



## Digital Media Kit: Industry FX – Artistry Professional Palette Product Launch

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### Industry FX Fact Sheet

- Industry FX Cosmetics opened in October 2017 with entrepreneurs Lauren Kimberly and Karmen Colley.
- The company began in Los Angeles, California and has now spread across the country.
- The company was founded based on a need for a cruelty free special effects makeup line that is easy to use and an industry standard.
- Industry FX employs 400 people.
- Industry FX is launching a full line of special effects in a convenient makeup kit, perfect for beginners and professionals. It is all you need for that perfect Glam look or the new Sci-Fi film being shot down the street.
- The product will be launching in New York City October 1<sup>st</sup>, after the premier of the horror movie “Scars”.
- Because the company only sells cruelty free products they are donating 15% of the proceeds to Los Angeles Humane Society to help animals find homes.



Logo:



Logo on product:



**Industry FX**  
**Cosmetics**

Artwork:





### Radio Public Service Announcement

For Immediate Release

August 25<sup>th</sup>, 2019

Contact: Public Relations Specialist- Kathryn Thomas

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Industry FX Cosmetics After Party: Benefitting Los Angeles Humane Society

Announcer: Join Industry FX cosmetics at an after party for the premier of the new horror film *Scars*. The after party is at the abandoned warehouse downtown next door to The Stage Door Theater. You will get an exclusive look at the new FX product line, enjoy refreshments, and have an opportunity to network with some of the makeup industry's top professionals. They will also be donating fifteen percent of the proceeds to the Los Angeles Humane Society. If you are a makeup professional, fan of Industry FX, or just curious about our 100% cruelty free products, then you cannot miss out on this event!



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Movie Premiere After Party Launch: Benefitting Los Angeles Humane Society

New York, NY

Industry FX cosmetics is hosting an after party for the premier of the new horror film *Scars* to benefit the Los Angeles Humane Society. The after party is located at the abandoned warehouse downtown next door to The Stage Door Theater. FX is also launching a new product.

Everyone will be invited to the after party immediately following the premier. Visitors will get to see the new Industry FX products before they are fully released to the public. We will be providing samplings of the product, several refreshments, and opportunities for networking among makeup professionals.

All of Industry FX products are vegan, cruelty free products for anyone to enjoy. The founding CEO, Lauren Kimberly, had a strong connection with her grandma who constantly donated to the humane society and lived loving animals. This convinced us to take on the challenge of creating just as amazing products as those who do not make vegan products. Debby Smith, the head of our local humane society stated, "Industry FX

has helped us tremendously throughout the past year. If you want a company that creates stunning products and really helps a good cause, Industry FX is the cosmetics for you”.

The product release at the after party is a brand new special effects makeup kit. The kit is like no other makeup kit you have seen before. Almost any makeup necessity you can think of is included in this kit. All looks from late nights glam to horror zombie can be achieved. Once you have this makeup kit, you will feel like an industry professional. So come enjoy a fun night with Industry FX Cosmetics; and get the first look at our new product while benefitting the Los Angeles Humane Society!

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Industry FX Cosmetics is a 100% cruelty free cosmetic company that provides products ranging from everyday cosmetics to special effects products for production companies. The company values safe and outstanding materials that give customers the perfect look while keeping good morals. Industry FX Cosmetics works to serve everyone interested in expressing their inner makeup artist.



### Testimonials:



Hope (Professional Makeup Artist) "This makeup kit has made it so easy for me to grab on the go for a client and give them a seamless look".



Karmen (Student) "I just wanted an easy to use kit for my Halloween costume and this kit was perfect. It was simple, but provided a flawless look!"



Molly (Musical Theater Performer) "This kit is now my go-to kit for show nights. It is super easy to use when I have to do my own makeup for a show".





CREATING THE INDUSTRY STANDARD

# *Industry FX Cosmetics*

What to Know!

10,540,000

People bought products in 2017

6,630,000

Women bought products in 2017

18-24 Year Olds

Largest age group purchasing products

Several Television Production  
Companies

Bought products to use for filming

Spring 2017 MRI Report:  
<https://www.gfkmrismartsystem.com/UniversityReporter/Category.aspx>

