

20 REASONS

to use *jane iredale* multi-tasking foundations

1. Our **multi-tasking products**, Amazing Base, PurePressed Base, Glow Time and Dream Tint, provide four important functions in one: foundation, concealer, sunscreen and active skin care benefits.
2. We use the highest **quality ingredients** available to ensure satisfaction with performance, coverage, application and texture. The minerals that we use are inert and cannot support bacteria.
3. Our micronized mineral bases are concentrated pigment. A minimum amount gives **unsurpassed coverage**. This concentrated pigment gives us the high sunscreen rating we achieve. Our mineral foundations contain instant chemical free, broad spectrum sun protection.
4. The reason our powders work so well as a natural-looking beauty makeup and/or a camouflage is because the concentrated pigment masks colour but also reflects and refracts light (matte finishes absorb light). This results in a **soft-focus effect**.
5. A surprisingly small amount of our minerals will **cover most types of redness** including acne, rosacea and erythema (redness).
6. Our makeup is **non-comedogenic**; this means that the products are less likely to clog pores and are more suitable for sensitive skin.
7. When applied to clean, moisturised skin, the surface tension this creates overcomes gravity and holds the minerals tightly to the skin, giving you a high level of **product performance**.
8. Generally, our minerals will last all day with **minimal need for touch-ups**.
9. Allergies and sensitivities are usually caused by substances that cause irritation to the skin. Ingredients to avoid are: chemical preservatives, synthetic fragrance, alcohol, and petroleum-based colourants. **Our makeup contains none of these sensitisers.**
10. In our makeup, where preservatives are needed, we use a **combination of natural preservatives**, always excluding parabens and phenoxyethanol.
11. Our attention to quality extends to the vitamins and antioxidants we use which are **pharmaceutical grade and certified organic** where available.
12. The variety in our foundation shades is sufficient to satisfy the demands of **over 40 countries**.
13. Our line includes a **variety of foundations** that provide a range of finishes from sheer to full, from luminescent to velvety. The result should feel weightless.
14. Our minerals bind together upon application, so they **resist running, creasing and smearing**.
15. Our makeup is **easily removed** with a cleanser or our special micro-fiber cloth Magic Mitt, which requires only water for effective cleansing.
16. Our makeup is **certified cruelty-free**, that means no animal testing throughout our manufacturing process.
17. Zinc oxide and titanium oxide help to **soothe and calm** the skin.
18. All products have been **safety, allergy and clinically tested**.
19. **We test all of our products** and every single shade of our lip colours for heavy metals including mercury, arsenic, barium, cadmium, chromium, cobalt, copper, lead, nickel, selenium and silver. While heavy metals testing are not required we perform it voluntarily in order to ensure that all of our products are free of heavy metal contamination.
20. Our foundation powders form a **protective barrier** on the skin, allowing skin to breathe and function normally.

