

Some Important Facts About



Therapeutic Formulas

All *jane iredale* products contain state-of-the-art, active ingredients uniquely designed for each formula. All formulas are:

- Dermatologist Tested
- Non-irritating
- Safety Tested
- Allergy Tested
- Clinically Tested
- Hypoallergenic

Preservatives

We do not use synthetic preservatives in our powders, because we use the **highest grade of minerals available**. They come to us already sterilized without the need for preservatives. Where they are needed in high water phase products, we have used a variety of natural preservatives. We do not use parabens or phenoxyethanol. All of our products have passed the Preservative Efficacy Test (Challenge Test).

The PET test proves the efficacy of our preservative system. In a certified FDA laboratory, bacteria, yeast and mold are introduced into the product:

Bacteria

- Staphylococcus aureus
- Staphylococcus epidermidis
- Pseudomonas aeruginosa
- Pseudomonas putida
- Escherichia coli
- Enterobacter aerogenes
- Proteus vulgaris
- Serratia marcescens

Yeast

- Saccharomyces cerevisiae
- Candida albicans

Mold

- Aspergillus niger
- Aspergillus flavus
- Penicillium notatum

Staphylococcus epidermidis, Pseudomonas aeruginosa and Escherichia coli (E. coli) are introduced a second and third time after allowing seven days of incubation. The test allows the evaluation of the real capacity of the preservative system not only to prevent microbial contamination, but reduce it to a level safe for human health. In other words, the preservative system must be able to kill the organisms.

After the 21-day test period, a determination was made on each product: **no microbial activity was detectible.**

Price Comparisons and Real Value

Our prices reflect the quality of our ingredients, their multi-purpose uses, sustainable packaging and published UVB and UVA sunscreen ratings. Every batch of powder we produce has to be tested by an independent FDA-approved laboratory to reconfirm the sunscreen protection. This adds to the cost of production, but secures consistent value and safety for the consumer. Implied claims (telling people that you have an SPF rating without publishing it on the label) are not allowed by the FDA. Sunscreen ratings must be published on all packaging material and backed up by laboratory documents. **The Skin Cancer Foundation recommends these products as an effective UV sunscreen: *Amazing Base, PurePressed Base, Powder-Me SPF, Dream Tint and LipDrink.***

In addition, we have consistently placed a premium on our packaging. We want it to look high-end and beautiful while leaving as light a footprint as possible. Our commitment to sustainable packaging is illustrated by our migration to recycled aluminum several years ago. We chose aluminum because it can be recycled over and over again and uses far fewer toxins in the manufacturing practice than plastic.

We have always been and will continue to be unaffiliated with any other product line on the market. Our proprietary formulas are developed by Jane Iredale and our chemist.

Our laboratory has not and does not manufacture mineral makeup for any other line. We are a stand-alone company that services the aesthetic and medical industry.

Micronization and Triple-milled

Triple-milled is a term that was used at the beginning of the mineral makeup era to describe micronized minerals. It is not a scientific term and has no relevance today since the aim of a quality mineral powder is to combine a variety of particle sizes and not to reduce everything to the same size by triple-milling (an old technique). We have **12 particle sizes** in our titanium dioxide alone. This is the only way to ensure effective coverage that resists transference, gives a silky feel, easy application and provides measurable sunscreen protection. To testify to the quality and appearance of our powders, **we have won these recent awards:**

- *American Spa* – FAVORITE COSMETIC LINE (two years)
- *Beauty Launchpad* – FAVORITE FOUNDATION – *PurePressed Base* (five years in a row)
- *Beauty Launchpad* – FAVORITE FOUNDATION – *Amazing Base*
- *Elle* – BEST EYE SHADOW
- *Real Simple* – BEST MINERAL POWDER
- *Salon Plus* – EDITOR'S CHOICE AWARD – *Amazing Base*
- *Self* – BEST MATTIFYING POWDER – *Brush-Me Matte*
- *Skin Inc.* – BEST MAKEUP LINE

Matte Finish

The nature of high quality minerals is to interact with light. This is what gives them their celebrated soft-focus effect. We have a variety of matte powders that can be used as a finish, if required. These matte powders are so effective that they are a favorite in the kits of many makeup artists working in HDTV.

Range of Foundation Shades

The variety in our global shades is sufficient to satisfy the demands of **40 countries** including South Africa, Mexico, China and Japan. Our shades were developed as a result of **extensive focus groups** held in New York with appropriate ethnicities. It is common for an African American woman to have two or more skin tones, for example lighter cheek areas with a darker forehead, and therefore she will need to blend two foundation shades for optimum coverage. This requirement is easily satisfied by our range.

What is a Real Mineral Makeup?

A true mineral makeup powder is formulated without fillers such as talc; as a result it is highly pigmented. This requires a large percentage of concentrated minerals in the formula. Look at the ingredient list to see where the minerals are listed. Since ingredients are listed in diminishing order, minerals should be at the top of the list. Also, look for an SPF rating on the label. Compare our pressed powder formula to a competitor's:

<i>jane iredale</i> PurePressed Base SPF 20	
Titanium Dioxide] Minerals
Zinc Oxide	
Mica	
Boron Nitride	
Dimethicone	
Stearic Acid	
Plankton Extract	
Algae Extract	
Pine Bark Extract	
Pomegranate Extract	
May contain: Iron Oxides	

Competitor Pressed Powder = No SPF	
Octyldodecyl Stearoyl Stearate] Non-minerals
Zinc Stearate	
Tocopherol	
Ascorbyl Palmitate	
Retinyl Palmitate	
Phytonadione	
Green Tea Extract	
Methylparaben*] Preservatives
Propylparaben*	
Ethylparaben*	
Titanium Dioxide] Minerals
Zinc Oxide	
Bismuth Oxychloride	
Mica	
May contain: Iron Oxides, Carmine	

***Parabens** are controversial preservatives that are now undergoing stringent testing.