



VARSITY ALL STAR TO BE EXCLUSIVE DISTRIBUTOR OF FANCY FACE COSMETICS

Dallas, TX, June 2, 2017 – Varsity All Star has announced that they are now the exclusive distributor of Fancy Face Cosmetics, the premiere all star performance cosmetic company, which will be available through Varsity All Star Fashion reps. This will give Varsity All Star cheerleaders and dancers the opportunity to purchase travel friendly products that have an incredible impact on stage directly from Varsity All Star Fashion.

“We are excited to incorporate Fancy Face Cosmetics into our Varsity All Star Fashion Beauty line-up. These all new pigment rich color palettes are produced in a state of the art facility under the direction of world renowned chemists and engineers and perfectly complement our uniforms.” says Leslie Standlee, Vice President and General Manager of Varsity All Star Fashion, a division of Varsity Spirit.

Fancy Face’s founder, Nicole Khayat adds, “Varsity All Star Fashion can now provide everything the customer needs to complete a head to toe competition day look. I’ve always admired Varsity’s professional image as we share a consistent vision for the all star industry and its future.”

About Varsity Spirit

Memphis-based Varsity Spirit has been a driving force behind cheerleading’s dynamic transformation into the high-energy, athletic activity it is today, and the leading global source for all things cheerleading and dance. A division of Varsity Brands, Varsity Spirit is a leader in uniform innovation and educational camps, clinics and competitions, impacting nearly a million athletes each year. Focused on safety, entertainment and traditional school leadership, Varsity Spirit’s 5,000 employees have been helping raise cheerleading’s influence and profile since 1974. For more information about Varsity Spirit or Varsity Brands, please visit www.varsity.com or www.varsitybrands.com.

About Fancy Face Cosmetics

Based in Chicago, Illinois, Fancy Face Cosmetics was founded in 2009. Their patented sweat resistant formula is produced using the highest quality ingredients and is hypo-allergenic and safe for all ages and skin types. After eight years of research and development, their team of expert chemists have created perfect palettes to complete any competition day look.