




# FLAWY

makeup repair kit



From  
age 16-65 The Average  
American woman will spend  
\$15,000.00 on makeup.

She  
will shop for cosmetics  
about 5 times a year, spending  
roughly \$43.00 per trip.

That  
is roughly \$3,000.00 in  
powder makeup.

And  
statistics show that she  
will probably just throw it away  
if she drops her compact and  
shatters the makeup.

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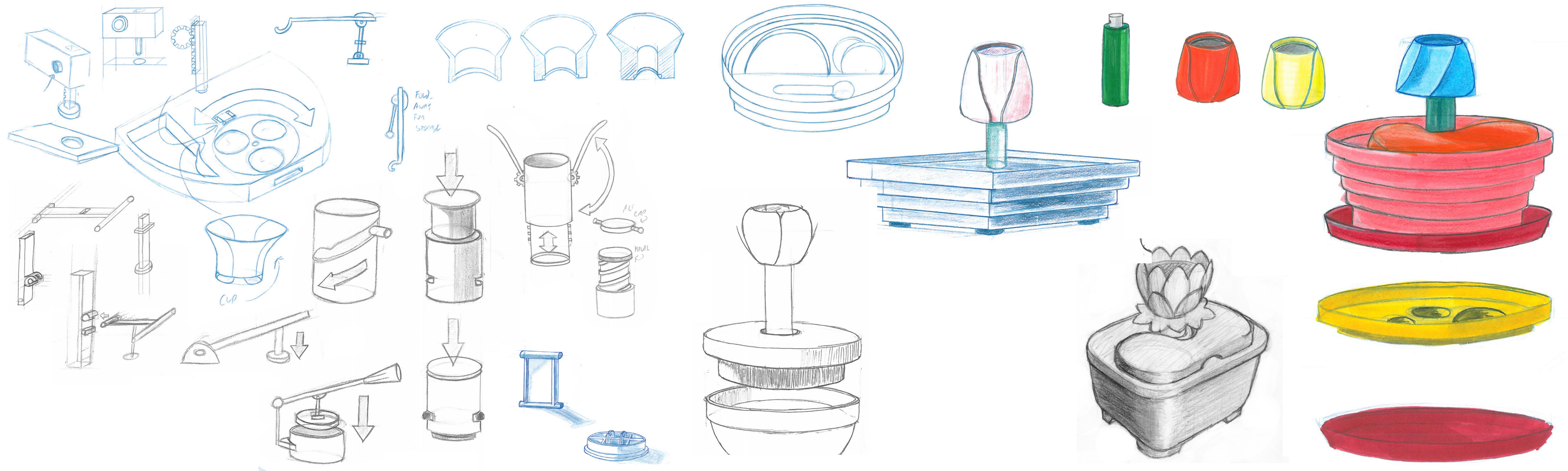
# BUT IT DOESN'T HAVE TO BE THAT WAY



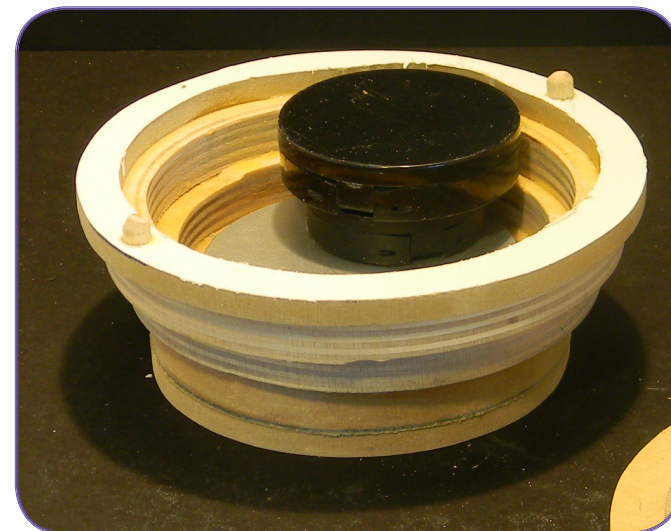
Fixing broken powder makeup is not revolutionary, but no one had yet devised a systematic approach to creating factory like pressings of repaired or custom blended powders.



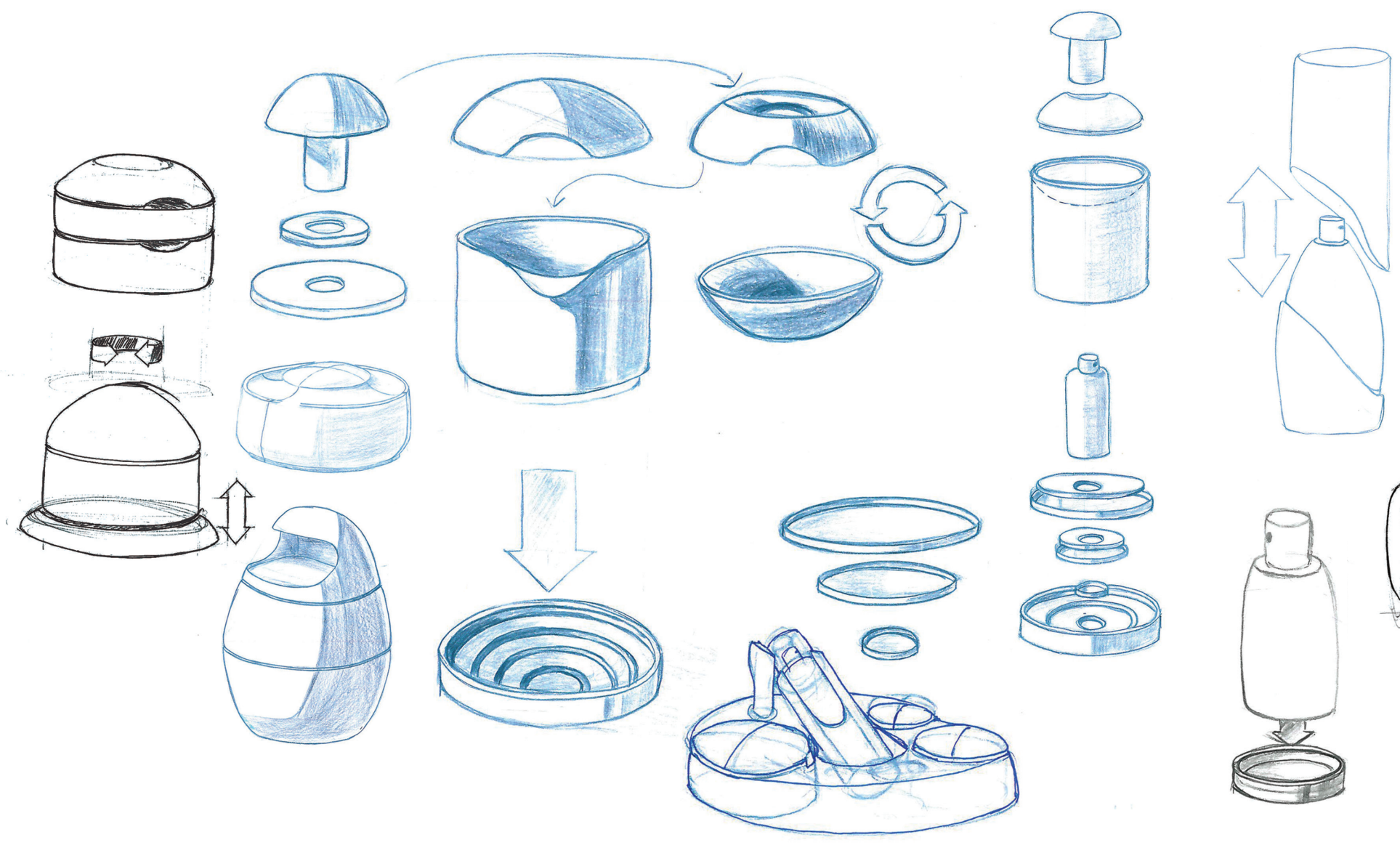
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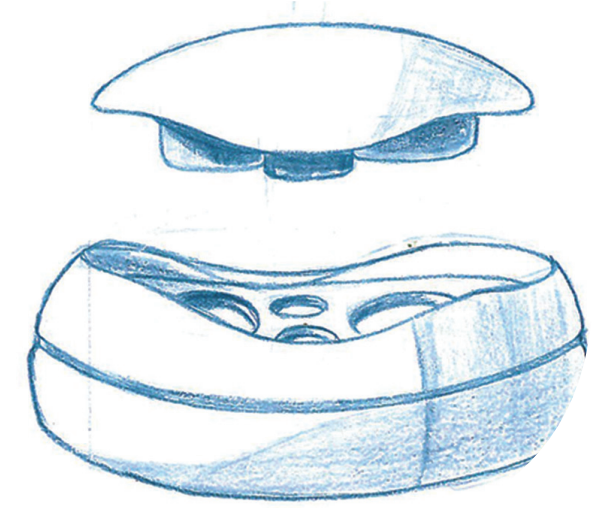
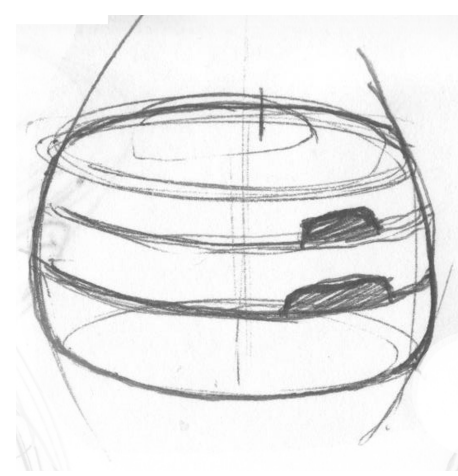
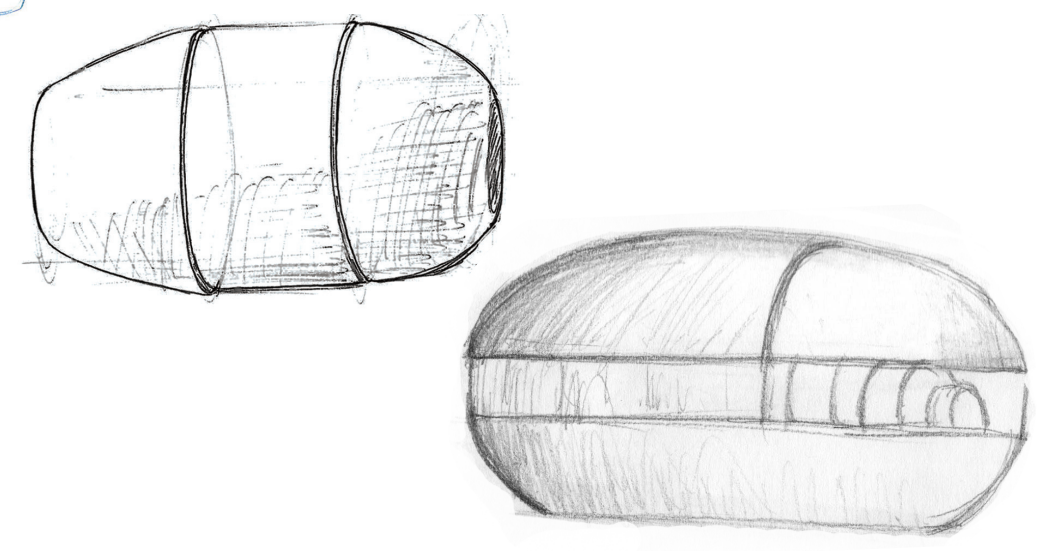
Research and testing revealed the key needs: A self contained kit that provides uniform pressure across a horizontal plane. Furthermore, the clients wished for the final design to accommodate 3 standard round tin sizes.



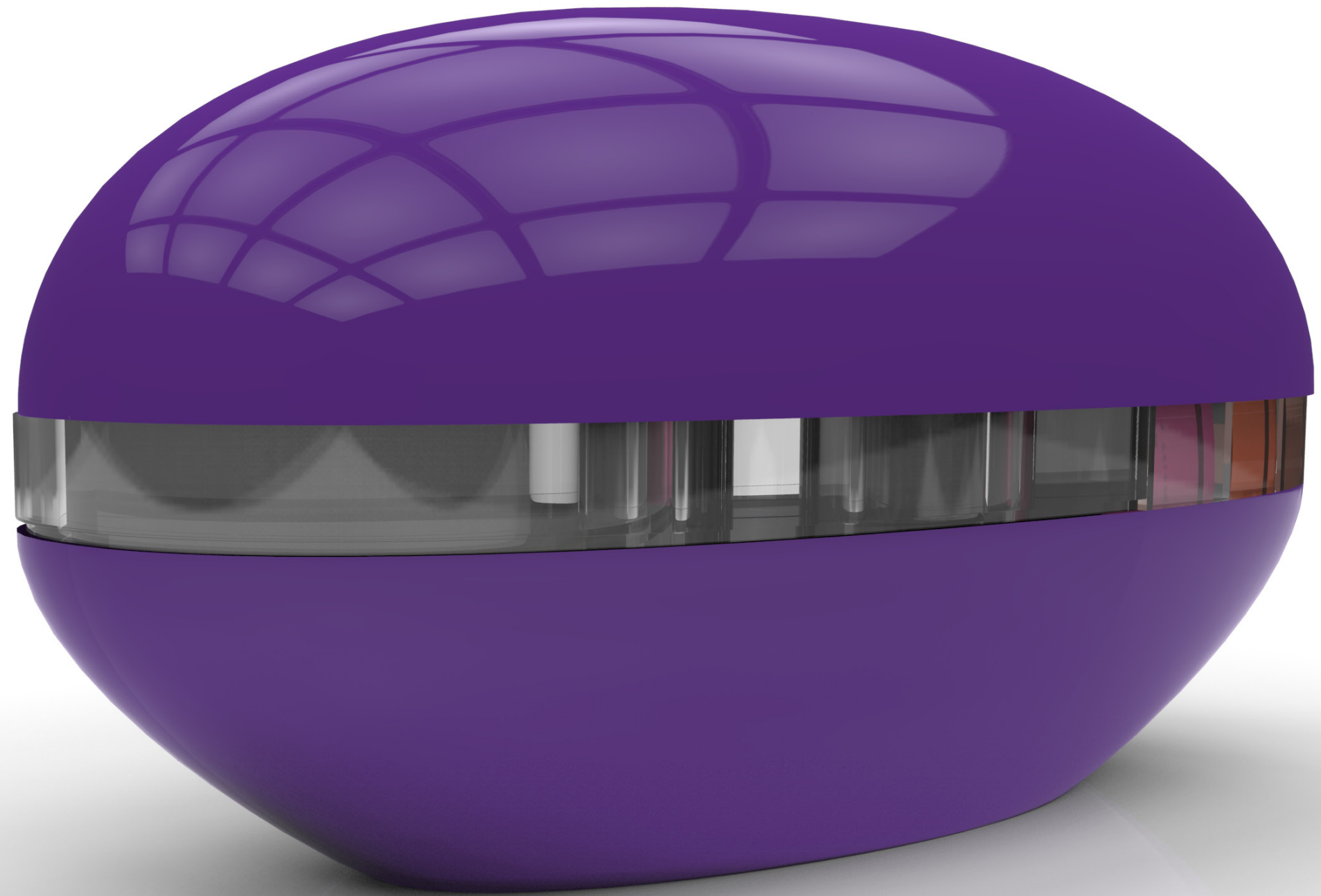
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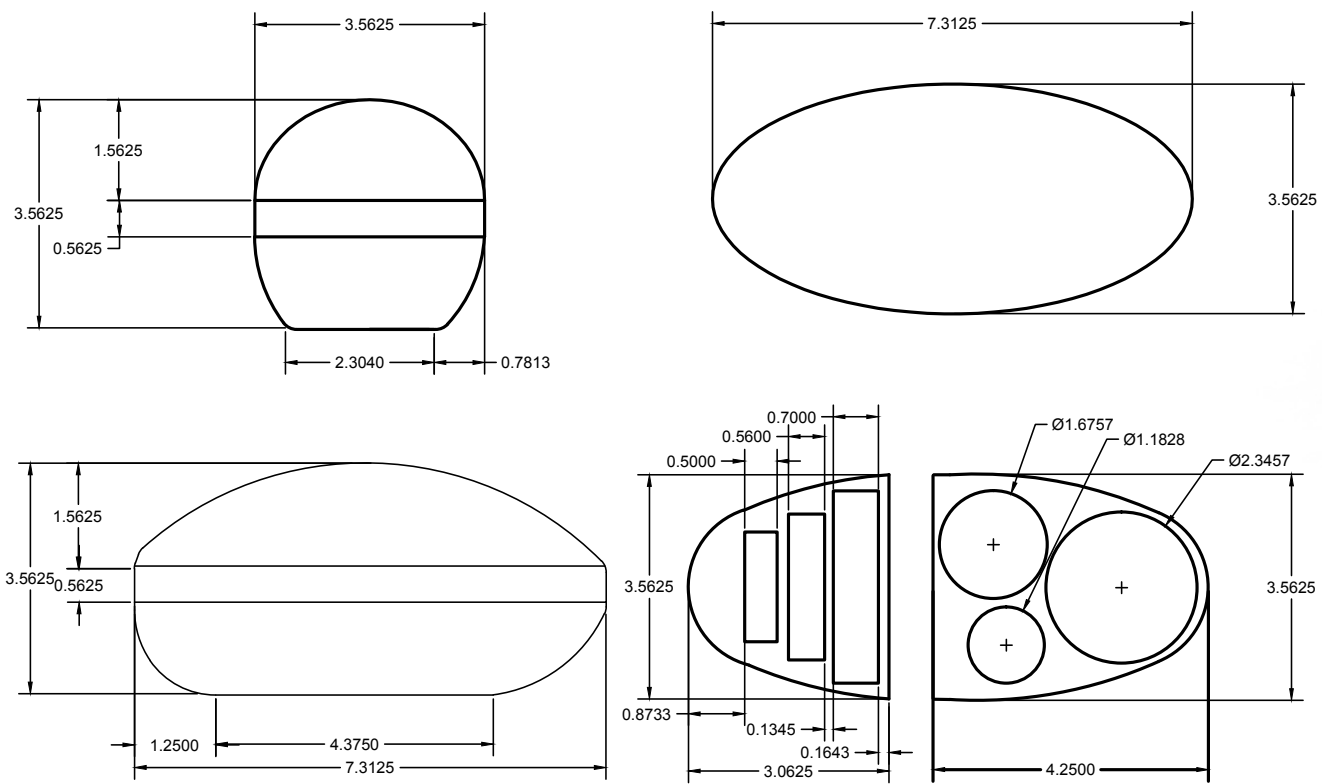
Surveys with potential users indicated a product that would usually be stored in a drawer or cabinet, but whose form would look at home on the counter.



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