



Allison Dawn Public Relations Books Splashy Placement in Life & Style Magazine for their Client H. Couture Beauty

Allison Dawn Public Relations strategically aligns their client, H. Couture Beauty, with Holly Madison from E!'s hit show "The Girls Next Door" and Life & Style Magazine to launch The Socialite Collection.

New York, NY, September 11, 2006 --(PR.com)-- To kick off the launch of H. Couture Beauty's cosmetics line, "The Socialite Collection," Allison Dawn Public Relations took a two prong approach in booking a substantial placement in the celebrity weekly magazine, Life & Style Magazine. Publicist, Allison Kugel, contacted Holly Madison, one of the stars of E!'s hit reality show The Girls Next Door to introduce Holly and her co-stars Bridget Marquardt and Kendra Wilkinson to H. Couture Beauty's "Socialite Collection."

Product was then sent directly to Holly Madison, Bridget Marquardt and Kendra Wilkinson along with information about the Socialite Collection and all of the concierge services that come along with this extraordinary lip and lash line of cosmetics.

The girls flipped for the product, providing such quotes as:

"Thank you! The products are great!"

"I love the packaging! It's so eye catching and fun!"

"I love the Va-va voom lip color! It smells great, too!"

Kugel then approached Life & Style Weekly's beauty news editor, along with Life & Style Weekly's news editor to put together a substantial news item on the "Everyone is Talking About" page of the September 18, 2006 issue of Life & Style Weekly, on newsstands now (page 41)!

Specializing in strategic celebrity alliances and entertainment related press, to create pop culture buzz for lifestyle products, this is a typical placement for Allison Dawn Public Relations.

H. Couture Beauty's "Socialite Collection" is a line of superbly luxurious cosmetics, specially formulated by a private chemist and packaged in tubing comprised of over 2500 hand set Swarovski crystals and 18 K Gold Plating. The mascara and lip color also come with lash bodyguards, concierge service, free refills of mascara and lipstick and 24/7 customer service. "The Socialite Collection" is a triple threat in the beauty business: wonderfully formulated cosmetics, jeweled collectible packaging, and impeccable service. The Socialite Collection is poised to revolutionize the beauty industry and is quickly being discovered by the hottest media outlets. To learn more, go to www.hcouturebeauty.com.

About Allison Dawn PR

Allison Dawn Public Relations is a full-service marketing communications firm, specializing in the areas



of consumer products, fashion and accessories, lifestyle, beauty, entertainment and entrepreneurial public relations. They specialize in brand building campaigns and strategic marketing to create excitement among consumers, buyers, the media, and the entertainment and business communities.

Allison Dawn Public Relations has an in house art department to maintain creativity and quality control over all projects. The agency's staff is experienced in the fields of both marketing and public relations. Their combined efforts deliver a branding and image enhancement campaign with a daily high level of creativity and client service. To learn more, go to www.allisondawnpr.com.

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