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The New Beauty in the Bag

Miss Professional Nail (Miss) has announced a brand partnership with online beauty giant **ipsy**, a video community showcasing customized looks and product tutorials from the best and brightest of the beauty world. “Love At First Byte” and “Of Corset I’ll Call You,” from Sation’s *Miss Antoinette* Spring 2013 nail lacquer collection, will be featured in ipsey’s April “Glam Bag.” For \$10/month, subscribers in the USA and Canada receive a themed Glam Bag with four or five deluxe beauty products, selected by ipsey stylists to deliver a finished look.

One of the two pretty-in-pink Sation polishes will bring smiles to the 126,000 Glam Bag subscribers this month, the largest initiative Miss has ever participated in. Sation nail lacquers will be showcased in ipsey’s video content/tutorials, Look Challenges and Facebook contests, reaching over eight million viewers and subscribers.

Be sure to check out ipsey this month at www.ipsy.com for all the latest beauty buzz and Sation's colorful debut!

For more on Miss products, go to www.misspn.com

Miss is an MBE (Minority Business Enterprise) certified company.

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