

Mirabella Debuts with Modern Beauty as

Makeup Brand for Professionals

Beauty is a lifestyle; just ask Mirabella’s owners, husband and wife duo Layne and Miranda Coggins. While the brand adopted this philosophy in early 2014, the Coggins have since embraced it; spending the past two years improving product formulations and developing modern packaging in an effort to solidify Mirabella’s stronghold in the cosmetics industry.

From the same talented duo behind Pure Cosmetics, Mirabella boasts a beautiful array of cosmetics that not only strive to compete with current industry trends, but also offer a variety of shades with high-quality, clean formulas and luxurious packaging. Mirabella believes that makeup should allow your natural beauty to shine through, and their mineral-based formulas aim to do just that: true to you, no imitations.

Mirabella Beauty’s full product line is set to debut with Modern Beauty September 1, with inventory stocked in 26 retail locations in Canada, as well as being available for purchase online. Displayed in the brand’s signature floor display units, each of Mirabella’s products can now be swatched for safe and easy color matching with Mirabella’s Swatch Book, sampled, and purchased in one convenient location!

 "Mirabella is dedicated to offering the highest quality cosmetics for industry professionals, which makes the brand a seamless fit for Modern Beauty stores,” says Miranda Coggins. "Each of our products feature a shade range curated specifically for makeup artists to achieve the maximum results on their clients, so we are thrilled that our full line is now available to licensed professionals in 26 store locations.”

Mirabella is proud to offer products free of gluten, parabens, talc, and are vegan and cruelty-free. To view Mirabella’s full line with Modern Beauty, visit any Modern Beauty location or [www.ModernBeauty.com](http://www.ModernBeauty.com).

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For more information, visit mirabellabeauty.com