

Introducing Snazaroo's New Custom Palette

Snazaroo launches its first ever online exclusive NPD targeting the Young Adult audience in time for Halloween!

Your Palette. Your Rules.

Make all your creative dreams come true with this brand new and unique palette from Snazaroo that puts imagination first.

The innovative Custom Palette will be exclusively available on the [Snazaroo website](#) (currently limited to Great Britain) and is the first-ever online exclusive of its kind created by Colart. The creation of the [Custom Palette](#) means that imagination is the only limit. Choose up to eight custom shades from Snazaroo's iconic 54 colours and then take your pick from the three Snazaroo textures, assembled in **one sustainably packaged palette** for multiple looks. Once you're running low on one colour or more, you can head to the website to choose new refills to try or to restock your original choices to keep creating bold new looks!



New Product, New Sub-Brand: SnazUP by Snazaroo

Designed to appeal to the 18-30 year old face paint users, the Custom Palette is the first product introduced under the new **SnazUP by Snazaroo** branding.

In a familiar, colourful and vibrant way, Snazaroo grows up with you and enables you to create next level looks. The core font of the Snazaroo mother brand remains whilst the UP brings adulthood and playfulness. The SnazUP branding resonated positively with the Millennial and Gen Z audiences in a Consumer Research carried out earlier in the year. We are aiming to inspire their creativity and take their looks to the next level. By promoting the new sub-range we are moving away from any preconceived notions of Snazaroo being for kids only.

Inspiring imagination that knows no limits.



Inspiring imagination and nurturing creativity is at the very heart of Snazaroo. By using this bespoke palette, you will have absolutely unlimited potential to invent and create the looks of your wildest dreams, leaving you, the artist, entirely catered for. So, whether you're a pro body painter, an up-and-coming MUA or a face paint fan, this is a chance for everyone and anyone to express individuality both with what you create and how you do it. You'll be entirely free to experiment, be adventurous and to see where your mind takes you.

*Your imagination is the only limit!
Discover all Pro Guides [here](#).*

Loved by face and body paint enthusiasts including the stars of Glow Up!

With this unique palette, Snazaroo allows to customise face and body paint collection for any occasion. Whether it's a Halloween look or a festival make-over, the choice really is down to you but if you fancy a little inspiration, head over to our [Instagram](#) where you'll find plenty of bold looks created by some of the best in the business, including the Glow Up contestants. These partnerships are crucial to inspiring our growing Young Adult audience and converting traffic from Instagram to web sales.



Coming soon!

Glow up contestants creating their own Custom Palette and Halloween looks and sharing on their Instagram:

- [@evejenkinsmua](#) 218k followers
- [@artbeautychaos](#) 272k followers
- [@ashleyhmac](#) 17.5k followers
- [@bernyferr](#) 35.9k followers
- [@shanicemua](#) 15.7k followers

Snazaroo Custom Palette



RRP: £30.99- www.snazaroo.com

Thank you and congratulations to the team that has been working hard on this launch: Snazaroo Team (Brand & Factory), Digital Team, Packaging Team, Regs Team, NPD Team, SIOP.