### News release

January, 2021

# Let your authentic self shine. What will you become today? ADVANCED MAKEUP BRUSH "OWN" Debut.

SHAQUDA is pleased to announce the release of the "OWN Makeup brush", a new makeup brush series. A matte handle, with a flat side, is well proportioned and fits your hand perfectly.

Consistent grayish brown finish throughout from handle to ferrule does not prevent your makeup colors, and let your authentic self shine and achieve what you become today.

"Own" series is lineup of 28 brushes. We also offer a Gift Collection with versatile Brush case.

"Own" series will go on sale from March 3rd at SHAQUDA online boutique (https://shaquda.jp/en) and our affiliated retail shops globally.

SHAQUDA wishes to suggest a new beauty style with the Advanced makeup brush, "OWN" to everyone who is adapting a new normal life.



#### Let your authentic sel shine. What will you become today?

Each exquisitely crafted OWN brush head creates the you you've always wanted with drama and style. Works with almost any makeup -no matter what the condition of your skin is that day or where you're headed. Select your makeup brush with as much care as you select your eyeshadow or lipstick, and get ready to shine with the kind of beauty that everyone admires. You are on your way to finding your true, authentic beauty.





### Design / Detail

Designed to exacting specifications from the type of bristles to their size, shape, feel, and loading characteristics, the heads of our brushes are precisely crafted for an extensive variety of makeup formulations—including the latest cosmetics. Each is crafted to be just the right brush every time. Every brush handle is handcrafted by skilled artisans to feel smooth in the hands, resulting in a natural look that's as beautiful as it is alive. Delightfully ergonomic against the thumb, with a feel so natural that it steadies the hand for a beautiful application every time. They're even shaped to stay put without rolling, showcasing their elegant form even while at rest.

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