

# DISCOUNT COSMETICS 4U

# PRESS RELEASE

## **23-year-old cosmetics entrepreneur Amanda launches brush range**

---

A young female entrepreneur has launched a range of high quality make up brushes after discovering her clients didn't know which brushes to buy or how to use them.

23-year-old makeup artist Amanda Sutton from Essex launched [Blink in Pink](#) selling a collection of 20 handmade natural hair brushes.

The brushes are made with goat, squirrel, pony and sable hair and the most expensive brush in the range is just £8.99.

The full range of 20 brushes can be purchased together for just £52 which works out at just £2.60 per brush and come in a beautiful co-ordinated brush roll.

Amanda said: "I was surprised to find that most people don't use makeup brushes to apply their makeup. When I asked why they said they didn't know where to buy them or which ones to get.

"It can be really off-putting, looking for a brush and being faced with prices in excess of £30.

"I decided to develop a line of affordable, stylish brushes that will last a lifetime and have the quality to create a flawless finish."

On her website, [blinkinpink.com](#), Amanda posts tips and hints on make-up application and the best way to care for your brushes.

After leaving school at 18, Amanda set up [DiscountCosmetics4U](#) when she noticed how expensive high-end make-up was.

Earlier this year Amanda spotted a gap in the Irish market and went on to set up [CheapMakeup.ie](#) selling discounted make-up to Ireland.

Her business has grown steadily in the past four years. She puts this down to her relentless focus on giving her customers exactly what they want at the lowest prices.

She sources the makeup from a number of suppliers and buys in bulk to get the best prices.

Amanda has also recently opened her own [Beauty Basement](#) in Southend-on-Sea where, by appointment only, clients can choose from a range of makeovers or shop for discounted high-end cosmetics.

ENDS

### **NOTES TO EDITORS**

- For any further information, please contact Amanda Sutton on \_\_\_\_\_ or email \_\_\_\_\_