

# beauty with benefits

JANE IREDALE – THE SKIN CARE MAKEUP OFFERS A MULTIPURPOSE RANGE THAT COMBINES BEAUTY WITH SKIN BENEFITS.

Regardless of economic pressures, women will still find those extra dollars to fund their regular beauty purchases. In fact, lipstick (or more recently lipgloss) sales have even been used as a barometer of the economic climate. When times are tough, sales tend to soar as women indulge in feel-good purchases. However, women are becoming increasingly value-conscious and reminding them of the versatility of specific makeup products can help make the difference in retaining clientele during tighter economic times.

'While many women may be aware that premium mineral makeup products such as those available from Jane Iredale can help them achieve flawless looks, not all women are aware that mineral makeup can also promote healthier looking skin,' says Celeste David, Jane Iredale National Training Manager.

Non-comedogenic, talc-free and made from pure, inert micronised minerals, Jane Iredale mineral powders offer amazing anti-ageing benefits. The Jane Iredale makeup range is so beneficial to skin that it is acknowledged and advocated by skincare professionals worldwide.

'Today's value-conscious woman is demanding more from her makeup than just an immediate cosmetic benefit,' says David. 'Named "The Skin Care Makeup" because it is seen as a true extension of skincare, Jane Iredale mineral makeup is also incredibly versatile – many of its products are designed for multipurpose use.'

Enriched with algae and pomegranate extracts, Jane Iredale's signature Amazing Base and PurePressed Base helps protect against damaging and ageing UVA rays and assist in enhancing the skin's moisture retention. Of even greater significance to many women, these award-winning cosmetics offer four products in one – a concealer, foundation, powder and sunscreen – making them an essential item in any woman's cosmetic bag.

But it's not just the mineral powders in the Jane Iredale range which can be used for a multitude of purposes. With sea minerals to enrich and extend lashes as well as natural cellulose fibres that enhance the thickness of individual lashes without clumping, Jane Iredale Longest Lash Mascara delivers superbly luscious results. Hydrating sea algae and nourishing beeswax provide dual benefits by promoting exceptional long-term eyelash growth to produce naturally beautiful lashes.

Similarly, Jane Iredale Liquid Minerals, one of the first liquid mineral foundations available on the market, is both beneficial to the skin as well as providing impeccable coverage. Enriched with aloe vera and seaweed lipids known for their healing properties as well as Vitamin C and Coenzyme Q10 which help protect skin, Liquid Minerals offers fantastic, flawless coverage while helping to diminish the appearance of fine lines and wrinkles.

'Quite simply, Jane Iredale is beauty with benefits,' says David. 'The versatility of the product range and the breadth of colours it offers, coupled with its unsurpassed benefits, makes The Skin Care Makeup range one of the most compelling beauty offerings available to discerning Australian women today. In fact, Jane Iredale mineral makeup has revolutionised the concept of makeup – redefining makeup as something which is a true extension of skincare.'

Jane Iredale's mineral cosmetics have set the benchmark in mineral makeup the world over. Inspired by working in the film industry, Jane Iredale launched The Skin Care Makeup range in 1994. It is recognised and recommended by plastic surgeons, dermatologists and hailed by makeup artists globally for its weightless, flawless coverage and exceptional colour palette.

For more information on the Jane Iredale make up range or to speak to a qualified skin expert visit [www.janeiredale.com](http://www.janeiredale.com) or call 1300 850 008.

