

Just in Time for Summer the Mother/Daughter Tween Experience Gets a Fresh New Digital Approach with Face My Makeup app

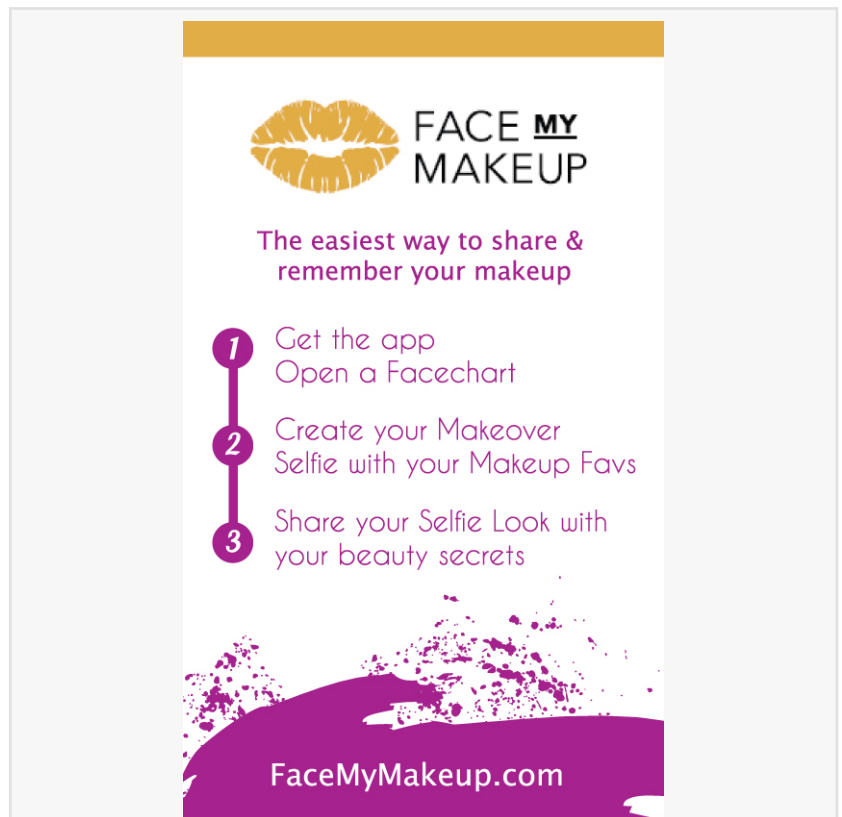
The Mother/Daughter Tween experience gets a fresh n fun digital update just in time for summer with the launch of Face My Makeup app.

MIAMI, FL, USA, July 3, 2019 /EINPresswire.com/ -- Let's face it, as young girls mature into tweenhood, mother and daughter moments are harder to come by as she begins to prefer the company of her friends—over Mom. The Mother/Daughter Tween experience gets a fresh n fun digital update just in time for summer with the launch of Face My Makeup app.

With the regular use of cosmetics rising sharply among tween girls, according to a report from the NPD Group, adolescents do begin to develop their own identity, and individuality, earlier. This is a great opportunity for Mom/Daughter to experiment with cosmetics, for the first time together. An incredible Mother/ Daughter experience gets a digital update that both are likely to enjoy with the Face My Makeup app.

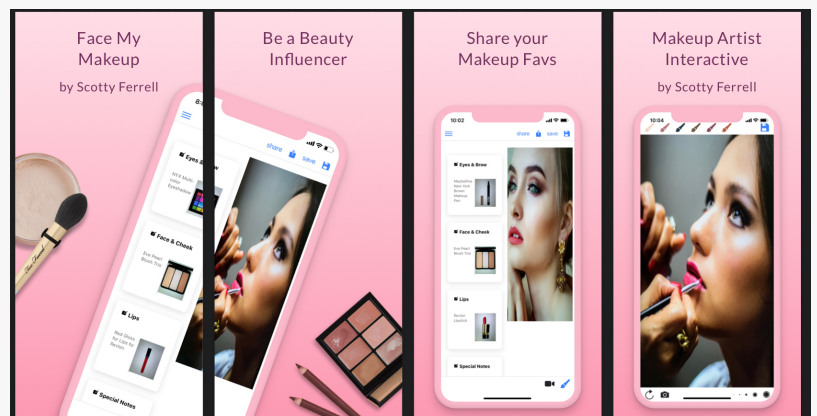
Face My Makeup app fits both the social media space, for her, and positions Mom as coolest makeup artist—ever. "Experimenting with tween makeup is a rite of passage that will help transition her into her formidable years with confidence," says Scott Ferrell, creator of Face My Makeup app.

Here's how it works. Simply download Face My Makeup app and open a blank face-chart. Next, start with makeup already available in the makeup drawer. Chances are the basics of powder, mascara, and translucent colors are within reach to create a fun tween makeover. Once a bit of makeup is applied, decided on



The graphic features a yellow lip print icon above the text 'FACE MY MAKEUP'. Below this, it states 'The easiest way to share & remember your makeup'. A numbered list follows: 1. Get the app / Open a Facechart; 2. Create your Makeover Selfie with your Makeup Favs; 3. Share your Selfie Look with your beauty secrets. At the bottom, there is a purple brushstroke graphic and the website 'FaceMyMakeup.com'.

Face My Makeup app instructions



The graphic shows four vertical panels representing app storyboards. From left to right: 1. 'Face My Makeup by Scotty Ferrell' showing a makeup palette and a phone screen with a 'Face & Check' section. 2. 'Be a Beauty Influencer' showing a phone screen with a 'Face & Check' section and a woman's face. 3. 'Share your Makeup Favs' showing a phone screen with a 'Face & Check' section and a woman's face. 4. 'Makeup Artist Interactive by Scotty Ferrell' showing a phone screen with a 'Face & Check' section and a woman's face.

Face My Makeup app Story Boards

what's age appropriate and share a playful look, enter the colors and choices into the face-chart and take a selfie. The Face My Makeup app archive feature then stores the selfie, face-chart and video about the brands and colors, chosen for future purchase. Could it be any easier?

Now, armed with a completed face-chart, and digital shopping list, simply head to one of the many favorite makeup retailers like Sephora, Ulta Beauty or CVS, that are lined with cosmetic brands aimed at tweens-to-early-teens. As she chooses lip gloss, eye shadow or cheek stain, in tween brands, comparable to the face-chart created at home, use the product selfie feature in Face My Makeup app and voila, the brands and colors, are automatically stored and organized for purchase. Here's the real bonus; the Face My Makeup app archive provides a year-on-year time capsule, capturing this Mother/Daughter makeup adventure.

"With Face My Makeup app she'll be able to coordinate her Selfie, makeover video, the exact products used, and also share how the new colors and shades will work, on her, before making wasteful purchases" explains Ferrell. "Mom, and tween, become the experts; and are better prepared before needing additional in-store sales advice, and can work directly, with multiple brands, through the app."

Face My Makeup app plans in the future to help customers score brand incentives, and loyalty rewards, and get the latest tips and tricks, from top beauty influencers, to discover the latest beauty and skincare habits, together.

"While makeup gives the tween an opportunity to be creative; not every color, or current trend, that looks great on her BFF, will look good on her. Better that she's informed and has the right tools, then she goes into it blindly, with friends, and comes out looking like a clown. Maybe head to the ice cream shop, afterwards, to remind her she's still a kid," adds Ferrell.

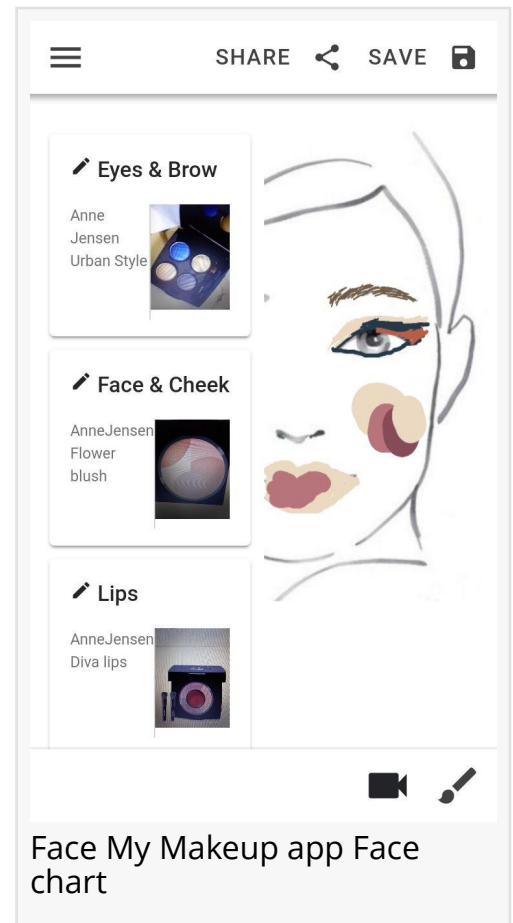
ABOUT FACE MY MAKEUP APP:

World-renown brand executive, beauty consultant and makeup artist, Scotty Ferrell, the creator and founder of Face My Makeup app, began his calling, in the beauty industry, as a scientist, with a degree in microbiology and immunology. Over course of his 20-year career, Ferrell has worked with, and served, some of the leading names in skincare, makeup and beauty, along with countless celebrities and top models for the print and broadcast industries.

As an entrepreneur, Ferrell saw a need to fill the 'direct to consumer' void for the beauty industry, given today's technology and the new digital consumer, with Face My Makeup app by connecting consumers directly to their favorite brands.

Face My Makeup app is available for download in the Apple App Store for iOS phones and tablets and the Google Play store for Android devices. For more information about Face My Makeup app development, advertising or partnership opportunities, contact Scotty Ferrell, at (305) 609.4475 or email scottyferrell@facemymakeup.com
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