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Makeup that really moves

Have makeup, will travel — Joe Fresh Beauty rolls out mini-makeovers and cosmetics demonstrations in a trailer coming to a location near you.

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Picture it: A makeup bag the size of truck.

Joe Fresh — which recently launched a full makeup line Joe Fresh Beauty — is bringing its cosmetics-kit-on-wheels to a destination near you.

A pair of professional makeup artists will be on board to offer five-minute touch-ups and demonstrations on how to get the hottest looks of the season.



Starting tomorrow and running until Monday, the company will roll out its roving beauty box at different Toronto locations as part of a nine-city tour.

The trailer will not sell any actual products — the goods are only available in stores.

But consumers who visit can pick up a \$5 gift card to spend on Joe Fresh cosmetics, a generous coupon considering the line ranges from \$4 to \$8 for makeup, and \$2 to \$16 for accessories and brushes.

Designed, fabricated and executed by Davis Display for Infield Marketing.