



9.26.2011

The Hold Me Bag Is The Next Step Up



(While this isn't my exact Caboodle, it is the exact one I owned!)

Every makeup lover I know has followed the same kind of makeup-loving path. You start by picking a few things up at the drugstore, along with a little makeup bag. Soon, you graduate to a Caboodle, which seems to have endless space. Sooner or later, the once-so-large Caboodle now pales in size and you consider a Train Case. The price tag probably threw you off and you realized that a tool box (or fishing tackle box) was a much better option and you hit the Home Depot. Here is where some women stop the journey. Not me, though. I looked into a Lori Grenier wooden mega-cabinet and settled on the Lowe's Machinist Chest, which I've also outgrown. Let's be honest, I have a small room that is full of makeup and quickly running out of space.

But even if you aren't that serious of a collector, if you're like me, you'd still like to graduate to something a little more polished, something that is more fitting for your beautiful blush cases, your shiny palettes of shadows and your elegant brushes. You need something that looks like the image you hope to present, travels well, cleans easily and holds everything you need on a daily basis to keep your vanity tidy. Sure, there are choices everywhere, but I've found something that is a step above your usual options.



[The Hold Me Bag](#) combines the ease of an organizer, the ability to hold a lot of products like a large makeup bag and the handiness of a brush roll. This bag is perfect if you travel often or even if you share bathroom space with others and yearn to keep things handy, clean and together without taking up a lot of space.

According to the company, here is how the bag measures up, size wise:

The Hold Me Bag is a compact size when closed, 10-inches high, by 7-inches wide, by 2-inches deep, it extends to 22-inches wide when fully opened. The generous center "heart" of the bag is fully zippered, and includes a removable bottom liner and efficiently holds a multitude of tubes, compacts, palettes, pots and pencils. The flap-covered brush section has 15 separate sleeves of varying sizes that store single or multiple brushes or implements, with a 30-plus brush capacity. Brushes, always difficult to protect, are kept smartly separated, straight up and fully protected.



When I first received my Hold Me Bag, it was so pretty and luxe, I was almost afraid to use it. Sure, it holds a ton of products, but I didn't want to risk messing up the beautiful simulated suede. I've definitely made a mess of my bag through daily use. The inner liner cleans up easily with a wet wipe. And much to my surprise, the outside and brush roll storage clean easily with any mild soap that has been diluted in water.



Most of all, I love how this looks on a vanity. It's design was inspired by an old fashioned school book bag and includes a tie that wraps around and secures all of your beautifying products safely inside.



This little bag is the next logical step for us makeup lovers that grew up with a Caboodle, hoarded everything in a tackle box and have finally pared down to the luxe basics. Pick yours out at <http://www.holdmecompany.com/>

<http://gouldyloxreviews.blogspot.com/2011/09/hold-me-bag-is-next-step-up.html>