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# Makeup

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HOLIDAY 2009

# News





## Chocolate is Good for You

Indulgence with no guilt. That's the way I'd describe our holiday product **chocololicks**. Four really wearable lip glosses in tins laced with my favorite chocolate flavors – truffle, orange, strawberry and caramel. They really taste like chocolate and just as importantly...they smell like it! That's because we've used organic food-grade flavors that make you think you've just walked into a Belgian chocolatier shop.

From the moment you open the box, you won't be able to wait to put them on your lips. Taste and smell combine for a truly sensual experience.

No, I'm not exaggerating. I wanted to do something this year to lift our spirits and I'm convinced that there's nothing like the smell of chocolate to do that – even if you have the will-power to resist eating it. I remember when I was trying to give up coffee, I realized that it wasn't the taste I was missing; it was the aroma. So I'd make a cup and then just wave it under my nose and before long I'd kicked the habit.



Thankfully, there's no reason for me to have to give up lip gloss; it's still my favorite finish to a makeover. No matter who it is, it adds that touch of youth and allure that no one is too old to enjoy. I like to fill the lips in with pencil and then put gloss on top. Or for a really natural look, put the gloss on first and then outline the lips with a pencil.

I know we're all entranced with smoky eyes and especially the seductive red eye this season, but lips complete the picture and affect the way you feel. A drying product will make your lips feel thinner and pursed; a moisturizing gloss makes them feel

pouty and sexy. And you really miss it when it's not there – just ask those people who are addicted to lip balms!

Most lip balms are made with petroleum-derived ingredients which interfere with the skin's ability to hold moisture, so they will actually dry your lips out.

This encourages you to use more and more lip balm and then the vicious cycle begins. (Our lips are just an extension of the mucous membrane that lines our mouth and has no sweat or oil glands to protect it.)



Our lip balm, *LipDrink*, with an SPF 15, uses natural oils and waxes for a product that truly protects those delicate tissues. And you don't have to wear it alone. You can use it to prep your lips for color, or layer it over color. It will be your best friend this winter.

And hasn't it come quickly! Even though this has been a year to forget, it's flown by nevertheless and here come the holidays again. I can't let them happen without wishing you a holiday season full of enticing smells that bring back warm memories and help to create new ones. A holiday season that's full of hope and optimism. And a holiday season that includes our gratitude for being our partners on this unpredictable journey. Everyone at Iredale Mineral Cosmetics truly appreciates you.



Talk to you soon,

*Jane*

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## What's In

- ◆ Net ankle booties paired with colored stockings
- ◆ Designer bunny ears (Thanks, Mary-Kate & Ashley!)
- ◆ Chain mail & metal studs
- ◆ Vegan pleather (Instead of black leather)
- ◆ Oversized envelope clutches
- ◆ Red eyes (the pretty kind)
- ◆ Swiss dot tights
- ◆ Food security (Fight hunger & advocate for healthy change with [www.FeedingAmerica.org](http://www.FeedingAmerica.org), America's largest hunger relief organization)

## Did You Know That...?

A thicker eyebrow – not dark but full – can make you look younger? It takes you back to the age you were before you started plucking!

Poodles, Labradors and German Shepherds are being trained to save the lives of those with serious food allergies. Dubbed "peanut dogs," they can sniff and detect a minute amount of peanuts or other allergens. Then they do a dance to signal their owners to steer clear. Google *peanut detection dog*.

## Green Tip

### Lighten the Letter Bearer's Load

In the United States, paper products make up the largest percentage of municipal solid waste, and hard copy bills alone generate almost 700,000 tons of waste and almost two million tons of carbon dioxide.

**What Can You Do?** Cut back on paper waste by switching to e-billing. More and more companies are offering paperless billing options. Contact the companies that send you a bill each month and ask them what options are in place to keep the paper out of your mailbox.

Brought to you by the National Geographic Green Guide [www.thegreenguide.com/fastfact/7](http://www.thegreenguide.com/fastfact/7)



On the cover Megan is wearing: **Medium Dream Tint** with **PurePressed Base** in **Golden Glow**, **Latte**, **Butternut** and **Mink** from hairline to décolleté; **Moonglow**; **Taupe Pencil** with **Auburn PureBrow Gel** on brows; **Violet** and **Aubergine PurePressed Eye Shadow** from **Smoke Gets in Your Eyes** on lids; **White Pencil** on the inside rim with **Black/Brown Pencil** lining the eyes; **PureLash Extender & Conditioner** and **Black Ice Longest Lash Mascara**; **Connection In Touch Cream Blush**; **Strawberry Cream chocoholicks** over **Berry Lip Pencil**.

Makeup by Kevin Mendelson for Iredale Mineral Cosmetics.

## The Buzz About jane iredale...



### Start the New Year off bright with our *New Starter Kit!*

Make a New Year's resolution to show off healthier, younger-looking skin with our *New Starter Kit*. Available in six customized shades based on skin tone and Fitzpatrick skin type, the *Starter Kit* is a must-have introduction to our fabulous line of mineral makeup.

Each *Starter Kit* includes –

- Two *PurePressed Bases* SPF 20
- *Dream Tint* SPF 15
- *Circle\Delete* Concealer
- *PurePressed Blush*
- **L.A. Just Kissed**
- *Base Brush*
- *Blush Brush*
- *Concealer Brush*
- A How-to DVD

Elegantly packaged in a reusable jewel box, the skin you've always wanted is just a *Starter Kit* away. **Look out for it in January 2010!**

## What sets us apart?



*I have been looking for a foundation that fit my skin color and type for years. Recently, I purchased your pressed powder mineral foundation and it was miraculous. It brought out the beauty of my skin and I have actually noticed a positive change in my actual skin after using it. Thanks so much for this product.*

*Sincerely,* H.W.

*I have had acne since I was a teenager. I am mixed (black/white) so my skin scars really bad. I am now 27, and the past two years it just seems to be getting worse and worse! I found out about your product (PurePressed Base and Circle\Delete) from my dermatologist and since I have been using it, I have noticed that my breakouts are dramatically less! The makeup is light on my skin...I absolutely love it!*

*Sincerely,* C.

