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Black Up Cosmetics Launches at Cave Shepherd

Cave Shepherd the largest Department store in Barbados launched the Black Up Line on May 31 inviting media and select members of the beauty and fashion industry to have first glance and touch at the Black UP Brand.

A high end, superior quality makeup artist brand focused on women of colour. How often have you heard that? My guess would be never! Unless, of course you are already familiar with the brand Black Up!

An Ivorian Makeup artist who after completing his studies at Christian Chaveau Makeup School in Paris realised that there was a real need for makeup products that addressed the needs of women of colour. It's no secret that some of the higher end brands very often do not cover the wide range of skin tones of women of colour and therefore no surprise that Black Up was produced to fill this need.

Although Black Up was previously available in Barbados, attending its launch at one of the largest retail stores was still very much a welcome sight and a pleasure to attend.



Looking lovely

My Blogging buddy, Risée and I put on our party clothes and headed out to sample and purchase product, chat with other beauty enthusiasts and ... pop balloons.



the last lonely unpoped balloon

I love balloons as much as the next childlike beauty enthusiast, especially when they are filled with goodies. However, I must admit having balloons pop at unforeseen moments was bit of a heart stopper. I'm actually quite sure it was the reason some red wine landed on my dress. :/ I can't complain too much because popping balloons meant that customers went home with some free goodies to try out.

The line was presented by Tina Hamilton the Area Sales Representative who not only gave you the run down on the products but modelled some seriously fabulous makeup. Her eye makeup was an excellent selling point for the vibrancy of the Black UP Line.

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Tina shows off the vibrating mascara. Why does it vibrate? well, Tina quipped “for those lonely nights” I think I love Tina and I am totally buying that mascara. Seriously, it vibrates to fully coat each lash for maximum length, not as much fun as I thought but still worth a try.

Clothilde Lambadarios, International Makeup Artist, demonstrated the products use on her model giving us a step by step understanding of the application. Even more good news, she is here on Friday June 1 to provide free makeovers.



Clothilde demonstrates on a client

The line will have two makeup artists available Joanna Jones and Carolanne Nurse. Both artists will be available for free makeovers on Friday June 1 and Saturday June 2.

Both Risée and I have had good experiences with this brand previously and we don't expect that to change.

Point to note Joanna Jones agrees with us – the must try product from this line is the foundation. – Check it out.

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Joanna Jones at work

Expect more reviews on this line in the very near future!

Until Next time.

- [Kim](#)

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