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BOOM TOWN

or Big Bust?

EDITED BY TRACY HYATT

OUT FRONT

Corporate Makeover

FACEatelier applies a low-cost formula for cosmetic success

Not only is makeup waterproof, it might also be recession-proof. "When the economy slides, makeup sales tend to increase," contends Debbie Bondar, president and CEO of FACEatelier, a Calgary-based cosmetics company. "Like it or not, you only get one chance to make a first impression."

It's a fitting statement for a company that made its debut in November 2003 by throwing a lavish party in Los Angeles attended by Hollywood stars, fashion magazine editors and the trendiest stylists south of the border. Sounds pricey? Attempting to woo the fashionista file turned out to be a relatively inexpensive way of creating brand awareness. By donating a portion of future proceeds from the sale of one of its signature lipsticks to an L.A.-based AIDS founda-



FACING THE COMPETITION: Debbie Bondar's small cosmetics company is taking on big players like Chanel and L'Oréal

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