

COVERMARK[®] COMPACT POWDERS

FARMECO Co

The 34th Cosmoprof, held in Bologna on April 20th-23rd was a landmark for COVERMARK[®], as it was highlighted by the launching of COVERMARK[®] Compact Powder.

Compact Powder have always been a high volume sales item in color cosmetics.

We are very confident that COVERMARK[®] Compact Powders will soon gain a significant share of this important market. Our confidence was verified by the high interest of all visitors of our booth in Cosmoprof.



The "New Generation Compact Powders" logo which we use on our display stand, is not only an instant eye catcher. It is a fact. We are proud that we have formulated a high quality product, waterproof, hypoallergenic, non-comedogenic, to be sold at really competitive prices.

The main unique sales proposal, which is the existence of 3 different formulas, to match the 3 different types: normal, dry/sensitive, oily acneic covers a real need in the market.

COVERMARK[®] Compact Powder is presented in an attractive case with hot-stamp printing of the COVERMARK[®] logo, a mirror and a puff.

The in-store promotion of the concept is complemented by a counter display merchandiser, holding 36 products, a tester set in silver color with 12 testers and an eye catching header.



COVERMARK[®] Compact Powders are available immediately.