

# FOR IMMEDIATE RELEASE

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## BRILLIANCE NEW YORK GIVES WOMEN LUXURIOUS RED CARPET GLAMOUR ONCE RESERVED FOR HOLLYWOOD A-LISTERS

*Revolutionary beauty brand specializes in top- of- the- line, one- of- a- kind product utilizing nature's elite components.*

Miami, Florida – (May 16, 2012) – Brilliance New York's beauty products are comprised of a unique blend of ingredients and materials found only in nature. Brilliance New York creates luxury items that are good for you and make you feel effortlessly fabulous. The line offers advanced hair styling tools, age-defying skin care, hair care products, organic mineral makeup, and a full service salon.

The 'brilliance' in Brilliance New York comes from the beauty line's signature items, flat irons and curling irons which utilize a patent-pending diamond technology and creates a constant, even heat distribution using high thermal conductivity. The result is a styling tool that not only produces better results in less time, protects the hair from heat damage. Combine that with its outstanding lifetime warranty and you will be able to experience why diamonds and Brilliance New York's products are a girl's best friend. Brilliance New York was also named as such to relate to New York City, arguably one, if not the, fashion capital of the world where beauty and fashion are an everyday necessity. With products manufactured in New York and Florida, Brilliance New York also prides itself in boosting local economies while maintaining the highest standards of quality.

To complement the success of its hair styling tools, founders Eran Brosh, Udi Brosh, and Nir Sharon explored other beauty products that exemplified the company motto of superior quality and excellence. With a combined total of 30 years of experience in the beauty industry, the company founders decided the only way to create truly pure products would require precious resources found exclusively in nature. Their interest led them to discover Cupuacu, a rare Brazilian herbal fruit found in the depths of the Amazonian rain forest. Packed with a rich array of fortifying nutrients, including antioxidants and vitamins A and C, the Cupuacu fruit is at the core of the expanded hair care and skin care line.

The hair care line couples the Cupuacu fruit with essential fatty and amino acids to create an organic hair product that creates healthier, stronger and more radiant-looking hair. The age-defying skin products are infused with a combination of essential vitamins that not only tighten the skin's surface, but provide soothing hydration that nourishes and revitalizes. Brilliance mineral makeup follows suit, containing only the highest quality mineral components. Customers can find every Brilliance New York product at the company's very own "women's candy store" on Lincoln Road, where they have access to beauty experts offering hair styling and makeup services as well as skin care advice- in one convenient location.

"We are driven by a desire to provide safe, quality products, which is why we consider the art of research and development such an important part of our process," said Brosh. "We are deeply committed to creating natural products that make women feel gorgeous and brilliant."

### **About Brilliance New York:**

Brilliance New York Boutique + Salon is a one-of-a-kind boutique offering clients luxury items comprised of a unique blend of ingredients and materials found only in the most fertile regions of nature. The line is comprised of everything from advanced hair styling tools to age-defying skin care, hair care products, organic mineral makeup, luxury fragrances and a fully equipped salon. Brilliance New York was founded by Eran Brosh, Udi Brosh and Nir Sharon in 2011. In October 2011, they opened their flagship store on Lincoln Road. Thanks to Brilliance New York's expansion, guests may now access all things beauty under one roof.

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