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FOR IMMEDIATE RELEASE

TAIKI INTRODUCES ARTIS WITH MATTHEW WAITESMITH

Montvale, New Jersey – May 2014 – Taiki Group, a premier global leader of skincare and make-up beauty tools, containers and products is pleased to collaborate with Matthew Waitesmith, renowned makeup industry visionary and founder of Artis. Artis is dedicated to the creation of revolutionary new brush design collections.

Artis brushes are the first cosmetic application tool that are designed with self application in mind—the brushes are shaped to fit comfortably in the user’s hand and angled to help one apply product on one’s own face. All brush designs are sleek, modern shapes and are made with Cosmefibre® -- 100% human-engineered fibre that offers consistent quality and enhanced performance.

“Taiki is excited to partner with Matthew Waitesmith”, says Jim Perry, President/CEO. “His vision and creativity has allowed Taiki to expand the brush business with designs that improve the application process. Taiki has been able to build the manufacturing process that brought his vision to reality”, added Perry.

Taiki is an industry leader in brush making technology. Taiki has been developing innovative brush designs for over 80 years. This partnership combines creativity and experience that will provide customers with state of the art solutions.

Artis Design brushes are a licensed patented product of Artis LLC.



artís®