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**Radiance Medspa Is the First Spa to Offer the Full Line of Beauty Technik Products**

*Posh Day of Beauty Notes Makeup's Debut*

WASHINGTON, D.C. (February 22, 2010) -- Beauty Technik, a premium line of pure mineral makeup, is now available in Washington, D.C.'s Radiance Medspa.

"This is a wonderful opportunity for us," says Beauty Technik founder and President Natasha Iwegbu. "Beauty Technik and Radiance share a devotion to healthy skincare. The collaboration will help us expand our reach, and Radiance's clientele will have access to a makeup line that provides superior, natural coverage. "Because our ingredients are pure and do not contain preservatives, our makeup can be worn on sensitive skin -- even after spa treatments."

Radiance spa director Candice Conaway agrees. "People come here to make their skin better, and the makeup that we feature should be an extension of that. Also, we have an international clientele, and Beauty Technik fits the bill of providing shades for everyone."

Each Beauty Technik shade is based on an actual person and was developed personally by Ms. Iwegbu in her own kitchen. A product design engineer by profession, she was inspired to create a pure brand of makeup after adopting a detox regimen. With this makeup, women are able to maintain a polished look while avoiding the preservatives, chemicals and toxins found in many mainstream makeup lines. Beauty Technik, which has a loyal following of high-powered women in entertainment, business and government, is based in Washington, D.C. and has been on the market for four years. Before its Radiance debut, it was sold exclusively online and through a word-of-mouth network.

The new relationship was celebrated on February 20 with a special day of beauty for Radiance clientele. Guests were feted with complimentary color matching advice from a professional makeup artist and had the opportunity to speak one-on-one with Ms. Iwegbu.

"I have very sensitive skin, so it's hard for me to find products that I don't have some kind of reaction to," said Stephanie Smith, a Radiance client who purchased foundation, blush, eye shadow and lip gloss during the day of beauty. Ms. Smith has been using the products for the last two months and is quite pleased. "I hadn't been able to wear lip color for the past seven years, and I am now wearing Beauty Technik gloss every day. This is a huge thing for me."

Radiance carries the full line of Beauty Technik products including airbrush mineral foundation pots and compacts, blushes, eye shadows, lip balms and bronzers. Radiance makeup artists have been trained to apply the makeup and help customers choose their best shades. The spa is located at 3105 14th St. NW, Washington, D.C. 20010. For more information about Beauty Technik and to order products, go to [www.beautytechnik.com](http://www.beautytechnik.com)

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