



StormSister Spatique® To Release Ethically Sourced, Vegan Lipstick Line

"Over 14 women have come into my life and made an impression, but these women each have their own signature shade because they've left a signature presence on my business."

- Becky Sturm, Owner, StormSister Spatique®

Press Contact: Becky Sturm
612.716.5480
becky@stormsisterspatique.com

FOR IMMEDIATE RELEASE

(October 23, 2014 – ST. PAUL)

It was announced today that Minnesota-based beauty company StormSister Spatique has released its debut line of lipsticks. The lipsticks live up to StormSister Spatique's fervent passion within the beauty industry for ethical and vegan sourcing of ingredients and manufacturing practices.



The lipstick line, called *StormSisters*, includes 14 shades that reflect each of the sisters for whom the lipsticks are named. These sisters, some related by birth, all by beauty, have been extraordinarily influential to the StormSister Spatique® brand. Shades range from natural nude to shocking pink, and everything in between.

"I've always believed that lipstick is an accessory," said Becky Sturm, owner/President of StormSister Spatique. *"Rather than following archaic rules of color-matching our skin tone or our hair color, women should wear colors that are fun and what we as individuals find beautiful."*

Sturm has been a small business owner and advocate for over 25 years, and relied on her community of independent business partners in every step of developing this collection – from concept and design, to manufacturing and packaging. These close relationships ensure that *StormSisters* lipsticks are made of the best quality ingredients and live up to Sturm's high standards for quality and glam factor. *StormSisters* will be available for purchase at www.stormsisterspatique.com and will retail for \$20.

About StormSister Spatique®

Launched in 2005, StormSister Spatique was born of founder/President Becky Sturm's passion for the finest (and most fun) in skin and body care products. StormSister Spatique's hallmark is the extensive, no-nonsense knowledge Becky shares with her clients about beauty products and the beauty industry. In 2011, the success of StormSister Spatique enabled the launch of Becky's first product line of luxury, multi-functional beauty and grooming products under the brand 3waybeauty. In her spare time, Becky co-launched the wildly successful HAMMS Event which brings together Minnesota makers and shoppers annually for a one-day market and crowd-sourcing opportunity. <http://www.stormsisterspatique.com>