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The Evolution of Makeup Brushes Begins Here

The ordinary makeup brush evolves to the next level with the launch of Royal & Langnickel's state-of-the-art [R]evolution™ Collection. The 32-piece range of precision tools pushes the limits of performance and durability further than any previous cosmetic brush. Utilizing its 70 years of brush-making expertise, the company collaborated with Emmy® Award-winning makeup artist Kevin James Bennett to create this cutting-edge collection, boasting unprecedented versatility and durability. The [R]evolution™ Collection’s unique balance of advanced functionality and sleek contemporary design ushers in a new age of makeup brushes.

Durability was extremely important to Royal & Langnickel, as well as Bennett, since as a professional makeup artist, he personally knows the wear and tear makeup brushes go through. The [R]evolution™ brush’s unique construction and cutting-edge materials elevate their performance far beyond other synthetic brushes. Each brush head is made of DuPont™ Natrafil® fibers, which mimic the performance and feel of the finest natural hair. “The brushes are truly revolutionary,” says Michael Dovellos, Director of New Business Development at Royal & Langnickel. “The technology behind the construction of the fibers is impressive. Each monofilament features a micro-studded surface that mimics the exterior cuticle of natural hair, allowing for precise pickup, release and blending of even powder makeup. The flagged filament tips have a soft, natural feel which will never be affected by age or wear.”

Unlike natural hair brushes, this newly developed synthetic fiber does not shed or break. It also cleans easier, dries faster and is always soft to touch when applied to skin even after heavy usage. DuPont™ Natrafil® fibers have inorganic properties which mean that bacteria is less likely to fester as it is not attaching to a natural product. The hair is more durable and bounces back to shape easily or can be reshaped under warm to slightly hot water.

[R]evolution’s handles are made of molded, high impact acrylic and coated in rubberized “soft touch” finish for added comfort and grip. They were specifically designed to withstand even the most intense daily use and repeated cleansing. Wooden brush handles expand, contract and warp when continually exposed to moisture, causing brush heads to loosen and sometimes detach. The acrylic handles are impervious to water damage and fused to the titanium ferrule. These important extra steps insure that the brush head assembly will not loosen or detach, even if soaked in water or brush cleanser. The “soft touch” coating on the acrylic handles give [R]evolution™ brushes a sensual, modern look and make them extremely comfortable to hold and use. Whether you’re a professional artist or just a makeup lover, [R]evolution™ will transform your makeup application experience.

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About Royal & Langnickel…
Since its inception, Royal & Langnickel has been a pioneer and market leader in manufacturing the highest quality brushes and accessories. The company designs its lines alongside some of the industry’s top professional makeup artists to ensure the quality and craftsmanship would stand up to intense daily use while providing a flawless finish. Today, Royal & Langnickel carries more than 12 lines of beauty brushes and accessories to meet the needs of its diverse customer base. The company’s dedication to the art of beauty drives its enthusiasm for creating innovative products for the makeup artist and consumer.

[R]evolution is available for purchase at www.royalbrush.com