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**LITTLE COSMETICS® TO UNVEIL NEW PRODUCTS AT ASTRA'S 2016 MARKETPLACE**  
***Award-Winning Line of Pretend Makeup Expands to Specialty Stores***

SAN BERNARDINO, CA- June 5, 2016 - [Little Cosmetics®](http://www.littlecosmetics.com), the award-winning pretend toy makeup for preschool children ages 3-6, will be expanding its product assortment and introducing its new 2016 line at ASTRA's 2016 Marketplace. New product sets and updated product packaging will be available for specialty retailers, beginning July 2016.

"In response to a steady increase in customer demand, we are expanding the Little Cosmetics collection offline, and excited to welcome new specialty retailers to the Little Cosmetics family," said Starla Tyler, Little Cosmetics founder.

New specialty retailer sets include:

- **PERFECTLY PINK SET** (MSRP \$9.99)– Just perfect! This adorable, mess-free pretend makeup set includes a pretend lip gloss, pretend eye shadow, pretend glitter pot and four-piece makeup brush set.
- **DARLING SET** (MSRP \$24.99) – Complete with realistic palettes, sparkle brushes, and a newly designed cosmetic bag, this pretend makeup looks and feels real, but doesn't apply or transfer to the skin. Set includes pretend power compact, two pretend glitter pots, pretend artist palette, pretend lip gloss, pretend lipstick, four-piece makeup brush set, and cosmetic bag.
- **BEAUTY BLOOMS SET** (MSRP \$28.99)– This deluxe set includes an amazing collection of mess-free makeup. Packed in a floral bloom print cosmetic bag, this set includes a pretend powder compact, two pretend eye shadows, two pretend lip glosses, pretend glitter pot, and four-piece pretend makeup brush set.

The Little Cosmetics line has been awarded numerous accolades since its launch in 2012, and has quickly gained national media attention. For more information about Little Cosmetics, stop by the Little Cosmetics booth at ASTRA's 2016 Marketplace (booth # 2013), or visit [www.littlecosmetics.com](http://www.littlecosmetics.com).

**ABOUT LITTLE COSMETICS®**

Little Cosmetics® is a line of pretend, toy makeup for preschool children ages 3-6 that looks and feels just like real makeup, but is completely fake - no color transfers or applies to skin. The collection, created in 2012 by a mother for her own daughter, provides children with both realistic and imaginative play experiences, and encourages creative development. For more information about the Little Cosmetics line, please visit: [www.littlecosmetics.com](http://www.littlecosmetics.com).