



Get ready for the Glow Up with OFRA Cosmetics!



OFRA Cosmetics, a favorite brand among beauty fans is ready for its **Glow Up!** From being a cult favorite of makeup enthusiasts and beauty editors, OFRA is entering a new chapter being a powerhouse cosmetics brand.

With over 24 years of formulating and producing makeup products in-house, OFRA does everything from product creation to testing, manufacturing, packaging and distribution. OFRA is known as an **innovator** within the beauty industry and is well-recognized as a cult beauty brand worldwide.

"We outgrew our image and needed to change the vision of our business...As a team we felt that we needed to appeal to our emerging target audience. This exciting change in our business will put us ahead of the game ensuring that our brand is not generic and represents the unique OFRA image, mood, and style." - **Ofra Gaito**, President at OFRA explained. That's why OFRA is taking it to the next step, with its new tagline, "**Perfecting beauty, every day.**"

With this **Glow Up**, OFRA is bringing to us its new modern logo and highly improved packaging to match its top quality products. Its latest releases include **Glow Up Palette** (SRP 2,370) with 4 universally flattering highlighter shades:

Beverly Hills Highlighter (a golden bronze, cool pink, pearly white, neutral shimmer and pinky-peach)

Rodeo Drive Highlighter Mini (universally flattering sun-kissed, soft gold)

Blissful Highlighter Mini (golden-bronze with rose undertones)

Star Island Highlighter Mini (warm ivory)

On top of this, Ofra also released the **SoFlo collection** inspired by its birth place in Southern Florida. The collection includes the highlighter **Star Island** (SRP 1,395) and new shades of its famous Long-Lasting Liquid Lipsticks (SRP 850):

Sanibel (rose nude)

Las Olas (amber nude brown)

Brickell (true red)

Bal Harbour (mauve nude brown)

OFRA also reached another milestone this year by hitting **1 Million followers on Instagram**. As a brand that is strong on social, it has taken customer feedback to heart which led to the whole upgrade of the brand. Known for its impressive collaborations with beauty vloggers and influencers, Ofra has lined up fabulous launches in 2019.

Stay tuned on the latest collections of OFRA through Facebook and Instagram **@OfraCosmeticsPH** and get first dibs on OFRA offerings at www.glamourbox.ph.

OFRA's stepping into the holidays with a major Glow Up in 60 countries including the Philippines. Ofra is now available in Ulta Beauty stores across the US while in the Philippines, the new packaging is now exclusively available at www.glamourbox.ph and selected SM Department Stores, Watsons, and Landmark beauty counters.

For more details on the story behind OFRA's new look, watch this video:
<https://www.ofracosmetics.com/pages/perfecting-beauty-every-day>

More about OFRA: OFRA's signature high quality formula, extensive selection of colors & textures appears incredible under the camera and in natural lighting. Made for makeup professionals and makeup enthusiasts, its finest ingredients suit even the most sensitive skin, with rich, long-lasting pigments that stay on beautifully. Innovating the cosmetics products and elevating the brand is a process that never ends.

All OFRA Cosmetics' products **are vegan and cruelty-free**. The company is a committed member of both **PETA and Leaping Bunny**.

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