



OBSESSIVE COMPULSIVE COSMETICS

100% VEGAN & CRUELTY-FREE

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FOR IMMEDIATE RELEASE:

OBSESSIVE COMPULSIVE COSMETICS REVEALS 1920'S INSPIRED FALL 2013 COLOUR COLLECTION AND PUTS MODERN CABARET PERFORMER AS FACE OF CAMPAIGN

NEW YORK, NY (August 2013) – Obsessive Compulsive Cosmetics puts modern cabaret performer, **Calpernia Addams**, as the face for **moderncraft** – their Fall 2013 Colour Collection inspired 1920s Berlin. **moderncraft** will transport you back to the cabarets of the 1920s with a colour collection that echoes the aesthetic innovation and cultural liberation of Weimar Berlin with a distinctly contemporary execution in vibe and textures.

moderncraft will unveil on August 27 with six new **Lip Tar™** shades and be the first Obsessive Compulsive Cosmetics collection to launch with all three finishes: **Original Matte, Metallic and Stained Gloss™**. As with all Obsessive Compulsive Cosmetic **Lip Tar™** they carry unprecedented amounts of pigment and combine the longevity of a lipstick. **LIP TAR™: MATTE** and **LIP TAR™: METALLIC** apply with the ease of a lip gloss and dry to a lipstick finish, while **STAINED GLOSS™** possesses a long-lasting glossy finish creating a 'cellophane' glaze for lips. Also launching with the **moderncraft** range are Fall 2013 **Nail Lacquers** will each be available in six new shades. In addition to being 5-free, Obsessive Compulsive Cosmetics Nail Lacquers are densely pigmented, quick-drying and super long lasting.

David Klasfeld, CEO/Creative Director, Obsessive Compulsive Cosmetics states "**moderncraft** is first and foremost inspired by the cabarets of 1920s Weimar Berlin, and the art that period begot. Calpernia Addams personifies everything enduring and endearing about its spirit, which live on in the modern cabaret performer. Beyond that, Calpernia is a hero, an activist, and absolutely one of the most beautiful women in the world."

Calpernia Addams' cult-like following as a performer with the glamour and grace of Golden Age Hollywood, as well as her love of Obsessive Compulsive Cosmetics, made her the perfect choice to be the face for this new campaign. Calpernia has been entertaining – on both stage and screen – for over 20 years, has performed alongside Jane Fonda, starred in her own MTV/LOGO television series, written a memoir, composed and arranged countless songs, and hosts a weekly Pop, Jazz and Standards cabaret show that is consistently sold-out. As one of Obsessive Compulsive Cosmetics biggest fans, Calpernia states, "Obsessive Compulsive Cosmetics products offer endless possibilities for reinvention in brilliant vegan colors. With the long wearing formulas, I won't appear in front of an audience or a camera without wearing it."

moderncraft Lip Tars™ launch **August 27, 2013** on Sephora.com for \$18.00 USD, and in select Sephora stores and occmakeup.com on **September 6, 2013**. Nail Lacquers will be available **September 6, 2013** on occmakeup.com.

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About OBSESSIVE COMPULSIVE COSMETICS: Founded in New York City in 2004, OBSESSIVE COMPULSIVE COSMETICS started out as a trade secret: a pro-only range of products available only at the most exclusive industry-only Professional Makeup emporiums. In a time when many cosmetic companies make the claim that their products are "Cruelty Free" simply because Animal Testing has become unfashionable and less cost-effective, OCC felt it was necessary to raise the bar on this issue. We pledge never to use animal-derived ingredients (including Lanolin, Beeswax, Carmine and more) in our products and accessories. Founder David Klasfeld is still directly involved in the formulation of all new products and as a makeup artist himself is sure to always bring the latest trends in colour to the market. www.occmakeup.com

About CALPERNIA ADDAMS: Calpernia is an ex-Navy Desert Storm combat medic turned Old Hollywood Showgirl. From her earliest beginnings as a child playing Bluegrass gospel in an isolated fundamentalist cult deep within the woods of Tennessee, she has experienced a dizzying ascension into her globe-spanning career as a cult-favorite musician, actress and activist for women's and LGBT rights. She has starred in her own MTV/LOGO television series about dating as a transsexual woman, written a memoir, composed and arranged countless songs and participated in raising tremendous sums of money for causes close to her heart. www.calpernia.com

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modern craft

FALL COLOUR 2013



LIP TAR™
\$18.00 USD
.33 FL OZ

ROLE PLAY:
ANITA:
BLACK METAL DAHLIA:
DEKADENT:
SEBASTIAN:
MEIN HERR:

Deep Maroon with Red Pearl (Metallic)
Browned Burgundy (Matte)
Blackened Burgundy with Red Pearl (Metallic)
Translucent Crushed Blueberry (Stained Gloss™)
Plum-Toned Taupe (Matte)
Crème Fraiche Beige (Stained Gloss™)



NAIL LACQUER
\$10.00 USD
.05 OZ

MAN BY MAN:
LUSTGARTEN:
SEBASTIAN:
BLACK METAL DAHLIA:
MEIN HERR:
ISHERWOOD:

Pearlescent Teal Green (Metallic)
Warm Red Metallic (Metallic)
Plum-Toned Taupe (Metallic)
Deep Maroon with Red Pearl (Metallic)
Crème Fraiche Beige (Satin)
Metallic Tobacco Ebony (Metallic)