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**INTRODUCING
ORBAL COSMETICS
LUXURIOUS, HIGH QUALITY & SUSTAINABLE MAKEUP
AT AN AFFORDABLE PRICE!**

New Jersey (July 2021) – Introducing **Orbal Cosmetics®**, a new, innovative cosmetic line designed to complement all skin tones while delivering endless luxury at an affordable price! This new range was the brainchild of beauty expert, Rana Abukhalil, who founded the company in 2019 when she discovered a notable discrepancy between high quality products at pricing all consumers could enjoy. It seemed the two did not go hand-in-hand and she was determined to find a solution. And so, **Orbal Cosmetics®** was born!

“My passion sparked a lifelong dream of having my own luxury makeup brand. Turning an idea into reality was not easy. From extensive research and product development, to branding and marketing, **Orbal Cosmetics®** was built through endless days and nights of work and determination to provide consumers a fabulous range with equally fabulous pricing. I am so excited to now be bringing the first of many **Orbal** products to market!” commented Rana.

ORBAL’S LAUNCH PALETTE

Orbal Cosmetic’s® first intro in the market is an exclusive eye-shadow palette (\$45 suggested retail price). The inspiration behind this initial palette was based on Rana’s vision to create one essential palette that had all the colors needed to create a wide variety of looks - from classic, simple, fresh day looks to glamorous, more intense, night-on-the-town feel. This all-in-one palette includes 18 beautiful, hand-picked shades—9 matte and 9



shimmery colors - that look amazing on all skin tones.



The importance of versatility in a single palette is evident with **Orbal's** introductory palette. With dreamy hues of pink, neutrals, greys and blues, there is no limit to the color combinations one can achieve. This is truly a "must have" in everyone's makeup arsenal! One palette with endless options means endless possibilities thanks to **Orbal Cosmetics**®.

Shade names include: Early Spark, Vegas, #OrbalFav, Like a Doll, Rusty Penny, Ash Tray, Celadon, Next Level, Henna, Burnt Rose, Cold Orange, Old Lace, Tawny, As Is, Obsessed, Deepest, Rusty and Kohl.

ORBAL COSMETIC'S COMMITMENT

Sustainability is an important element that is ingrained into the company's corporate responsibility. Utilizing recyclable material in its packaging, **Orbal's** products are 100% vegan, paraben free. **Orbal Cosmetics**® products and ingredients are also cruelty-free, as we do not test on animals.

Our commitment and dedication to the creation of first-rate products are what shapes our mission. Innovation is a key pillar of **Orbal Cosmetics**® and the team is motivated to create the highest quality products that are not only luxurious, but fun and complement all skin tones!

For more information or to purchase Orbal Cosmetics® products visit: www.orbalcosmetics.com

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