

INTRODUCING POUT CASE

Beauty and technology have united with the launch of **Pout Case**, the world's first i-phone make-up case, designed for an on-the-go lifestyle, with accompanying premium, own brand make-up, formulated and developed in Germany. Choose your case online at www.poutcase.com then customise your own make-up palette to attach to your new **Pout Case**, for a totally new and convenient take on make-up application, anywhere, anytime.

Pout Case accompanying make-up line is all about quality, easy application and multi-use, along with heat sensitive formulations so you can update your look within a matter of minutes, applying with your camera phone.

Sure, you could use multiple products within your make-up bag to highlight, conceal and contour, but why? **Pout Case** concealer/foundation formulas are made to do all three in one easy application. Simply blend with your fingers to hide imperfections, highlight or contour.

Lip shades are covered too, with textures that achieve the must-have hydration of a balm, along with the silky shine of a gloss. All colours are multi-tasking, so can be applied to both lips and cheeks, or used as an eye gloss.

Pout Case covers are available in four elegant colour options: white and rose gold, noir and rose pink, noir and rose gold and white and rose pink. All are slim-fit and easy to apply, whilst also protecting your phone.



About the founder:

Investment banker by trade, **Nafissa Chodieva**, founder of **Pout Case**, initially had her light bulb moment back from the gym, minutes before she was due to chair a board meeting with no make-up bag to hand. Her sister passed her a compact under the table, to which she discreetly attached to her phone using a hairband and left the room to quickly touch up. Her phone then primarily became the main focus for an easier solution to look, feel and be at her best.

"It made sense in terms of make-up, to keep things simple and multi-functional, for when consistently on the go, you need to keep application quick and convenient without the need to always pull out a make-up bag, along with numerous brushes".

What started out as a passion project, in parallel to her main career, soon became a meticulously thought through, three-year journey. It was important for Nafissa to stay focused and not become derailed from her goal of creating the first ever accessible multi-tasking, make-up phone case.

The cost? £30 for the Pout Case - £30 for three make-up refills