



# Show Daily

Publishers Weekly's Show Daily is produced each day during the 2006 BookExpo in Washington, D.C. The Show Daily press office is in room 141. PW's booth is #2002.



## Slap On a Little Lipstick

Slap on a little lipstick at booth 1509!

"Anytime you wear something red, your teeth look whiter," explains Heidi Bornhuse, Tristan Publishing's director of media relations, as she demonstrates how to use the little red lipstick encased in a miniature book cover the Minneapolis publisher is giving away this weekend.

The press is promoting *Slap On a Little Lipstick—You'll Be Fine*, written and illustrated by Jodi Hills, a September release. Besides the 5¾"-inch book—perfect for slipping into your purse, along with the lipstick—Tristan is showcasing a full line of sideline products at booth 1509, including magnets, blank journals, greeting cards, art prints and T-shirts, all with the slogan "Slap On a Little Lipstick—You'll Be Fine."

Brett Waldman, Tristan's publisher, decided to publish *Slap On a Little Lipstick* because the house's focus has always been on books that touch hearts and make a difference.

"Look at people's reactions when we hand them lipstick," he says. "They smile, they chuckle. What the world needs is more lipstick."

—Claire Kirch