrush make-up used by professional make-up artists, beauty salons and home users for a stunning, flawless and smooth finish.

Why Airbase Make-Up?

- Flawless and natural finish
- Perfect colour match
- Weightless application
- Long-lasting and weatherproof
- Allows skin to breathe
- No 'touch-ups'
- Silicone based



Bought to market by renowned industry professionals...

Lloyd Naaké: 15 years industry experience.

Judy Naaké: Self-tanning guru and St Tropez founder, with 30 years of industry experience.

Anni Buchannan: Oscar Nominated make-up artist Anni Buchanan and product development lead.

Airbase is loved, stocked and used by:



Consumer:

Bridal make-up in salon

Occasion make-up in salon

NEW: High Definition Home Use Make-Up System

'Airbase Make-Up continues to grow and expand its' professional heritage.

Over 4,000 make-up artists and beauty salons now offer Airbase applications'

Why silicone?

“At Airbase we pride ourselves on our high-grade silicone based foundation which remains the bedrock of the brand providing consumers with everything they want in a make-up base.”



- High silicone content for superior flawless finish
- Lightweight, it allows skin to breathe
- Custom blend for a perfect match
- Long-lasting and durable
- Perfect and even coverage, every time; including imperfections such as **port-wine stains, birth marks and high colour**

Why Airbrush Make-up?

Our professional market refer to it as 'Fast and Flawless'

We promise:

- Impeccable and flawless results
- Improved Hygiene when compared with traditional applications
- Lightweight, complete and even coverage
- High definition finish
- Professional results





BEAUTY INSIDER

last year, I love it because my skin masses of coverage, but didn't look heavy which is unusual for TV make-up! My friend and beauty guru, Moiya Saint, told me you can get a similar kit to use at home. At £199, the Airbase system isn't cheap, but if you want something that gives your skin incredible coverage, it's worth the investment. I've tried it. It feels like silk, but covers every little flaw and can even disguise tattoos.



Moiya and me in the studio

'... it gave my skin masses of coverage, but didn't look heavy ...'
Patsy Kensit, Loose Women appearance

This week, I'd also like to share my new beauty obsession - **Airbrush make-up by Airbase.**
Tess Daly, BBC Strictly Come Dancing



foundation system. Apparently all the panellists are fans, and it was used on *The X Factor*

Visit airbasemakeup.com for more informati



zarah-weddy-orange-hat

We've already shown you how to get Zara's fresh-faced make-up look, but our eyes were hooked by soap starlet Katherine Kelly. She looked flawless at royal wedding number two - wearing the bright orange hat - so we found her make-up artist Christopher Raine at Airbase. ASAP! Katherine tweeted about her look, 'I was shamelessly big up my make-up artist, Christopher Raine, who did my make-up for the royal wedding this weekend!'

If you're considering airbrush make-up for your own bride beauty look, consider the facts: Airbase has seven blends, light-diffusing foundations, which are sprayed on using a portable, wireless airbrush compressor (weighing less than a bag of sugar). The result: creating a stunning range of Airbase Airbrush make-up for a flawless finish on high-definition TV. The stunning range of Airbase Airbrush make-up was designed by Oscar nominated make-up artist Ann Buchanan, and created by St Tropez's Jody Haake.

One gorgeous foundation costs £32.95, a whole kit including foundation, blusher or bronzer, cleansing mist, toner and cleaner, airbrush and compressor costs £195. We say, go for either option for a dazzling look. If you're as excited about this as we are, go to airbasemakeup.com to snap up a fab kit. By Sandy Chapman

Constance Hote Luxury Honeymoons



Which foundation are Rihanna and Nicola Roberts raving about?

Mar 16th 2012, 02:15 | By handbag.com | Add comment

Airbase foundations are the latest must-have beauty products for celebrities in the know, providing a perfect base coat that doesn't need to be touched

Recommended 0 | Tweet 0 | Like 1

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Rihanna swears by... Airbase Airbrush Foundation

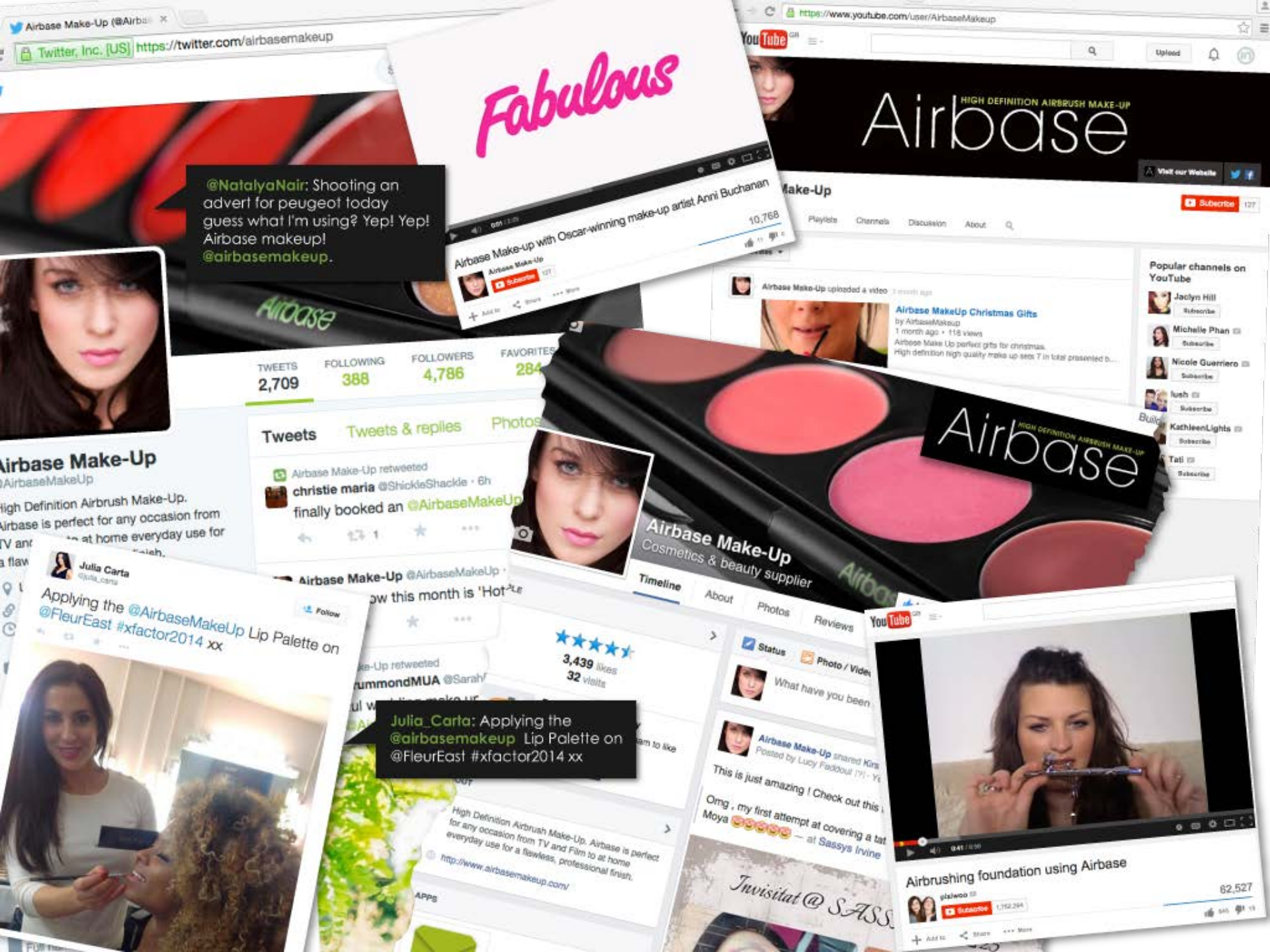


needs much airbrushing, the latest celebrity to join the ever flowing fan club is Barbadian beauty Rihanna. - for her latest single 'You Da One' - her that porcelain finish instead



highly pigmented Pucker up!





Fabulous

Airbase HIGH DEFINITION AIRBRUSH MAKE-UP

@NatalyaNair: Shooting an advert for peugeot today guess what I'm using? Yep! Yep! Airbase makeup! @airbasemakeup.

Airbase Make-Up with Oscar-winning make-up artist Anni Buchanan 10,768



TWEETS 2,709 FOLLOWING 388 FOLLOWERS 4,786 FAVORITES 284

Tweets Tweets & replies Photos

Airbase Make-Up retweeted christie maria @ShickleShackle · 6h finally booked an @AirbaseMakeUp



Airbase Make-Up Cosmetics & beauty supplier

Airbase Make-Up

Julia Carta Applying the @AirbaseMakeUp Lip Palette on @FleurEast #xfactor2014 xx



Julia Carta: Applying the @airbasemakeup Lip Palette on @FleurEast #xfactor2014 xx

★★★★★ 3,439 likes 32 visits

High Definition Airbrush Make-Up. Airbase is perfect for any occasion from TV and Film to at home everyday use for a flawless, professional finish. http://www.airbasemakeup.com/



Status Photo / Video

What have you been...

Airbase Make-Up shared Kim Posted by Lucy Faddoul 171 - Ys

This is just amazing! Check out this...

Omg , my first attempt at covering a tat Moya 🙌🙌🙌🙌🙌🙌 - at Sassys Irvine

Twisitlat @ SASS

Customers who experience Airbase, want to enjoy the benefits every day!



Customers want:

A professional and flawless finish
every day with less effort!

Convenience

Longevity of a flawless finish

Cutting edge make-up technology

Application cost in line with
traditional foundations

**Airbase has
developed a realistic
Home Use Airbrush
solution that answers
the prayers of these
savvy beauty addicts!**

High Definition Home Use Make-Up System

Airbase brings **High Definition Make-up** – Home

Designed for the every day consumer who wants to enjoy airbrushing without a make-up artist – all in an attractive, portable home use unit.

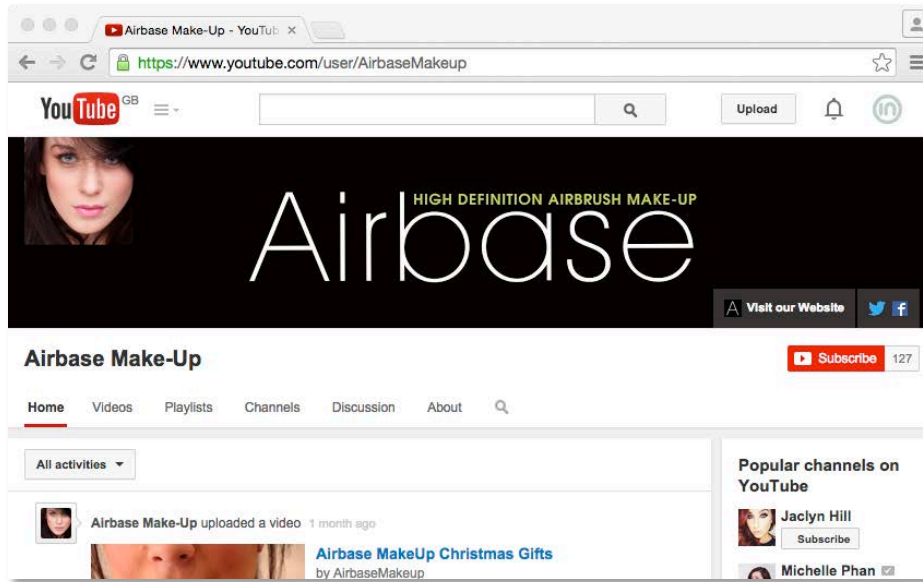
- Simple to use
- Supplied with make-up
- Mirror for easy application
- Portable
- Built in LED lights with 3 settings
- Discreet compressor
- Easy store fitments

Applications with a make-up artist costs from £25 - £65 upwards.

This makes the High Definition Home Use System an attractive option – paying for itself in just 5-10 applications.



How do we support our customers?



For Retail Partners:

- Bespoke kits for your market
- Promotions
- Exclusive offers and promotions
- Sales demonstrations
- Educational selling guides
- **Assistance with merchandising...**

For Airbase Customers:

- UK customer support helpline
- 'How To' online content
- Regular media output to engage and educate:
 - a. Tips and tricks
 - b. How to
 - c. Airbrush maintenance
 - d. Airbase YouTube channel

How will we support retailers?











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