

## Great Browdini' offers advice via live Twitter today

'The Great Browdini' character, part of a campaign developed by ODD, to launch the new Benefit Brow product range, is requesting people to share their brow selfies or questions on Twitter by tagging [@BenefitUK](#) [#BenefitBrows](#) today, 30 June 2016.

The Great Browdini will respond to every tweet every five minutes with pre-recorded or live, personalised advice, featuring plaudits for the best brows, how to and links to recommended products. Benefit Cosmetics has partnered with ODD to introduce 13 new products and tools including Gimme Brow gel, Goof Goof pencil and the BrowZings shaping kit.

For more, visit: <https://www.bizcommunity.com>