



Elle Gemma, CEO & founder of Spell Cosmetics, was the make-up artist who created the runway looks for the Cleveland Women's Show during the presentation of Johnathan Kayne's 2010 Gown Collection.

Founded in 2007, Spell Cosmetics is a full range product line-up of runway ready/photo perfect selections created to be sensitive to today's hi-def society. Spell Cosmetics has a proprietary 3-tier system that takes opacity, light disbursement, & color payoff into consideration, without the use of controversial ingredients such as parabens, phthalates, bismuth, or talc.

"These days, it isn't just celebrities that need to camera ready, we all need to be! Everyone has a camera phone, our faces are on our business cards, our social media pages on the Internet," says Elle Gemma.

"I wanted to produce a line of cosmetics that could rival the color impact of the biggest companies out there, without using ingredients that are linked to health risks or are irritating for sensitive skin."

You can source thousands of user reviews on YouTube, or follow new product releases at www.spellcosmetics.blogspot.com. Spell Cosmetics ships worldwide through the online catalog at www.spellcosmetics.com. The company is currently expanding into retail markets and will be available in boutiques, salons and spas. To learn more about retail opportunities, contact cservice@spellcosmetics.com.

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