

PRESS RELEASE

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## CATRICE Liquid Camouflage is Germany's top-selling concealer



The beauty brand CATRICE presents Germany's number one: The top-selling concealer\* is called **Liquid Camouflage High Coverage Concealer**. It convinces with its optimal coverage, which ensures a smooth and flawless complexion – the liquid formula is highly pigmented, waterproof and therefore particularly long-lasting. In addition, the practical flock applicator guarantees an easy application. With this Liquid Camouflage, dark under-eye circles, skin irregularities and redness are things of the past.

\* Source: Nielsen, Markettrack, Concealers, 1<sup>st</sup> Quarter 2017, sales per unit LEH (food retail + DM (drugstores)+ KWH (department stores), Germany.

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<https://pressroom.cosnova.eu/de/login>

### About CATRICE

Innovative cosmetics and the latest trends straight from the catwalk: CATRICE knows how to reflect the international fashion looks of the season in unique beauty products of the highest quality. The range offers a large variety of colours that include trendy as well as classic shades for diverse Beauty Looks – the products feature high-quality ingredients, luxurious textures and innovative formulas.

The beauty brand is also committed to supporting and promoting established designer labels and young German design talents by means of fashion collaborations.

### PRESS CONTACT

Eva Kalkuhl  
Head of PR & Blogger Relations cosnova  
e.kalkuhl@cosnova.com  
Fon: +49 6196 76156 1425