

# Make-up Labelling To Wake-up



Passionate about skincare, Petra Strand creates innovative formulations that are infused with botanicals and beneficial ingredients with her 20+ years experience as a make-up artist and product developer. Petra has real-world experience as a busy working mother of four, therefore Pixi is truly about multitasking, flaw-fixing, youth-enhancing products for women on the go with no time to spare.

Pixi's mission is simply to bring out the natural beauty in all women – to make women look like themselves, only better. Flawless in a few fuss-free minutes – that is what Pixi is all about!

YR Live met with independent beauty brand, Pixi Beauty, and its creator Petra at their Fouberts Place office, just off London's famous Carnaby Street to discuss bringing to life custom labelling for their best selling product "Pixi Glow Tonic". Working with an illustrator they incorporated artwork into the software allowing users to personalise a label with image and text before having it printed live in store to take away.

For this live printing service YR Live was collaborating with Primera Technology Europe to provide the suitable printing hardware. Primera's LX900e Color Label Printer was selected for this application as brilliant, full-colour labels were requested to emphasise Pixi's high product quality.

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