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9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com

News Release

client: **IBG (Innovative Beauty Group)**

contact: Caitlin Bishop

Turchette Agency

(973) 227-8080, ext. 129

[cbishop@turchette.com](mailto:cbishop@turchette.com)

Novel Ma

IBG (Innovative Beauty Group)

+1(905) 564-9848

[novel.ma@group-ibg.com](mailto:novel.ma@group-ibg.com)

**Innovative Beauty Group Brand Incubator Launches Blue Light-Blocking Cosmetics Line**

***Color cosmetics series, Screensaver, designed to protect skin against blue light from digital devices, will hit Walmart stores and online in August.***

*Toronto, Canada –* **Innovative Beauty Group’s (IBG) Brand Incubator**,a leading global beauty solutions provider, will launcha blue light-blocking cosmetics line, developed to protect the skin from the harmful effects of digital devices, at Walmart. Named **Screensaver,** the 9-product color cosmetics assortment comprises a comprehensive range of makeup products including primer, eyeshadow, blush, highlighter, lip gloss and more. Each item in the range is priced at $9.98 and the line will be exclusively available in over 1,200 Walmart stores and Walmart.com in August.

With many consumers spending long hours using laptops, tablets, TVs or smartphones, the Screensaver collection was developed to address a significant downside of staying connected: the negative impacts of blue light on the skin.

Each product in the range is formulated with high-quality, functional ingredients such as calcium sodium borosilicate, jasmine leaf cell extract and sunflower seed oil that help reduce damage caused by daily environmental stressors, and offer light-reflecting properties. This not only blocks blue light pollution from digital devices, but also gives users a long-lasting glow beyond just the glow of their screens.

The product offerings include:

* **Eye-Scaping Eyeshadow Palette:** An eye-catching, day-to-night eyeshadow palette formulated with calcium sodium borosilicate for its light reflective properties.
* **Face Filter Luminizing Primer:** A skin-brightening and blue light-blocking face primer for use under makeup that minimizes dullness and hides imperfections.
* **Shiny & New Highlight & Blush:** A creamy, hydrating, and lightweight dual-ended highlight and blush stick that offers a pop of color and the perfect glow – and makes application a breeze when on the go.
* **Lip Filter Lip Gloss:** A high shine, nourishing and non-sticky lip gloss that delivers the perfect, glowing pout.
* **Face Filter Setting Spray:** A setting spray that acts as a filter from blue light devices. Ideal for locking in a finished makeup look for all-day wear, or, can be used as an all-over facial spray for a mid-day spritz and refresh.
* **Highlight Powder:** A glow-giving highlight powder formulated to help users stand out in a crowd.
* **Lip Filter Lipstick:** A universally flattering lipstick infused with a blue light-blocking ingredients. When worn, it feels like balm but looks like a nourishing lipstick with an effortless hue.
* **Face Filter Priming & Setting Powder:** A 2-in-1 universal priming and setting powder designed for all skin tones to keep makeup in place all day, with light-reflective properties for use against environmental stressors.
* **Refresh-Face All Over Cooling Face Balm:** An all-over cooling face balm stick developed to refresh, hydrate, de-puff and cool the skin.

“At IBG, we are constantly looking to develop new products that align with industry trends and address consumers’ evolving needs in the market,” said Jennifer Raphael, CEO of Innovative Beauty Group North America. “We are thrilled to launch this premium collection of truly functional, blue light-blocking cosmetics that effectively defend against environmental stressors like blue light pollution at an attainable price point.”

IBG’s Brand Incubator serves as a centralized entity to offer brands the support, resources, and facilities to bring innovative beauty and personal care products to market through full-service turnkey capabilities, from design, product development and manufacturing to packaging, logistics and marketing. IBG’s Brand Incubator was founded to cultivate a portfolio of brands in collaboration with strategic partners, and to promote the development of unique beauty concepts.

For more information about the Screensaver collection at Walmart, visit <http://www.screensaver-beauty.com>.

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**About IBG**

IBG (Innovative Beauty Group), a division of the Albea Group, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. Comprised of Orchard Custom Beauty and FASTEN Packaging, IBG applies its industry expertise to support its customers with innovative and responsible custom and turnkey solutions that include design, sourcing, formula development, bespoke packaging and accessories for color cosmetics, skin care, personal care, home care, hair care, and gifts with purchase.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Offices in Toronto, New York, Los Angeles, The Netherlands, Paris, Shanghai, Guanzhou, Shenzen, and Dongguan.

For more information, visit <https://innovativebeautygroup.com/>.