



Artistbrushstrokes.com Unveils Completely Redesigned Artist & Cosmetic Brush Web Site

Artist Brushstrokes, official global distributor for the Dynasty® | Black Gold® artist brushes and Beauty Strokes® Professional Cosmetic, Nail and Spa Treatment brushes, now offers global customers a fully integrated website with quick and easy individual customer ordering through Amazon.com and secure corporate customer purchasing under one domain.

Delray Beach, FL ([PRWEB](#)) January 30, 2012 -- Artistbrushstrokes.com, the most trusted global online source for Dynasty® | Black Gold® artist brushes and Beauty Strokes® cosmetic brushes, has just launched a completely redesigned website (<http://www.artistbrushstrokes.com>). Artistbrushstrokes.com was redesigned as a direct result of customer feedback from around the globe. The new web site provides web visitors with the new features, rich functionality and a user experience that customers have demanded.

"With our US based individual customer orders being fulfilled by Amazon.com, it was important to ensure that the needs of our corporate customers and international customers were also being met. The newly redesigned web site allows our customer base to share the same rich product marketing content, instructional product videos and product search tools, while allowing a seamless purchasing experience that is familiar to the various markets that we serve," says Laurent Pierre, Jr, Brushstrokes' Senior Managing Partner.

The new website features include new menu navigation structures throughout the site that enables users to quickly locate products. Numerous content boxes have been deployed across the site showcasing various company products and programs. The entire artist brush inventory of over 1,000 brush styles and size have been carefully organized by department, by artist type and by paint medium, allowing customers to quickly identify the perfect brush. To further assist Brushstrokes' customers, the Brushstrokes Brush Buddy product search tool has also been revamped with new products and full integration with Brushstrokes' Amazon.com storefront for secure ordering and access to Amazon.com's award winning 24 x 7 customer service.

Another exciting feature of the new web site is the incorporation of a new cosmetic division in the new site. "The complete Beauty Strokes® Professional Cosmetic brush line is now available at competitive prices through our storefront on Amazon.com, as well as from the Artist Brushstrokes Wholesale Program to provide additional discounts for larger purchases from our corporate customers. The new web site includes a complete Beauty Essentials department that is dedicated to helping web visitors look and feel their best everyday," say Carmen Charles Pierre, Brushstrokes' Chief Marketing Officer.

The new Beauty Essentials department showcases hundreds of beauty products in fragrance and perfume, makeup, skin care and hair care. Customer can now shop and get the best deals on Beauty Strokes® brushes and on favorite beauty brands, new beauty products, beauty trends, and beauty bestsellers. The goal of the new beauty department is to save Brushstrokes' customers time and money by offering every-day beauty products, such as Olay, CoverGirl, and Pantene, along with premium products from MAC, Fekkai, Clinique, Bare Escentuals, and a whole lot more.

From a social media perspective, Artist Brushstrokes has established a presence across the popular social media networks such as Facebook, Twitter, You Tube, Google+ LinkedIn and the Artist Brushstrokes Blog. "Our goal is to be able to actively engage with our customers online, build new business relationships and continuously improve the products and services offered by Artist Brushstrokes," explains Mr. Pierre.



Over 2,500 customers around the world have come to depend on the quality and performance of Dynasty®, Black Gold® and Beauty Strokes® brushes, and Artist Brushstrokes' ability to meet their specialized needs.

To learn more Artist Brushstrokes, visit <http://www.artistbrushstrokes.com>.

About Artist Brushstrokes

Established in 2005, Artistbrushstrokes.com is the web's most trusted source for Dynasty®, Black Gold® and Beauty Strokes® brushes. We offer the entire line of Dynasty® & Black Gold® brushes to suit the needs of a wide range of individuals from professional artisans, craftsmen/craftswomen, hobbyists, to school children of all ages. Artist Brushstrokes also features a full line of professional cosmetic brushes through the Beauty Strokes® brand for individual consumers, professional make-up artists, beauty salons and spas around the globe.

Artist Brushstrokes' corporate clients enjoy a comprehensive selection of brushes to meet a wide range of business requirements. Some of the industries served include: arts & crafts, cosmetics, automotive, manufacturing, aviation, boating, medical, optical, education, and technology.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).