March 22, 2017
FOR IMMEDIATE RELEASE

Flat Pack Beauty™ Rolls Out Its First Travel Micro Beauty Product
at the International Travel Goods Trade Show

Mobile, AL - Flat Pack Beauty™ is bringing a new, exciting, innovative concept and product to the travel industry. The patent-pending, airport-friendly, pre-packed, all-in-one, micro makeup pack is the first of its kind and introduces the disrupting concept of a beauty product as a travel accessory. The pack would make a great addition to any company’s travel accessory offerings, and an opportunity exists for brand partnerships with the potential for brand exclusive editions.

Company founder, Sharon Simpson, Ph.D., identified a large underserved group of women that need a makeup product that can keep up with their busy lives and travel needs. Simpson, being part of this underserved community, coveted manufacturer's makeup samples, and decanted small amounts of makeup products for her travel needs. Full-sized cosmetic products are too large and inconvenient for travel and handbag makeup; travel-sized products are also too large and are limited to higher-priced prestige cosmetics with only a handful of offerings. She decided to design a quality, streamlined product that would solve this problem, and built a kit around the idea of portability, that can serve as travel makeup, handbag makeup, and can provide convenient touch-ups throughout the day.

Simpson has designed the pack to be complete with multi-purpose products, offering a spectrum of skin-tones, and a variety of shades, serving the vast majority of women. The clear, 8 oz., 6” x 9” micro pack can be conveniently carried through airport security, giving women the flexibility of keeping their cosmetics with them instead of their products being trapped in checked luggage. The pack is specialized for “anytime, anywhere makeup.”

Flat Pack Beauty™ will attend the annual International Travel Goods Trade Show, hosted by the Travel Goods Association, at the Las Vegas Convention Center, April 5-7, 2017. In addition, Flat Pack Beauty™
will have a featured product display in the New Products Pavilion at the show. They invite retailers both large and small, to stop by booth #2947 to meet and chat with Sharon, Todd and Bill and hear about their new, exciting travel accessory product.

For more information about Flat Pack Beauty™ or the micro makeup travel pack, go to www.flatpackbeauty.com or follow their social feed on Instagram, Facebook and Twitter. Additionally, Sharon Simpson, Todd Mueller, and Bill Schriver, can all be found and are available for networking on LinkedIn.

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