



3471 E Technical Drive  
Tucson, Arizona 85713  
866-297-2884  
info@savvistuff.com



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## **SAVVi Gets Spooky! Adds Makeup to Halloween Line**

**TUCSON, Ariz. – Feb. 16 2019** – SAVVi expands its extensive Halloween line of costume and accessory temporary tattoos and activity kits to include makeup and costume accessories. In 2019, SAVVi will showcase themed makeup kits, spray blood, vampire teeth and other fun accessories to expand its costume tattoo lineup making Halloween easy for everyone. SAVVi will reveal its new Halloween lineup at the New York Toy Fair, Feb. 16 through Feb. 19.

“As SAVVi continues to expand into new product categories, we are excited to increase customer options for our staple Halloween product line,” says Bryan Meek, Vice President of Global Sales. “The newly expanded line will maintain the quality customers have come to expect from SAVVi, while simplifying Halloween costumes with the purchase of a themed kit.”

The new makeup products paired with SAVVi costume tattoos create an easy, unforgettable Halloween look. Themed kits include costume makeup for monsters, vampires, zombies, witches, elves and unicorns. Other makeup products for DIYers include cream makeup tubes, face gems, body glitter, cream palettes, makeup crayons, blood capsules and spray blood. SAVVi will also release all-in-one makeup kits for UV parties and all-in-one kits for families.

When the night is over, SAVVi’s new line offers gentle skin-safe wipes for quick, easy clean removal of temporary tattoos and makeup.

Check out this spooky new line at booth 681 at the New York Toy Fair! Remember to tag @savvistuff on Facebook and Twitter and @savvifun on Instagram.

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**At SAVVi, we have been creating children’s products that encourage imaginative play since 1989. Well over 2 billion products have been produced and sold since 1989. As we continue to move forward in our Tucson, Arizona headquarters, 100 percent of our products continue to be proudly imagineered and designed in-house, while the majority of these are also American Made. Featuring today’s most popular media properties and newest technologies, our time-honored toys and play activities foster creativity and provide children with engaging and fun recreational learning.**

**PLAY SAVVI**

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