Independent makeup brand Lethal Cosmetics to launch in Germany and Austria on January 7

The Berlin-based independent makeup brand Lethal Cosmetics is launching its initial lineup of vegan and cruelty-free liquid lipsticks and eyeshadows to makeup-enthusiasts in Germany and Austria on January 7, 2017.

**Berlin, Germany, Dec. 12, 2016** – Lethal Cosmetics, an upcoming independent makeup brand catering to an alternative audience of ethical makeup-enthusiasts, is about to make its products available for the first time to online shoppers in Germany and Austria. Starting January 7, 2017, customers will be able to purchase six deviant shades of metallic and matte liquid lipstick as well as nine highly-pigmented metallic, matte and foiled eyeshadows, all 100% vegan and cruelty-free.

Lethal Cosmetics’ initial product lineup includes CHIMERA™, an innovative liquid lipstick that is kiss- and touch-proof, exhibits great lasting power, but feels comfortable and non-drying thanks to its Vitamin E and Jojoba oil content.

“Consumers are increasingly critical of animal products in their makeup, but struggle to find alternatives that do not compromise on quality or style. We are confident that with our professional-grade offering that is PETA-certified vegan and cruelty-free, we can set an important and impressive precedent”, said Anna-Maria Jäger, Founder and CEO of Lethal Cosmetics.

Lethal Cosmetics will be launching on January 7, 2017 with limited quantities and exclusively through the company’s own website [www.lethalcosmetics.com](http://www.lethalcosmetics.com). Shipping will be available to Germany and Austria initially, but plans to expand into the remainder of the EU as well as overseas are already in place. The company is also in discussions with online retailers to accelerate its international rollout.

For more information, please go to <http://www.lethalcosmetics.com/press>

# About Lethal Cosmetics

Lethal Cosmetics is an independent, PETA-certified vegan and cruelty-free makeup brand from Berlin, Germany. We formulate, produce and distribute professional-quality color cosmetics for an alternative audience of ethical makeup-addicts. Founded in 2016, our initial product offering includes our signature CHIMERA™ long-lasting liquid lipsticks in six deviant metallic and matte shades as well as our lineup of ultra-pigmented pressed eyeshadows. Our products are available in Germany and Austria through lethalcosmetics.com and soon in other countries via our own- and our partner stores.

# Press Contact

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For logos and high-resolution product photos, please download our press kit from <http://www.lethalcosmetics.com/press> or contact [press@lethalcosmetics.com](mailto:press@lethalcosmetics.com).

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