

ADVERTISING FEATURE

rejection



Professional make-up

for every woman

Encore Beauty was created in 2005 to launch the range of professional make-up and skin care created by well-known European make-up artist Serge Louis Alvarez, in Australia and New Zealand.

And now the products - SLA Creation - are available at Celebrity Cosmetics at Abbotsford.

Serge Louis Alvarez started his career at a young age in the theatres, opera houses, advertising and fashion houses of France as a top make-up artist.

SLA Creation is a professional and natural cosmetic line offering top quality products to professional make-up artists and the public alike.

The line boasts 450 professional products. Besides the beautiful range of cosmetics, quality professional accessories such as brushes, sponges, aprons, kimonos, capes and professional bags are on offer.

The range is luxurious and long-lasting due to the high pigmentation in the product. Being quality professional products, they must be applied with brushes or sponges as the product is much finer and has a greater pigmentation than most other brands.

SLA Creation is trendsetting and fashion-leading. It releases four fashion looks (animations) per year, five new product launches and three luxury coffrets (gift boxes).

Boasting his own laboratory with five dedicated scientists and production facility, Serge Louis Alvarez creates products that others seek to emulate.

Serge Louis Alvarez works for fashion houses such as Paco Rabanne, so he is in tune with the latest fashion statements before they reach the market. Other cosmetic houses outsource their products, so SLA has an advantage over competitors by having the ability to develop, market, produce and sell from the one outlet in Valence in the south of France.

Training is a very important element for the brand of SLA Creation. This is reflected in the development of training academies in Cairo and Alexandria.

SLA France sells to many make-up schools of which 190 are exclusively SLA.

Encore Beauty, based at Rydalmere, will be supporting this philosophy with a comprehensive training strategy.

The pre and post make-up skin care range was created recently. It is not a standard skin care product. The range has been created to prepare the skin as a canvas ready to receive make-up, and then later to cleanse the skin.

For an introduction to SLA Creation, drop into Celebrity Cosmetics, 284 Great North Rd, Abbotsford. Phone 9712 2575, email info@celebritycosmetics.com.au or visit www.celebritycosmetics.com.au