



The Feminine Fantastic

If there's one word to describe what we have to look forward to this spring/summer, it's softness. Feminine, wearable and fluid silhouettes replace the aggressive black leather looks that dominated the fall runways, (yes!). Grey, pink, beige, silver and khaki will shine this spring and summer, sprinkled here and there with gold metallic accents. Dresses, trousers, shorts and suits will be flowy, loose and (hooray!) comfortable in neutral palettes that will flatter any body shape and skin color.

A tribal heat wave will arrive right before summer, bringing gorgeous Ikat patterns, neon accents, beaded details, fringed accessories and fairytale footwear to the bolder among us.

Long manes are back in. (Were they ever out?) Ponytails are still fashionable as the epitome of "not trying too hard." The look for hair is two parts down-to-earth, one part daydreamer, and no parts platinum blonde highlights. As hair goes, so goes makeup – natural is best.

That's why our new collection is called *Perfectly Nude*. Now you and I know that the perfectly nude look doesn't happen without a lot of work, but I think we've made it much easier for you with new products and enticing, flattering new colors.



Lip Fixation

It was always my dream to make lip colors that stayed on the lips without drying them out. Finally, after years of effort, we've done it. I love the fact that I've stopped leaving lip color on my wine glass and I don't have to surreptitiously wipe it off with my thumb. As our introduction to this stunning new product, we're starting out with three beautiful stains paired with three equally beautiful glosses. Use the wand to apply color or dab some in the middle of the lower lip and use a finger to work it into your lips for the perfect sheer stain. Since it isn't drying you may want to wear it matte, but if you're like me and can't live without a bit of luxurious shine, then flip over the tube and use the complementary gloss to layer on top.

Craving is a warm nude, **Fascination** is a pink that anyone can wear and **Desire** is the ultimate neutral that works like a dream with our **Terra-Cotta Lip Definer**. The glossy ends are packed with avocado oil for a shine that isn't sticky just nourishing.

I know that *Lip Fixation* is going to be an indispensable part of your summer wardrobe.

So-Bronze 3

Even though I say so myself, this is the perfect bronzer for this year's sexy, feminine, barely-there look. The bronzer gives any skin tone a sun-kissed look without a hint of orange. And the peachy-pink moon of shimmer adds a wonderful pop of color that can be used on the apple of the cheek, as a highlighter or even on the eyes. I think the *White Fan Brush* is the perfect tool with this product.



Perfectly Nude Eye Shadow Kit

And now for makeup's hottest feature, and getting even hotter – the eyes. To launch you into spring, nothing is going to make you feel more confident than perfect peepers and you can count on this new kit to do just that. These five soft shadows enhance any eye color with **Antique Gold** and **Copper** just crying out to give lids an extra glamorous punch. This is a kit that you are not going to want to leave home without no matter where you're going.

I don't know about you but I just can't wait for the spring flowers to start lifting up their heads. Before we know it, it will be time for Brides, Proms and Moms. Wait till you see what we have in store for you then!



Talk to you soon,



On the cover Yuliya is wearing: **Golden Glow Amazing Base** with **Active Light 2** as a highlighter; **Foxy** and **Copper PurePressed Eye Shadow** from the **Perfectly Nude Eye Shadow Kit** on lids with **Antique Gold** on top and lower lash lines; **PureLash Extender & Conditioner** and **Espresso Longest Lash Mascara**; **PureBrow Fix & Macara** to shape brows; **Connection In Touch Cream Blush**; a dusting of **So-Bronze 3** on cheeks, nose, chin and forehead; lip gloss from **Desire Lip Fixation**.

What's In

- ◆ Ikat patterns
- ◆ Breezy, patterned dresses
- ◆ Beaded gladiator sandals
- ◆ Ponytails & braids
- ◆ Innerwear as outerwear
- ◆ Woven bags
- ◆ Bows & ruffles (especially on open-toed flats)
- ◆ The little white dress replaces the little black dress
- ◆ Handwritten notes
- ◆ Optimism

Did You Know That...?

- Studies show that someone who talks on the phone while driving is four times more likely to crash, **even using a hands-free headset**, than someone who is simply driving. The risks are **even greater** when sending text messages.
- Studies show that drivers who send text or e-mail typically **take their eyes off the road** for an average of five seconds.
- Studies show that talking on the phone (hands-free included) or texting is equivalent to **driving drunk**.

Researchers say there is another reason to question the benefits of working behind the wheel: a growing body of research shows that splitting attention between activities like working and driving often leads to **distracted conversations and bad decisions**. *There is an illusion of productivity*, said David E. Meyer, a professor of psychology at the University of Michigan. *It's actually counterproductive.*

That's why Iredale Mineral Cosmetics has instituted a company-wide policy banning all electronic communication while driving on company time.

Green Tip

Take a step toward a more sustainable lifestyle by donating your gently used athletic shoes!

One World Running will send still-wearable shoes to athletes in need in Africa, Latin America, and Haiti: **oneworldrunning.com**. Nike's reuse-a-shoe program turns old shoes into playground and athletic flooring: **nikereuseashoe.com**.

GreenAmericaToday.org





THE SUN KNOWS NO SEASON

We are pleased to announce five products that have recently been awarded the **Skin Cancer Foundation Seal of Recommendation** as effective UV sunscreen.

You will soon see this seal of approval on these hero products:



- *PurePressed® Base* SPF 20
- *Dream Tint®* SPF 15
- *LipDrink™* SPF 15
- *Powder-Me SPF®* SPF 30
- *Amazing Base®* SPF 20

When used regularly in the prescribed manner, these products may help reduce the potential risk of skin cancer due to overexposure to sunlight, and serve as an effective aid in the prevention of sun induced damage to the skin, including sunburn and possibly premature aging.

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Our little two-timer.

Lip Fixation™ from *jane iredale* – the **new** shape of seduction.