

FOR IMMEDIATE RELEASE:

Contact:
Jadie Kadletz
Mobile Beauty & Perfectly Imperfect
Phone: 213-489-3280
FAX: 213-289-3037
info@mobilebeauty4u.com
mobilebeauty4u.com

Mirror Mirror On the Phone...

Jadie Kadletz's Mobile Beauty Mirror is the Hottest New Must-Have!

Los Angeles, Ca (February 21, 2006) - Jadie Kadletz has created an indispensable accessory that combines both posh and purpose.

Her miniature plexiglass Mobile Beauty mirrors – they come in hearts, stars, lightning bolts, ice cream cones, sparrows, diamonds, four-leaf clovers and skull & crossbones – stick on to the flat surface backs of cell phones for instant teeth/nose/eye checks. A dangly charm version is also available.

Hand-illustrated by the downtown L.A. designer, the Mobile Beauty remains firmly in place thanks to a super industrial strength adhesive once cell-stuck.

“I’m always trying to travel as lightly as possible,” says Kadletz. The hip fashion designer goes on to explain how today’s teensy weensy credit card-sized money holders just aren’t big enough for a compact. Not to mention a back pocket: an idea was born.

Kadletz’s Mobile Beauty mirrors are selling at Kitson, Fred Siegel and other trendy L.A. spots, and it’s goodbye lipstick woes, hello poppy seeds.

Though Mobile Beauties are only \$12 for the stick on, \$15 for the charms, Kadletz still squeezes in some additional love beyond that of embarrassing

mascara mishaps: \$1 of every sale goes to Step Up Women's Network, an anti-violence movement in Kosova (womensnetwork.org).

Perfectly Imperfect

Kadletz is also the designer of Perfectly Imperfect, a super cool line of high end, organic cotton tee shirts that feature mottled hand-dyed colors and quirky cool inside out pockets. No pesticides or insecticides are used in their production. No toxic run-off water poisons ground water. And all the manufacturing is done 100% in downtown Los Angeles.

"Wearing organic cotton means you can give back to the earth without compromising style," says Jadie. What could be better than that?

About Jadie

Jadie Kadletz has been in the fashion industry for ten years, the last eight of which she was head designer/creative director for three dots, where she focused closely on the research and acquisition of quality fabrics. She graduated from the Fashion/Design program at Brooks College in Long Beach.

"I'm interested in evolving things to make them better," says Kadletz, a native Californian. With both Mobile Beauty and Perfectly Imperfect, she encapsulates this goal with her signature SoCal style.

To contact Jadie about Mobile Beauty or Perfectly Imperfect, call 213-489-3037 or email her directly at jmkadletz@yahoo.com.

###