



For Immediate Release
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Vemayca introduces Cosmetic Bag with removable Soft Pearl Liner

BELLEVUE, Washington/November 9, 2009-After being frustrated by dirty and messy cosmetic bags and unable to find the type of bag she specifically needed, Veronica Mayo took matters into her own hands and developed a cosmetic bag with a removable Soft Pearl Liner. In addition to the exclusive and innovative removable Soft Pearl Liner, her super soft bags also feature a light-colored silver satin lining, two large zippered side pockets, customer metal zipper pulls and a flat bottom.

"I had a closet full of cosmetic bags, but none met my needs. I wanted to produce a bag that was practical for women, so a cosmetic bag with a Soft Pearl Liner made perfect sense to me. Practicality was just one of the requirements. It was also important to design something that was beautiful and soft," said Veronica Mayo, mom, wife and former airline executive.

The Vemayca cosmetic and accessory bags can be purchased online at vemayca.com. Vemayca bags come in Red Amore or Charcoal Mink. Vemayca cosmetic bags retail for \$35.00. Replacement packages of three Soft Pearl Liners retail for \$10.00. Each bag measures approximately 9 inches wide, 6 inches high and 2 inches deep.

Veronica Mayo, a former American Airlines executive, founded Vemayca, LLC in 2009 to create modern, innovative and practical cosmetic and accessory bags to help keep women beautifully organized.

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