

belmacz

GLOW

*Belmacz Beauty introduces
Infrared, a new limited-edition
Glow lipgloss*



Infrared, the new bold Glow lipgloss from Belmacz Beauty, is passionate and painterly. Its shimmering, 24-carat gold leaf embellished formula is inspired by the practice of Renaissance artists, who blended crushed minerals with oil paint to create a distinctively rich palette, while its directional, intensely deep red shade references the vibrant neon hues permeating from the contemporary artworks displayed at See Through.

This exhibition juxtaposed exceptional work by five contemporary artists and debuted during the 2012 Frieze Art Fair at Belmacz Gallery. Located in a Regency townhouse on Davies Street in London's Mayfair, Belmacz Gallery is a unique flagship where the best-selling Belmacz Beauty line is displayed alongside striking Belmacz fine jewellery and contemporary art exhibitions.

Working with the central London cosmetics laboratory Belmacz founder Julia Muggenburg blended Infrared to adorn the lips with a slick neon shimmer evoking the sheen of the Perspex and PVC art works exhibited at See Through. Yet gliding smoothly onto the lips, the formula of Infrared is ultra-soothing and, like all Glow gold leaf lip glosses, blends natural ingredients renowned for their healing properties including candelilla cera, a vegan alternative to beeswax, and skin nurturing capric triglycerides.

Infrared is a limited edition shade within the Glow collection. Originally introduced in 2008 as the first Belmacz Beauty product, Glow remains a best seller. There are seven other 24-carat gold leaf-enhanced Glow shades including indispensable Translucent, vibrant Punk Pink, classic Bright Red and theatrical Deep Violet.