



## **e.l.f. (eyes, lips, face) Cosmetics Announces the Launch of Its Desktop Beauty Advisor, Powered by eWayDirect's Priority1email**

*The Desktop Beauty Advisor provides the opportunity for e.l.f. to isolate its best customers outside of the email channel and deliver targeted messages that get through 100% of the time.*

Southport, CT ([PRWeb](#)) June 17, 2008 -- e.l.f. Cosmetics and eWayDirect, announced today the launch of e.l.f.'s Desktop Beauty Advisor, enabling subscribers to receive tips, beauty secrets, and special savings, all sent directly to their computer desktops.

The e.l.f. Beauty Desktop Advisor uses a secure link right on the customer's desktop that doesn't have any adware or spyware and is only used by e.l.f., making it safe and secure. Customers experience it as receiving special attention from the company; but the application's main function is to drive more revenue for e.l.f. and other online retailers; the revenue expectations are four to six times that of email.

"We are excited to take our customer communications to the next level using the eWay desktop advisor," says Joey Shamach, CEO of e.l.f. "The eWay desktop advisor helps enhance our guest experience and bring the e.l.f. brand close to our customers." Allan Levy of SellUp agrees. "Our partnership with eWay continues to grow and expand profitably for all involved," he says.

e.l.f. is taking advantage of eWayDirect's Priority1email that allows the company to move its best customers onto a private messaging channel prior to this year's holiday season.

"We're very glad to be able to help e.l.f. reach their best customers through this unique channel," says Martin Donner, chief revenue officer of eWayDirect. "Our experience is that having the ability to reach your best customers 100% of the time and having them able to reach your website with a single click from the tool bar on their PC significantly increases sales."

Priority1email is a full-functionality ecommunications platform designed to work in conjunction with email to significantly improve campaign results. The Priority1email platform enables marketers to isolate their best and most enthusiastic customers and prospects, and communicate with them outside of the traditional email channel, sending messages directly to their desktop, and bypassing ISPs. It is only available through eWayDirect.

To learn more about Priority1email, visit the eWayDirect website or call (203) 256-5127.

About the companies:

eWayDirect (and its franchise division, the BlueLens Franchise Group) is a market leader in both search and emessaging. Besides providing the highest level of expertise in both PPC and SEO, the company's P1email platform allows marketers to isolate their best customers and get their campaigns through to the inbox 100% of the time. More at <http://www.ewaydirect.com> and <http://www.BlueLensFranchiseGroup.com>.

E.l.f. is a three-year-old company that has hit the scene with a buzz, offering great products at great prices. The company has been acclaimed for its beauty products in venues from Good Housekeeping, Self, and Teen



magazines to Style, CNN, and CNBC on television. E.l.f. provides a line of simple, luxurious, problem-solution tools that allow customers to showcase and believe in their unique, personal beauty. E.l.f. cosmetics are designed to improve and accentuate the individual, not hide her away, and E.l.f. believes that innovative technology, quality ingredients and superb delivery systems should not be limited to prestige retailers. More at <http://www.eyeslipsface.com>.

SellUp, Inc. is a privately held company offering consultation in marketing, sales, acquisitions, retention, and the integration of technology and businesses.

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