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Mehron Masters Artificial Beauty at Toni Francesc Metallic Powder Proves to be Backstage Must-Have

On Tuesday, February 16th at the Salon at Bryant Park, Spanish designer Toni Francesc debuted his "Artificial Life" Fall 2010 Collection. It was the second showing for Toni at New York Mercedes-Benz Fashion Week. The new line is based on an androgynous image, one in which man and technology combine. Toni was excited to work with Mehron Makeup because he knew the extreme beauty leader could handle the difficult task of creating an "artificial" makeup look to complement the clothes.

Since Toni's pieces were colored to represent metal and industrial elements, it made sense for the makeup to match the theme. Gold was the key color to the look created by Mehron head makeup artist Raedawn Johnson and her team of 5 artists. Blush and bronzer stayed in the makeup bag as the cheeks were blended with only a touch of Gold Metallic Powder to achieve the glowing look that Toni was looking for. The lips were also painted with Gold Metallic Powder and Mixing Liquid to give the "metal-like" look. The eyes were made smoky yet undefined with Mehron's Eye Shadow Palette and Black Detailz Eye Liner. Mehron's new Celebre Pro HD Foundation and Velvet Finish created flawless skin on the 15 female models.

Mehron's Metallic Powder proved to be a staple makeup item backstage at New York Fashion Week this season. Earlier in the week at the Vassilios Kostetsos show, the Mehron team used Copper and Silver Metallic Powder to create the runway look. "Our Metallic Powder is a favorite product among artists," says Mehron Marketing Director Stephanie Ferreira. "They like it because a little goes a long way with the intense pigment. Also, it can be used anywhere including the face, body, eyes, lips, or hair. The dramatic impact of the color is unbeatable." Artists love it beyond the runway as well. Metallic Powder was recently used during singer Pink's trapeze performance at the 2010 Grammy Awards.

Mehron's Key Products Used on the Toni Francesc Runway:

- Celebre Pro HD Foundation
- Velvet Finish
- Eye Shadow Palette
- Detailz Liner
- Gold Metallic Powder
- ProColorRing Concealer

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