

## ROTATING BLENDSMART MAKEUP BRUSH NAMED TO OPRAH'S WINFREY'S FAVORITE THINGS LIST FOR 2019

Invention by Carol Martin one of only seven beauty products honored

**NOVEMBER 5, 2019, ATLANTA, GEORGIA** – Nationally recognized cosmetic surgery expert and President and Founder of The Informed Choice consultancy, Carol M. Martin, today announced that her invention, the blendSMART rotating makeup brush was named to the coveted "Oprah's Favorite Things" list for 2019.

Now in its twenty-third year, 2019's "O List" includes 79 items from the world of food, beauty, home decor, clothing and more. The blendSMART product was one of only seven honored in the beauty category.

First carefully researched and tested by *Oprah* magazine's editors, Winfrey herself then goes through every item, picking her favorites and narrowing the selection. "It's a process, Winfrey noted . . . it's important for me to remain as true to my original inspiration as possible. My guideline: do I really like it enough to want to receive it myself?"

The "O List" selections are highlighted in the December issue of *Oprah*, and featured on *The Oprah Winfrey Show's* annual *Oprah's Favorite Things* television episode – the most anticipated and watched episode of the year.

"Oprah has a keen eye for outstanding products and it is immensely gratifying that all my years of work devoted to the design and launch of blendSMART have been so richly acknowledged," Martin offered. "I am so thankful to Oprah and her staff for this prestigious honor."

BlendSMART has been called a revolution in makeup application. The patented interchangeable brushes emulate the wrist motion of the pro's to deliver fast, effortless and even makeup coverage – regardless of your skills.

### ABOUT THE INFORMED CHOICE:

*The Informed Choice, established in 1994 in Atlanta, Georgia, provides personalized cosmetic surgery and beauty consulting services to men and women. President and Founder, Carol M. Martin, has spent countless hours interviewing surgeons, physicians, dermatologists, and patients. Her company empowers people by providing honest, in-depth, and unbiased information about what to consider before making the choice to undergo a surgical or cosmetic procedure. For more information, click [www.theinformedchoice.com](http://www.theinformedchoice.com).*



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