



**Phoenix Police Department**  
**Public Affairs Bureau**  
620 West Washington Street, Phoenix, Arizona 85003



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# **MEDIA ADVISORY**

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## **Operation Makeup Break Up Leads to Multiple Arrests**

*Recovered Stolen Merchandise Sold at Various 'Makeup Stores' Inside Homes*

(April 18, 2024) Interim Phoenix Police Chief Michael Sullivan announced the arrest of three individuals involved in a six-month investigation that resulted in the recovery of over half a million dollars in stolen merchandise.

In a press conference today, Chief Sullivan and Maricopa County Attorney Rachel Mitchel provided statements to the public as well as video surveillance, body worn camera footage, and photographs highlighting the investigation and what was seized after executing multiple search warrants.

Investigators provided details regarding the operation, which began in late 2023, when arrests were made of repeat shoplifters. Detectives learned the stolen merchandise was being sold to individuals who were operating 'makeup stores' inside their homes. The individuals were identified as 35-year-old Guadalupe Gamez-Moreno, 48-year-old Alejandra Reyes Torres, and 22-year-old Jennifer Zazueta-Reyes. Search warrants were served on three different locations in Phoenix and Tonopah, Arizona where the merchandise was stored and sold.

Chief Sullivan praised the work of the property crimes detectives involved in the investigation. "For the past couple of years, Phoenix property crimes detectives have been working diligently to impact this problem and today we're here to talk about how their work has paid off in shutting down a significant local operation," said Sullivan.

County Attorney Mitchell explained the effect this type of crime effects our community, "We need to pay particular attention to this kind of crime, especially at a scale like this, because it affects everyone's bottom line. Retailers have to offset their losses which can mean those of us who are law-abiding citizens pay higher prices."

The investigation remains active as investigators continue to hold people accountable for their actions and ensure people know this type of activity will not be tolerated in Phoenix.

**Speakers:**

**Interim Phoenix Police Chief Michael Sullivan**

**Maricopa County Attorney Rachel Mitchell**

**Detective Mark Holtzen**

**Property Crimes Detectives involved:**

**Lieutenant Karen Hudson**

**Sergeant Sean Clark**

**Detective Jacob Kellander**

**Detective Lisa Spear**

**Detective Mark Holtzen**

**Link to Items presented during the conference**

[Media Presented in Conference](#)