

Some Important Facts About



Therapeutic Formulas

All *jane iredale* products contain state-of-the-art, active ingredients designed for each formula. We do not believe in a one-size-fits-all approach. All formulas are:

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

Preservatives

We do not use preservatives in our powders because we use the **highest grade of minerals available**. They come to us already sterilized so there is no need to add preservatives. We have added active, certified organic botanicals such as pomegranate extract to our powders for **antioxidant protection**. Where preservatives 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

- Saccharomices cerevistae
- Candida albicans

Mold

- Aspergillus niger
- Aspergillus flavus
- Pennicillium 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.

When the test on *jane iredale* products was finished (21 days), **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 powders 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 efficacy 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**. We are always willing to make that documentation available for customer scrutiny, if required.

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 manifested when we moved 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. We have exclusive formulas 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:**

- *Allure* – FAVORITE BREAKTHROUGH PRODUCT – *Dream Tint*
- *Allure* – BEST NATURAL WONDER – *Moonglow, Liquid Eye Liner*
- *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. The 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 need two or more shades to blend what can include two or more complexion colors.

What is a Real Mineral Makeup?

Look to see where the minerals are listed. Since ingredients are listed in diminishing order, to be an authentic mineral makeup, minerals should be listed at the top. 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. Some parabens have been linked to breast cancer, some are known to interfere with the body’s ability to protect itself from UV damage.

****Bismuth Oxychloride** can be a potent irritant for some people. It can accentuate pores and lines and tends to leave a grey, metallic look to the skin.