



For Immediate Release
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Pretty in my Pocket (PRIMP) Announces Woo and (Plā) Beauty Partnership

*Alliance to Introduce Beauty Product Perks and Promotions
Via Mobile Innovation for Atlanta and Nashville Consumers*

(Atlanta, Ga.) – [Pretty in my Pocket](#) (PRIMP), an Atlanta-based revolutionary mobile shopping app and social sharing tool for beauty products, announced its partnership today with local beauty icons [Woo Skincare and Cosmetics](#) and [\(Plā\) Beauty](#) to deliver a perks and promotions program to Atlanta and Nashville beauty consumers. The merger of PRIMP's technology innovation with Woo and (Plā) Beauty's exquisite product portfolio promises a more informed, interactive, and real-time shopping experience for beauty consumers.

This beautiful alliance equates to Woo Atlanta, Woo Nashville, and (Plā) Beauty customers enjoying exclusive promotions and perks by accessing the PRIMP app, beginning July 23. This program is part of a pilot program. PRIMP is currently conducting beta testing, offering professional makeup artists, renowned beauty bloggers, and PRIMP users throughout the United States an opportunity to test out the app before its national launch in the fall.

The perks and promotional program began July 23 and will run through out the summer. Daily perks are delivered to PRIMP, Woo and (Plā) Beauty customers through push notifications, emails, and social media announcements. On Wednesday, August 1, the public is invited to a kick-off party from 6:00 until 8:00 p.m. at the Woo Atlanta location (Peachtree Battle Center, 2239-A Peachtree Road, Atlanta, Ga. 30305). [View the event details](#).

"PRIMP exists to make beauty product discovery easy and less costly, and to empower you as a beauty consumer," said Caroline Van Sickle, founder. "We are ecstatic to partner with Woo with the goal of adding convenience and technology to each customer's shopping experience.

"Using PRIMP is simple, fun and easy," Van Sickle added. "Once you download the app to your iPhone, you can access exclusive Woo perks only available through our app. You can also build your virtual beauty bag by perusing for

products and checking out reviews...reviews from friends and beauty experts.”

“This is a great opportunity for Woo to take advantage of the remarkable technology that PRIMP has to offer the beauty industry,” said Linda Silber, Woo Atlanta co-owner.

“Our consumers are digitally savvy, on-the-go, and certain to appreciate this offering,” said Stephanie Green-Bass, (Plā) Beauty founder and CEO.

[View Woo's locations online.](#)

Pretty In my Pocket (PRIMP), an Atlanta-based innovative beauty app, offers a revolutionary mobile shopping and social sharing tool to empower consumers seeking health and beauty products. With a quick bar code scan or product search, users can pull up beauty product reviews, recommendations from friends and experts, and location-based perks. [Learn more.](#)