

T.I.P.P. Sheet

Name:	Fall 2009 Mineral Powder Shadows (RTW)
Item Code:	Bronzed Ambition (12-210), Plum Envy (12-427), Princess (12-430)
Package:	small compact (2.5 gram) & pans only



Selling Phrases:	<ul style="list-style-type: none"> • Paraben Free, all natural ingredients • Talc, fragrance, oil free, dye-free and non-comedogenic • Exceptional adherence to skin creates long lasting coverage • Healing, non-aggressive properties • Silky texture • SPF protection • Sheer to full coverage • Protective barrier allows skin to breathe • No "chalky pink" color to products • Micronized minerals
Reference Phrases:	<ul style="list-style-type: none"> • All natural • Sericite (mica) gives silky texture and "slip" • Kaolin (French clay) absorbs oil from the surface • Titanium dioxide & zinc oxide provide SPF protection • Zinc stearate helps powder adhere to skin • Products are pressed with jojoba oil esters (closest to skin's natural sebum) • No Bismuth Oxychloride added which can be a skin irritant and can add "chalky pink" color to powder
Usage:	<ul style="list-style-type: none"> • Great for all skin types • Can be used on hyperpigmented or blemished skin • Apply as foundation, sheer finishing powder, blush, bronzer, highlighter, body shimmer and shadows/liners • Can be used in full coverage to cover tattoos & scars • Great for sensitive skin or when skin is in most sensitive state (post laser surgery, dermabrasion or skin services) • Convenient for travel!

PRESSED MINERALS

Ingredient	Function
Mica	Mineral; gives 'slip' and silky texture
Kaolin	Absorbent
Micronized Titanium Dioxide	Opacifier, UV Blocker
Zinc Oxide	Sunscreen, Skin Protectant
Magnesium Carbonate	Carrier
Zinc Stearate	Helps powder adhere to the skin
Jobba Oil Esters	Binder
Tocopherol (Vitamin E)	Antioxidant
Palm Oil Esters	Binder

May Contain (+/-): Mica (CI 77091), Iron Oxides (CI 77491/CI 77492/CI 77499), Ultramarines (CI 77007), Tin Oxide, Carmine (CI 75470), Zea Mays (cornstarch).