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**INSIGHT EDITIONS TO PUBLISH  
BOOK ON THE IDEAS AND EXPERTISE OF  
MAKE-UP MASTER BILLY B**

**New Book Showcases and Celebrates Esteemed Make-Up Artist's Talent,  
His Individualist Make-up Philosophy and Some "Face Time" with 30  
Celebrity and Everyday Women**

*"Each day, each event and each outfit has a different feeling and meaning. Billy understands that I don't want to look the same every day."  
–Sharon Stone, actress*

*"[Billy]'s become a beloved make-up artist because not only can he make his clients look fabulous, but he can also make them laugh."  
–James Patrick Herman, In Style Senior Entertainment Editor*

**Insight Editions**, an imprint of Palace Press—the same company that brought you legendary make-up artist Kevyn Aucoin's *The Art of Makeup*—is thrilled to announce that it will publish the first book from this generation's make-up guru, billy b. A bold beauty statement, billy's book celebrates individual beauty and inspires readers to express their inner divas.

Publishing in Fall 2008, **SKIN DEEP: The Make-up Art of Billy B** (\$65.00 hardcover) is a large-format (11" x 14") coffee-table book showcasing 30 profiles of celebrity and everyday women whose personal beauty billy refines and reveals through his make-up art. Before-and-after shots capture these stunning and varied transformations, accompanied by candid interviews where billy discusses beauty conventions and self-image with each of his subjects.

Drawing on these intimate conversations, billy develops an idea of individual beauty in his introduction—a personal potential outside of the restrictive conventions we see in the media. This is the beauty book that asks you to defy all conventions, revealing the true beauty that lies within all of us.

The third section of the book presents tips and step-by-step instructions on how to do complicated effects, and a DVD supplement expands on these lessons, also featuring expanded interviews with some of the women profiled.

**SKIN DEEP** is the definitive and accessible guide for anyone seeking insight into the best make-up techniques and tips, from the industry's leading artist.

**SKIN DEEP** offers the inside scoop on celebrity personal style, including profiles of some of Billy's most iconic celebrity subjects, such as:

- Beyoncé
- Sharon Stone
- Bridget Moynihan
- Pink
- Missy Elliott

Just to name a few ...

**SKIN DEEP** is a visually stunning presentation of billy b's passion for individual beauty.

#### **About the Author**

Based in New York and Los Angeles, billy b is a make-up artist with a deep client list that spans the globe. His work has appeared on the covers of *Vanity Fair*, *Harper's Bazaar*, *Rolling Stone* and *Elle*, as well as in numerous music videos from directors such as Hype Williams, Sophie Muller and David LaChapelle—and that's on top of the countless red-carpet looks he's behind. He is a regular keynote speaker at the annual "The Make-up Show" in New York City and is a featured "Style Maker" on the popular website WeLoveBeauty.com. Visit his web site at [www.billybbeauty.com](http://www.billybbeauty.com).

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