

## The cosmetic counter

People wear makeup for a variety of reasons. Whether it is to express your personality, enhance your features or cover blemishes it is vital that we choose products that will not harm our health. Many cosmetics are filled with ingredients that have been linked with health problems. Thankfully there are companies out there that produce clean, yet beautiful, cosmetics.

While we are particular about the ingredients in the makeup lines we carry, it is vital that they are easy to use and look great. Here are a few of the lines that we feature at our cosmetic counter.

**Lavera Trend** makeup provides customers with a more traditional liquid makeup, without the harmful ingredients. All Lavera products are certified 100% natural and contain certified organic ingredients. All Lavera products are cruelty free and paraben free. The



line includes foundations, eye colors, mascara, eye liners, blush and lip sticks.

**Honeybee Gardens** products are created entirely of natural materials. You can actually pronounce the ingredients! They reuse and recycle as much as possible and, perhaps most importantly, DO NOT test ANY of their products on animals. We carry both their lip liners and lipsticks. They contain no mineral oil and no FD&C colors. They do contain beneficial ingredients like

coconut oil, shea butter, sesame seed oil and vitamin E.

**Aubrey Organics** has been a pioneer in natural skin-care. They now offer a line of powder foundation, blush and lip gloss. Silken earth may look like mineral makeup, but is actually made of silk powder, tapioca and rice starches. The sheer lip tints are super moisturizing, thanks to the organic shea butter.

Stop by today and play a bit. We have testers available, so you can try before you buy! You will be amazed how great natural cosmetics can be!

## Mineral Makeup

Women have been wearing cosmetics for centuries, although the formulas have certainly undergone some dramatic changes over time. During the Italian Renaissance, lead paint was used to lighten the face, which was very damaging to the wearer. During the 1800's, women would use belladonna to make their eyes appear more luminous, even though they were aware it was poisonous.

While we might think such measures ridiculous today, many of the cosmetics available today may not be so healthful for you either. Did you know: the government cannot mandate safety studies of cosmetics, and only 11% of the 10,500 ingredients FDA has documented in products have been assessed for safety by the

cosmetic industry's review panel? One of every 120 products on the market contains ingredients certified by government authorities as known or probable human carcinogens. The makeup you may be using may be harming your health!

While this news is scary, it is made worse by the fact that many of us simply don't feel as if our makeup looks good. Many women struggle to find a foundation that makes their skin appear healthy and natural. Many traditional foundations seep into the pores and result in a mask-like appearance. Those with sensitive skin, acne or rosacea find that traditional makeup may irritate their skin.

We searched for makeup that would enhance our appearance, without harming our health. When we discovered Larenim, our wish list was fulfilled. Kirsten Corcoran, the founder of Larenim knows the struggle many women face. After personal struggles and much research,

she found that traditional makeup only increased her problems. The alternative she found was micronized mineral makeup.

Mineral makeup is gaining in popularity, in part because they are touted as "natural." Many people believe that all mineral makeup is the same, but this couldn't be further from the truth. It's all about the formulation, and the quality of ingredients.

Larenim makeup contains NO bismuth oxychloride which is responsible for the greasy, big pored look and the rashes that dissuade many people from continuing using other mineral makeup. It contains 100% micronized minerals instead of minerals with other substances thrown in. The only other ingredient is the microscopic coating of dimethicone on the zinc and titanium dioxide. This gives Larenim better slip and stability. It contains NO oils, fillers, parabens, phthalates

and no FD&C dyes. It does not spoil. It is easy to apply and appropriate for all skin types.

Best of all, once you try the makeup you will notice your skin glows and imperfections fade away. The eye color and blushes come in a gorgeous array of colors and there are corrective treatments for problem areas. Larenim makeup has to be tried to be believed. Come by and check out this fantastic line that has all of us excited and trying new colors! We have testers of all the products and staff on hand to answer your questions! We also do complete makeup application by appointment.

**Be Beautiful. Look Natural. Live Healthy.**

