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**FOR IMMEDIATE RELEASE**

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Visit [**www.gentlemencosmetics.com**](http://www.gentlemencosmetics.com) for contact details, photos, samples and author bio.

**LIP INK® Unveils its newest Flagship Store on line, Gentlemen Cosmetics**

*The first of many new flagship stores now part of the LIP INK****®*** *online experience*

Gentlemen Cosmetics, a new 100% smear proof cosmetic color line for men, encompassing lip stain, brow, mustache and , eye liner color , along with various and sundry, natural personal care products, recently launched, as its newest flagship on line store. <http://gentlemencosmetics.com/>  The second in a series of on line stores, as part of the Lip Ink® Gentlemen on line experience. After 19 years of sharing LIP INK ®s website, Gentlemen Cosmetics have established its own home with first class distinction. The website offers products that are free of wax, petroleum and are gluten free and are created from organic, natural, vegan and kosher ingredients.

Gentlemen Cosmetics wants to provide men of all walks of life an urban cosmetic for a healthy sustainable lifestyle that includes color. The website was designed to give the male consumer a direct access to color, personal care and fragrance products. Its newest launched products include fragrance balms, nature inspired scents, uniquely packaged to allow a man to carry it with him at all times without any hassle or worry of spillage. Gentlemen Cosmetics is looking to branch out into stores that share our Mission, vision and philosophy. Please contact us directly at colors(at)lipink(dot)com for those interested. To see our color, be sure to view our, "As Seen On Models" and "Color Swatch" pages.

“I believe in giving our modern man the ability to express and care for themselves in color. I also believe that they shouldn't have to shop in the women' section to buy their color cosmetics. There is nothing wrong with a man wearing a little eye liner to boost their confidence and beauty. The Romans did it why shouldn't the men in todays society”. - stated by Rose Nichols creator, CEO & president of LIP-INK ® International.

LIP INK® International & Gentlemen Cosmetics were founded in 1995 by creator and CEO Rose Nichols. LIP-INK® self manufactures hand crafted, multi-patented 100% smear-proof color cosmetics & semi permanent makeup in El Segundo, Ca. All products produced by LIP INK® are created using natural, vegan, kosher, and organic botanical ingredients. LIP INK® is a cruelty-free and eco-friendly company supporting LOHAS Lifestyles of Health and Sustainability. Read more at [http://www.lipink.com](http://www.lipink.com/)

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