



## SOCIALLY RESPONSIBLE

We create products that are committed to the individual,  
to the community and to the world.

**VEGAN** We are against animal cruelty, animal testing, animal ingredients. We proudly promote Partnership for the Ethical Treatment of Animals (P.E.T.A.).

**100% PARABEN-FREE** Our products do not contain parabens or synthetic preservatives. While parabens are effective and commonly used synthetic preservative, they are believed to mimic the hormone estrogen which can disrupt normal hormone function. Parabens are currently under scrutiny in medical research within and outside the U.S.

**TALC-FREE NATURAL MINERALS** Pharmaceutical grade ingredients provide superior coverage from sheer to full camouflage in shades that blend easily with virtually every skin tone. Offers added benefits of non-greasy, water resistant physical sun protection and line-minimizing soft focus optical effects.

**INGREDIENT AWARENESS** Our goal is to create awareness about natural vs. synthetic ingredients so that the individual can decide what is best for their skin.

**ARTIFICIAL FRAGRANCE FREE** Natural Vanilla Bean and Sweet Almond Blossom (see ingredients list below) add a light pleasant scent to many of our products.

**NATURAL PRESERVATIVES** Our products are 100% naturally preserved using Natural Broad Spectrum Microbial Growth Inhibitors such as Naticide® (almond derived) and Japanese Honeysuckle.

**ECO-FRIENDLY FORMULATIONS & PACKAGING** Our products contain 100% natural ingredients, we use recycled paper and soy ink, and use natural and recyclable packing materials.

**FAIR TRADE** We advocate standards for international labor and strive to obtain ingredients from sources involved in the fair trade movement as well as increase awareness of social policies which promote economic self-sufficiency.

**CAUSE MARKETED** We're committed to charitable causes including P.E.T.A., The American Cancer Society and St. Judes Children's Research Hospital.

## WHERE PURITY AND PASSION UNITE®

When possible, we are dedicated to using natural alternatives  
to synthetic ingredients in our formulations.



### MARINE BOTANICALS

Rich in minerals, trace elements, amino acids and antioxidant vitamins A, C, E, and B. Forms a natural moisturizing complex and stimulates collagen production.



### COTTON

Micro-Fibers are coated with specially milled mica to diffuse light and to diminish the look of fine lines and wrinkles. Creates a soft focus optical effect.



### JAPANESE HONEYSUCKLE

A fully active, and highly effective preservative.



### VANILLA

A naturally aromatherapeutic fragrance.



### ALMOND

Also known as Naticide®  
A highly effective preservative and fragrance.