



delilah   
easy to love



delilah 



the best things in life are  
**cruelty  
free**

An effortless and uncomplicated approach to make-up that is completely cruelty free, beautifully packaged and easy to love.



## discover delilah

delilah is a British make-up brand dedicated to making stunning cruelty free products, ground breaking formulations and wearable colour collections.



Launched in September 2014. Within a year of launching delilah won "Best New Brand" at the CEW Awards and became the no1 beauty brand in one of UK's most prestigious department stores, Fortnum and Mason.



Working with many international distributors, delilah is stocked in over 500 locations around the world.



## meet the team

delilah was born out of friendship, a passion for cosmetics and the desire to help women look and feel beautiful.



The team behind delilah is Rupert Kingston, Juliet White, Frauke Hamer and Janet Fricker.

Rupert spent many years in the industry as a make-up artist and Creative Director developing numerous award-winning cosmetics. He has had a long career in product development working with some of the worlds most prestigious cosmetic manufacturers.

Juliet, a photographer whose work has featured in The New York Times and Rolling Stone, brings her expertise in imagery, graphics and design to delilah.



Frauke has been an international beauty entrepreneur her whole career, from guiding and advising both suppliers and individual brands on how to maximise their business models, to distributing top beauty products across the globe.

Janet, after travelling around the globe whilst working for a wine and champagne company, Janet has returned to the UK and brings her wealth of commercial, marketing and finance knowledge to the world of delilah.



## delilah's principles



**cruelty free**

delilah is proud to be certified by PETA as a cruelty free brand, no animal testing is conducted or commissioned for any delilah products neither do we sell in any markets that require animal testing.



**vegan friendly**

100% Vegan - our products contain no animal derivatives or by-products.



**paraben free**

For delilah the decision was simple, cosmetics do not need to contain parabens. Without compromising performance, delilah offers products that are safe and effective.



**dermatologically tested**

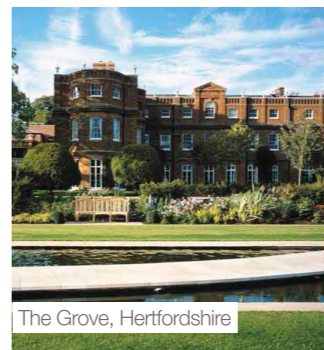
All delilah products are certified dermatologically tested or ophthalmologically tested. This certification means that all of our products are suitable for sensitive skin or sensitive eyes.

## discover delilah at...

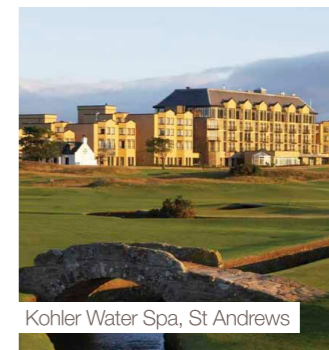
delilah is proud to be stocked in prestigious dept stores and award winning salons and spas across the UK and Internationally.



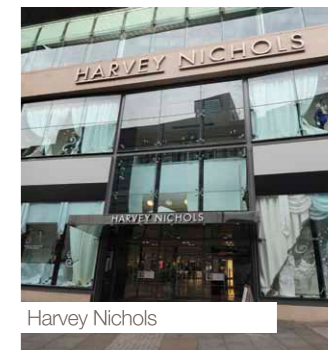
Fortnum & Mason



The Grove, Hertfordshire



Kohler Water Spa, St Andrews



Harvey Nichols



Stoke Park, Stoke Poges



Danesfeild House, Marlow



Ridding Park, Harrogate



Fawsley Hall, Northamptonshire

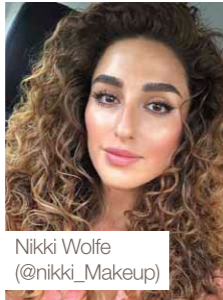
# celebrity mua's & social influencers

Since the very beginning delilah has worked closely with some of the most influential Make-up artists who we now consider part of the delilah family.

Celebrities, MUA's and Influencers alike use delilah and whether it's highlighting with the luminous Pure Light Powder, or sweeping colour Intense Lipstick across the lips, you can see why delilah is easy to love.



Justine Jenkins  
@justinejenkins



Nikki Wolfe  
@nikki\_makeup



Patsy O'Neill  
@patsyoneillmakeup



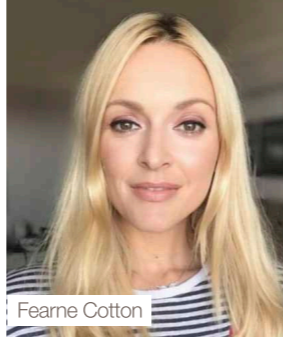
Sam Chapman  
@pixiwoo



Holly Willoughby



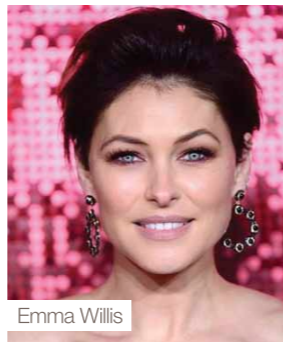
India Knight  
@indiaknight



Feame Cotton



Rosie Huntington-Whiteley



Emma Willis

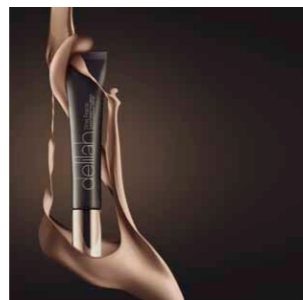
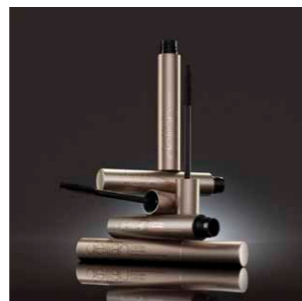
# press coverage

Since launch delilah has regularly featured in some of the UK's top consumer publications, keeping the brand elevated and relevant.



## product launches & campaigns

The delilah team are dedicated in designing and creating beautiful products, both in craftsmanship and formulations. Everything from the click of a compact to the stroke of a powder brush has a gratifyingly high quality feel.



[instagram.com/delilahcosmetics](https://www.instagram.com/delilahcosmetics)



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