



Press Release

Two Native American Owned Businesses Partner Up for Makeup Launch

Native Max is proud to announce its partnership with Indigenous Cosmetics to launch its Fall 2018 lip gloss collection FALL INTO BEAUTY.



Caption: Native Max founder Kelly Holmes and Indigenous Cosmetics founder Amy Thoman. Credit- Real Life Indian

DENVER, CO, August 25, 2018 -- Just in time for the rejuvenating Fall season, Native Max Beauty, a newly unveiled venture which collaborates with fellow Native American -owned beauty businesses, partnered with Indigenous Cosmetics to launch its Fall 2018 lip gloss collection titled FALL INTO BEAUTY.

This collaboration resulted in the partnership of two indigenous women-owned businesses and the development of lip glosses that perfectly reflect the essence and mission of each company. Indigenous Cosmetics is a Sicangu Lakota/Chippewa Cree -owned beauty brand who's blazing their own trail of producing lipsticks in small batches of richer formulas. Indigenous Cosmetics' ultimate goal is to become a handmade all-natural and vegan makeup brand. Native Max is a nationally recognized brand and the reference for Indian Country when it comes to spotlighting up-and-coming talent.

The capsule collection includes two pairs of lip gloss duo sets. Indigenous Cosmetics is known for their high-quality lip glosses and lipstick so Native Max is making a major move into the makeup world by partnering with them.

This collaboration is a great way to introduce Native Max's customers to this high-quality brand and is the first partnership to be established in Native Max's venture.

"True to our mission, we are a partnership of two Native American women and businesses aiming to encourage all women to embrace their own beauty while supporting each other" says Native Max founder Kelly Holmes.

Customers can purchase lip glosses on Indigenous Cosmetics' website at <https://www.indigecos.com>.

About Indigenous Cosmetics: Indigenous Cosmetics is Sicangu Lakota/Chippewa Cree owned beauty brand with over 20 years of experience in the beauty business which has allowed them to create and customize cosmetics that complement beautiful Indigenous skin tones. Have you ever looked at a lipstick and loved it until you tried it on? Chances are, it wasn't formulated for richer skin tones. Indigenous Cosmetics custom makes all their formulas in small batches and hand pour the lipsticks to ensure the ingredients and colors are the perfect blends.

About Native Max Beauty: We are an indigenous-owned beauty brand on a mission to encourage everyone to discover and celebrate their own beauty. We want to provide handmade, high-quality cosmetics that you'd be proud to show off, while not breaking the bank. We are for those who are discovering and celebrating their cultures and identities to the fullest while radiating with confidence and beauty. So let us help you.

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