

# For Immediate Release

**EC Cosmetics steps into Nigeria as the exclusive distributor of one of America's emerging cosmetics brands; DIVADERME as seen in Cosmopolitan, True Love and Marie Claire magazine**

---

*EC cosmetics introduces its best seller the Lash Extender and more to the Nigerian Market*

**LAGOS, NG April 6, 2011** — EC cosmetics is the exclusive distributor for Divaderme in Africa. The line of Divaderme cosmetics has been featured in Cosmopolitan, True Love, Marie Claire and more. Spearheaded by Nigerian Entrepreneur Olabisi Waller, after two years with a soft launch in Nigeria, The EC Cosmetics team is stepping into the giant of Africa, Nigeria with its Number 1 selling beauty product Divaderme **Lash Extender** and five (5) other products designed with the goal of creating a platform to make women look and feel beautiful and also empower them with entrepreneurial opportunities.

EC Cosmetics is a make-up distribution brand for natural and peak performance beauty products. EC Cosmetics products are sold through salons, select retail stores, and Individual sales representatives worldwide. Its unique range of products enhances a woman's natural beauty while simultaneously empowering women with entrepreneurship opportunities.

Divaderme Eyelash Extender is the beauty secret to thicker, longer, and fuller lashes. Instantly brush-on lash extensions fondly called "*Lashes in a bottle*" are natural, fiber based eyelash extensions applied to your eyelashes between coats of mascara with absolutely no need for glue. Enriched with panthenol, it is safe, quick and easy to use. The result is eye opening eyelash extensions that stay on all day and is easily removed with make-up remover.

The EC Cosmetics range of Divaderme products include: Lash Extender- Instantly Brush -On Lash Extensions, MascaraDiva, Brow Extender; Instantly Brush-On Brow Extensions, LipExtender - Full sensuous lips in a bottle, Stimulash Intenso: Natural Eyelash Growth Tonic

*"Make-up is supposed to enhance a woman's beauty, and our products truly deliver. Nigerian Women are naturally beautiful and we accentuate that natural beauty."* - Olabisi Waller, Chief Executive Officer

## **ABOUT OLABISI WALLER**

Olabisi is the CEO and executive director of two successful online companies, Elise Charles and EC Cosmetics. She got her entrepreneurial inspiration at a young age when she would buy affordable goods at a local market and resell it for a profit to her schoolmates. Born in Delta State, Nigeria, Olabisi grew up in a large family with nine sisters. Her entrepreneurial ambitions were further heightened by her upbringing with her mother who constantly reminded her and her sisters '*never to let anyone tell them they could not do what they wanted.*' Those inspirational words led her to become a very determined, strong willed person. Olabisi studied business administration at Ondo State University. She has been self-employed since 2001, and is currently enrolled in the Wharton Business Development Program at the University of Pennsylvania. She started the gift and souvenirs business Elise Charles Company along with her husband, Charles Waller in 2007 and a year later launched EC Cosmetics with the goal of providing the beauty industry unique products that truly enhance a woman's beauty.

EC Cosmetics representatives can be contacted at: U.S.A.: +1 215.395.6096, Nigeria: 0805 545 3284 | 0702. 773.0554. For more information on EC Cosmetics and to see the unique line of products, log on to [www.eccosmetics.com](http://www.eccosmetics.com). For beauty editors that require product samples or press inquires to interview Olabisi Waller, please contact us at [info@icypr.com](mailto:info@icypr.com).

###