



CONTIKI VACATIONS TEAMS UP WITH NYX COSMETICS TO BRING OUT THE BEAUTY OF TRAVELING ABROAD

Makeup and travel lovers have chance to win a dream vacation and \$500 makeup kit

Anaheim, Calif. (November 2012) - Contiki Vacations, the worldwide leader in fun travel packages for 18-35's, is pleased to partner with NYX Cosmetics on an exciting Facebook-based campaign that highlights the beauty of travel. The campaign offers fans of both brands the chance to select their favorite makeup looks inspired by five European destinations known for their distinct style. Each look is paired with a Contiki trip that visits one of the five featured destinations, along with \$500 worth of NYX cosmetics to recreate the visual masterpiece. Entrants are asked to select their favorite duo and NYX and Contiki will reward one lucky winner.

Entrants can select from the following Contiki tours:

- Amsterdam to Barcelona – A lively 12-day tour beginning in the Netherlands and winding through Belgium, France, Switzerland, Italy, Monaco, and Spain
- Croatian Island Cruising – A relaxing 10-day cruise of the crystal blue waters of Croatia
- European Magic – An enchanting 11-day tour exploring England, Belgium, Netherlands, Germany/Austria, Italy/Switzerland, and France
- Italian Espresso – A 9-day tour featuring an in-depth introduction to Italy, visiting Venice, Florence, Rome, and the Vatican City
- London & Paris + Amsterdam – A classic 10-day tour visiting England, France, and Netherlands

“We’re excited to partner with NYX cosmetics to showcase how beauty plays a role in travel,” says Michelle Murray, Director of Sales and Marketing at Contiki. “NYX Cosmetics are compact, playful, and versatile – the perfect accompaniment for any Contiki tour when you want to look your best for those unforgettable moments.”

“NYX Cosmetics is thrilled to partner with Contiki to present this amazing opportunity to our loyal fans,” says Judi Meola, VP of Global Marketing for NYX Cosmetics. “Contiki’s tours offer an unparalleled vacation experience, and we’re excited to highlight the versatility of NYX products for the world traveler who wants to be beautiful everywhere she goes.”

The campaign begins on Facebook on November 19, 2012, and a winner will be selected on December 3, 2012. For more information about the campaign, visit Contiki at www.contiki.com or NYX Cosmetics’ Facebook page at www.facebook.com/NyxCosmetics.



About Contiki

For 50 years, Contiki has inspired 18 – 35 year olds to make every moment count by traveling to the world's most fantastic destinations. The trips are hassle-free and include the perfect mix of sightseeing, culture and free time. Travelers can choose from over 200 itineraries throughout Europe, Russia, Egypt, Asia, Australia, New Zealand, Canada, Latin America, & the USA. For more information, please visit <http://www.Contiki.com>.

About NYX Cosmetics:

NYX Cosmetics, named after the ancient Greek goddess who ruled the night, uniquely offers a permanent collection of special-occasion makeup in addition to a solid selection of every day basics and on-trend shades. Rich pigments and high payoff in products is what places NYX in a class of its own and distinguishes the line as a leader in the massive color cosmetics industry. With origins in the US, NYX is a global brand available at thousands of retailers including department stores (like Ulta and Urban Outfitters in the US), freestanding shops, and beauty supply stores around the world, as well as on www.nyxcosmetics.com.

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