

Transcending Cosmetics Launches New Marketing Campaign: Turning Gloom into Bloom

[Transcending Cosmetics](#), one of TowsonGlobal's member companies, is launching its new marketing campaign, "Turning Gloom into Bloom." The initiatives strive to use every opportunity to stretch marketing dollars and incorporate a variety of tools to help build awareness of the company's revolutionary all-in-one foundation/concealer Natural Cover and the services of Linda Seidel—Pioneer, Makeup Artist, Author, Educator and Aesthetic Rehabilitation Specialist.

The campaign includes partnerships, radio talk shows, presentations, donated consultations, gift certificates, social media, and more. Given the challenging financial times, the campaign also is geared to giving back to customers and the community—whether through free or discounted products and services or volunteered time. The company wants everyone to have an opportunity to feel good about the way they look.

Since 1974, Linda Seidel has worked as a makeup artist, focusing on the beauty/glamour segment of the cosmetics industry. In the course of trying to fulfill her own makeup needs, she discovered that there was a void in the marketplace for a product that would camouflage scars and other skin imperfections. Working with a chemist, she developed what became a unique, innovative product in the corrective makeup industry... that also had much broader applications.

Today, Natural Cover is known as an artist's medium that truly transcends the limitations of any other makeup, and Linda can be found working her magic in all areas of the cosmetics universe, including aesthetic rehabilitation, high fashion, photography, wedding, stage, and everyday makeup.

Perfect looking skin is the dream of many who stare at themselves in front of the bathroom mirror, scrutinizing their faces. Natural Cover offers silky smooth coverage that feels weightless and a palette of shades that can match virtually any skin tone in the world. Skin is left with a natural flawless appearance, no matter whether the imperfections are from scars, birthmarks, a skin disease, or the natural aging process.

Since this product is great for camouflaging surgical scars and other medical conditions, Transcending collaborates with health professionals to provide aesthetic rehabilitation for patients. For instance, plastic surgeons, dermatologists, and other specialists are provided gift certificates for their patients to receive free or discounted private educational makeover sessions.

Doctors Sanderoff and Hinish, holistic pharmacists and owners of Your Prescription for Health Wellness Center, have invited Transcending to join them in their Owings Mills facility because they believe that Linda's work and her unique products are a great fit for their focus on healing the mind, body, and spirit.

Transcending Cosmetics also regularly works with women's and other special interest groups. In the near future, Linda will be teaching a class and presenting at the Vascular Birthmarks Foundation's annual conference in New York City in addition to presenting at a meeting of the Lupus Foundation Mid-Atlantic. St Joseph Medical Center is hosting the gala event, *A Night with the Stars*, where Linda will be doing makeovers on cancer survivors in the classic Hollywood 1940's style. Transcending also is placing an [ad in the gala program book](#).

While Transcending occasionally places paid advertisements in targeted print media for a particular event, this traditional tool is not used often. To be effective, there generally needs to be an ongoing advertising campaign rather than a short-term blitz, making this an expensive proposition. As indicated, Transcending is trying to be very prudent with its limited marketing resources.

For instance, Linda has been a guest on "Woman Talk Live" radio show, which airs Saturdays at 6:00 pm on station 680 WCBM and on "Your Prescription for Health", which airs Sundays 10:00 to Noon also on WCBM. On these programs she shares some of her tips and techniques on how to accentuate one's best features, the things that can be done to look polished, and how to deal with some of the common complaints that women have, such as dark under-eye circles, uneven skin tone, and rosacea.

In a recent radio appearance she gave the first ten callers free private makeover sessions. The response was so great from the audience that Transcending felt compelled to give the next ten callers makeovers for half the regular price.

Realizing that more and more people are turning to various new forms of media for information, Transcending also is engaging a consultant to help set up an easy-to-manage social media initiative that will include a corporate Facebook profile where tips, promotions and other information will be posted regularly.

Transcending Cosmetics' Gloom into Bloom campaign is based on Linda's belief that education is the real key and that every woman (and man and child) should be able to feel their most confident. "Not only can you look great; you can also feel great about the way you look!"

For more information on how Transcending Cosmetics may be of service to you, your colleagues and staff, and others, please contact Linda Seidel at Linda@lindaseidelpro.com.