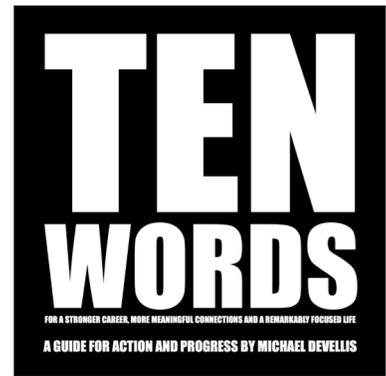


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PRESS RELEASE

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Announcing Ten Words

A Guide to Action and Progress by The Powder Group Founder Michael DeVellis

New York, NY May 1, 2017 – The beauty and makeup industry experts at **The Powder Group** are pleased to announce the release of the long-awaited print version of their popular Ten Words for a Stronger Career program. The seminar and workshop program, now in its tenth year, is a call-to-action for pros, freelancers and business owners who are looking for a renewed focus on their careers and lives. The print edition, officially titled **Ten Words for a Stronger Career, More Meaningful Relationships and a Remarkably Focused Life**, widens that scope, approaching personal development in addition to professional growth. The added breadth of the subject matter makes the new book a must-have for those looking to move themselves, their relationships or their business forward.

“No matter how long we have been at it – our career, friendships, marriage – there can still be those moments of difficulty and self-doubt we go through while trying to make everything come together and move in the direction we hope it will.” said author **Michael DeVellis** “Ten Words was created as a program – and now as a book, or guide really – to give people some direction in pulling themselves out of their day-to-day and to help rethink their process.”

The book, which began as a keynote talk at The Makeup Show NYC in 2007, is being released to coincide with its ten-year anniversary as a program. Its compact design and comfortable writing style come together in a concise, engaging and to the point format, which is sure to appeal to today’s dynamic reader.

The release of Ten Words will be followed by a program tour from June to September, 2017. “It was so important to me that I support the launch of Ten Words with a series of live events to bring people together as a community. I want people to know that they are not alone in their struggles to make their dreams a reality. I want everyone who is touched by Ten Words to know that we are all in this together.”

The piece will launch at The Makeup Show NYC on May 7 – 8 at Metropolitan Pavilion in New York City, will be available at tppgproshop.com and tenwordsbook.com on the same dates, and will be available at select pro retailers across the United States and Internationally beginning June 1, 2017. Ten Words retails for \$12.00.

For a complimentary press copy of Ten Words, interviews with Michael DeVellis, wholesale/retailer inquiries, or more information about Ten Words or the Ten Words Tour 2017, contact Priya Maharaj at Priya@thepowdergroup.com



About the Author

As the founder of The Powder Group, On Makeup Magazine, and The Makeup Show, Michael DeVellis has the inside track on what it takes to make it big in the beauty industry and beyond. He is a global educator, business and career coach, marketing and branding specialist, program and event producer, creative director, publisher and now author. He has with thousands of developing and top-tier makeup artists along with hundreds of brands, agencies, trade events, productions, and publications and held executive roles at iconic industry brands including MAC Cosmetics and MAKE UP FOR EVER. His nearly 25 years of experience focused on the professional makeup and beauty industries make him uniquely qualified to share an insider’s perspective on the world of the freelance business owner and the careers of the professional beauty industry.

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