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For Immediate Release

TAIKI SUPPORTS PERFORMANCE ART AT MAKEUP in NEW YORK

Montvale, NJ – August 2015: Taiki Group, a global leader in skincare and makeup beauty tools, products and containers is proud to introduce Shin-Rei, Performing Artist, at MakeUp in New York.

Pursuing the Art and Science of Beauty is a guiding principle of Taiki Group. “Consistent with these guiding principle, Taiki also supports young artists who have immersed themselves in the culture and art forms of the past and are creating new art for today that builds upon these traditions,” says Jim Perry, CEO/President.

Shin-Rei began studying calligraphy at seven years old. Today she is the supervisor of the famous “Shinka” calligraphy studio in Kansai, Japan. Shin-Rei has taken the traditional forms of calligraphy and expanded its use into graphic design for many commercial uses. Her passion is turning calligraphy into performance art as she creates larger than life calligraphy designs for audiences throughout Japan and Asia.

“Taiki is proud to introduce Shin-Rei to the beauty industry and to celebrate Taiki’s application tools,” adds Perry.

Shin-Rein can be seen doing her calligraphy performances several times a day at the Makeup In New York event.

Taiki Group specializes in the art & science of make-up and skincare application. Being an international leader, Taiki offers global structure that integrates development, manufacturing and design to ensure the best quality, superior service and beauty expertise.