

CONTACT  
KRISTINA RATLIFF  
STATE PUBLIC RELATIONS  
PH / 646.269.3938  
KRISTINA@STATEPR.COM

FOR IMMEDIATE RELEASE

METROPOLITAN PAVILION & THE POWDER GROUP  
PRESENT THE SECOND ANNUAL  
**THE MAKEUP SHOW NYC**  
THE NEW YORK TRADE SHOW FOR MAKEUP PROFESSIONALS

MAY 13-14, 2007

METROPOLITAN PAVILION  
125 West 18th Street  
(between 6th & 7th Avenues)

*"This was an unprecedented opportunity to interface with the true Glitterati of New York! To interact with and exchange ideas with the caliber of artists in attendance was an incredible experience." – David Klasfeld, Obsessive Compulsive Cosmetics*

**NEW YORK, NY** (Autumn 2006) –Event producers **Metropolitan Pavilion** and beauty experts **The Powder Group** are pleased to announce the second annual **The Makeup Show NYC**, the New York City tradeshow for the makeup industry, slated for **May 13 & May 14, 2007**. At the epicenter of the glamour industry, The Metropolitan Pavilion and The Powder Group are excited to again bring together industry educators, retailers, product companies and manufacturers together for the ultimate mélange of cosmetic royalty for two days of education, inspiration and community building. The successful run of the first comprehensive forum designed exclusively for professionals in the artistry of makeup and beauty is back on board with masters of maquillage **M.A.C.**, **Stila**, **Face Atelier**, **Obsessive Compulsive Cosmetics**, **Iredale Mineral Cosmetics**, **Make-Up Designory**, **Three Custom Color**, **Temptu**, **Cinema Secrets**, and **A. Design**, to name a few.

The Makeup Show NYC 2006 was held on May 14 to 15, greeting close to 2,500 beauty professionals for the unique 2 day event. Painting the city pretty, this unparalleled event cast divas from the worlds of fashion & beauty, special effects, film & television, theater, and product development. More than sixty of the top international brands from all shades of makeup artistry displayed their latest products and specialties in a boutique setting. Among those that dabbled in this playground of cosmetic artistry The Makeup Show NYC also hosted more than 30 free seminars and lectures by top artists including Hollywood makeup artist **Ve Neill**, Celebrity Makeup Artists' **Billy B** and **Sam Fine**, Emmy Award Winner **Eve Pearl**, London's **Daniel Sandler** and **Carolyn Cowan**, FX Master **Charles Porlier**, and industry legends **Linda Mason**, and **Tobi Britton**. Expecting even larger numbers to attend the next show the show will be expanding in 2007 to include even more vendors and hands-on workshops on another floor, The Level, at Metropolitan Pavilion. For more information visit [www.themakeupshow.com](http://www.themakeupshow.com). For information on how to be part of The Makeup Show NYC 2007, please contact **Shelly Taggar** at **212. 463. 0200 ext 233** or via email at [shelly@metropolitanevents.com](mailto:shelly@metropolitanevents.com). Members of the media contact **Kristina Ratliff** directly at **646. 269. 3938** or via email at [kristina@statepr.com](mailto:kristina@statepr.com).

*"I'm thrilled with the response to the show! A true community-driven event built for the professional makeup artist is so long overdue in NYC. I couldn't be more pleased with the outcome" – Michael DeVellis, Director, The Powder Group*

*"We are very encouraged by the overwhelming response from the exhibitors and the attendees of the first Makeup Show NYC. Together with The Powder Group, the event producers of the Metropolitan Pavilion look forward to the challenges of even bigger success in the years to come."*  
– Shelly Taggar, Director of Sales and Creative Services, Metropolitan Pavilion

*"Congratulations to a VERY successful Makeup Show. It was very successful for us!" – Christian Mitchell, Director, Artist Relations/ M.A.C Pro*

*"[The Makeup Show] was by far the best show that I have ever attended!" – Sheila McKenna, Founder, Kett Cosmetics*

*"Fantastic show!...p.s. We sold out [of products]!" – Rea Ann Silva, Co-Creator of Beautyblender*

#### METROPOLITAN PAVILION

Awarded "Event Site of the Year" by Event Solutions Magazine, Metropolitan Pavilion is where events make history. From the Chocolate Show and Lingerie Americas, Metropolitan Pavilion has emerged as one of New York's top event spaces. With a combination of unbridled flexibility and style, Metropolitan Pavilion is unrivaled as one of the City's most versatile and reliable event spaces for gala benefits, corporate dinners, fashion shows, cocktail receptions, private wine tastings, product launches, art shows and media events. For more information please visit [www.metropolitanevents.com](http://www.metropolitanevents.com).

#### THE POWDER GROUP

The Powder Group is a makeup services and event production resource for professionals, students, and consumers who are passionate about the art of makeup. Comprised of talent from around the globe, The Powder Group provides innovative learning opportunities through hands-on workshops, seminars, and lectures. Events and services are offered throughout North America and the UK with experts from all areas of makeup. Michael DeVellis, a former MAC Cosmetics Executive and fourteen-year veteran of the makeup artist industry, founded The Powder Group in 2003. For more information please visit [www.thepowdergroup.com](http://www.thepowdergroup.com).

###