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# The Shadows of Success

*High-quality, highly pigmented products and affordable pricing make  
BH Cosmetics the new rising star in beauty market.*

(Los Angeles) - BH Cosmetics, creator of high-quality makeup palettes and brushes, has reached its four-year mark with year-over-year increased sales and a widely expanded range of products.

Building on its original flagship offering of a 120-shade box of highly pigmented eye shadows, BH Cosmetics is now offering its fifth edition of palettes, plus lip colors, eye makeup, bronzers and blushers, and accessories. It has achieved much of its success via the promotions of YouTube beauty gurus.

The company was started in Beverly Hills (hence, BH) four years ago by two businessmen who had a background in—and an eye on—design, as well as marketing and sales. It burst onto the market with a 120-shade palette of eye shadows that stood out for their high quality, vivid colors and affordability.

“We’ve experienced rapid growth because the market demands a collection of quality products at affordable price points,” says Fred Sadovskiy BH Cosmetics co-founder and CEO. “Our association with YouTube influencers has also been a factor.”

The products apply smoothly, are easy to blend and last all day, explains Sadovskiy, because of their high-end ingredients, which come from Germany. BH Cosmetics products are superior to others in their price range, which frequently start with ingredients from China, but affordable because they are only packaged in China. Their formula is original.

Because of their lower price points, they especially appeal to the 13- to 25-year-old demographic. In addition, the makeup palettes are good for teenagers who are just assembling their first makeup bags and learning to use makeup.

In this market particularly, BH Cosmetics has received promotional help from YouTube beauty gurus whose followers in this age group total in the multi-millions. These YouTube gurus offer online reviews, tutorials and giveaways, as well as lead customers to directly make purchases. YouTube stars like Miss Glamorazzi and Dulce Candy frequently feature BH Cosmetics in their YouTube tutorials.

BH Cosmetics is reaching beyond the computer screen, too. Its products' reputation for high pigmentation makes them must-have beauty tools in the bags not only for women at home, but also for professional makeup artists in the entertainment industry.

"Our products do look very good on camera because we have such a wide range of colors," says Kirill Trachtenberg, BH Cosmetics co-founder and COO. "The palettes give the makeup artist a better choice of which colors to use."

And the choices are growing. BH Cosmetics has evolved from its original 120-shade palette of eye shadows to themed multi-product palettes, as well as eye shadow primers and eye liners; lip glosses, primers and liners; bronzing powders and foundation primers; and all the brushes (and a bag) needed to go with them.

Its newest line of palettes—San Francisco for a smoky, muted look, Hollywood for a little glam, and Malibu for a fresh and natural face—team 16 eye shadows and four blushes to satisfy users' latest taste for combination palettes that further simplify the beauty routine, are easy for traveling and offer even better value.

The products are suitable for all skin types and are cruelty free.

"Long wearability, a wide range of choices, high quality and good value are benefits all women can relate to when choosing their makeup," says Trachtenberg. "With BH Cosmetics, it's easy for women to look beautiful at an affordable price."

### About BH Cosmetics

*BH Cosmetics is a creator of high-quality, affordable makeup palettes and brushes. Known for its highly pigmented, vivid shades of color, its product line has evolved from its flagship 120-shade box of eye shadows to a full line of products for eyes, lips and cheeks, as well as brushes. YouTube influencers frequently use the products. More information can be found at [www.bhcosmetics.com](http://www.bhcosmetics.com).*