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PACKAGING MAKE-UP

Texen's Multi Intensity Brush wins an IT Award at MakeUp in Paris

By The Editorial Staff 16 June 2023

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At MakeUp In Paris 2023, held on June 14 and 15, the IT Awards 2023 jury rewarded Texen for its Multi Intensity Brush.

From over a hundred products in four categories, 31 new skincare and make-up products were nominated, including seven in the Accessories category. Texen was singled out in this category for the Multi Intensity Brush, an innovative applicator with multiple objectives.

We were able to discover this applicator on display in the area of the show dedicated to the competition. The Multi Intensity Brush won over the 10 international experts on the jury. They tested its ability to respond to emerging beauty trends and its degree of innovation compared to existing products on the market. They particularly appreciated the modular concept, enabling consumers to vary their make-up uses and application methods.

Maximum effect, minimum space requirement

Designed for the complexion, the Multi Intensity Brush lets you create a total look with a single brush. Practical, it takes up less space in your make-up bag. This brush features a rotating system that allows you to modulate the length and mass of the brush for à la carte make-up: density, definition, contrast... It can be developed for eyes or lips with the same functionality. Accessories can be integrated into the handle or sold separately.

With this product, the Texen Group continues to innovate in the skincare and make-up segments, thanks to expert analysis and market knowledge.

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