



## **Nikki's Magic Wand, Revolutionary Savior of Expensive Cosmetics, Goes Global**

### **Save Hundreds of Cosmetics Dollars; Look like a Million Bucks Doing it**

**Pittsburgh, PA – November 13, 2013** – Nikki's Magic Wand, producer of the revolutionary Magic Wand that enables consumers to access that remaining 20 percent of concealer, lip gloss or mascara that otherwise remains unused at the bottom of the tube, today announced it is launching its first mass market campaign in time for the holiday season.

Founder and Managing Director Nikki Manns will spearhead a multifaceted campaign that includes public relations, television and online "malls," retail stores and direct response marketing -- along with holiday specials and giveaways at: [www.nikkismagicwand.com](http://www.nikkismagicwand.com). The initial response to the Magic Wand has been extremely positive and the Company has ramped up marketing and production to meet escalating demand.

#### **Nikki's Magic Wand helps you get to the bottom of your beauty problem.**

Nikki's Magic Wand features a sleek, smooth and flexible tip that allows you to reach where your normal makeup applicators cannot. Whether the tube is square or round, thick or thin, the Wand is designed to reach the bottom, sides and shoulders accessing the remaining makeup. See the video clip product demo at: <http://is.gd/3D4MJL>.

The Magic Wand is going to help you finally get to that last 20 percent of make-up that typically ends up left behind - leaving you no choice but to throw it away. The Wand solves this problem, and snaps closed with a protective cap so you can grab and go -- zero mess and no stress.

"Nikki's Magic Wand was designed with you in mind," Ms. Manns explained. "Not only will the smooth, flexible tip perfectly swipe your make-up out of that tube, just like a new windshield wiper, it's also soft enough to apply directly. The Wand's patent pending design is eco-friendly, hygienic, easy to clean and can be re-used indefinitely with different cosmetic products."

While functionality is important, the Magic Wand was developed with style and fashion in mind. “A lot of thought went into how this would look when you pulled it out of your bag,” Ms. Manns added. “I wanted it to be sleek, chic, high-quality and eye-catching. I wanted people to stop you and ask you what you were using. We all want to save a dollar when we can, but we want to look like a million bucks while doing it.”

### **About Nikki's Magic Wand**

Nikki's Magic Wand ([www.nikkismagicwand.com](http://www.nikkismagicwand.com)) produces and markets the patent pending Magic Wand, a practical yet fashion forward accessory that enables consumers to swipe the sides and bottom of that gloss; eye shadow; concealer; foundation; mascara - anything that can get stranded at the bottom of its container. Typically, Magic Wand owners will access up to 20 percent of cosmetic products that would otherwise be wasted or thrown away. With an average \$100 monthly cosmetic budget, the Magic Wand saves consumers \$180 to \$240 annually.

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