



A Frame of Mind

There's a moment every year when kids put away the soccer ball and pick up a baseball instead. They couldn't tell you why they do it; it's just a frame of mind — the feeling that change is in the air. We're feeling change in the air here as we see magazines full of the new spring looks and we can't wait to try them.

What's happening in makeup? Well, skin stays soft and youthful but eyes and lips are moving in several different directions. Looks are "barely there" to "Hollywood glamorous."

For example, red lipstick, always thought of as a winter color, is being worn year round and this spring it is everywhere! If lips aren't red, they're a matte pink — not neutral. That's not too different from last year, except that the balanced look is back. Up until now the rule has been, emphasize the eyes or the mouth but not both. Now there's plenty of evidence to show that smoky eyes are being worn with vibrant kissers. Time will tell whether this catches on or not, but if you love your smoky eyes and you want to try out that new bright lipstick, go right ahead. This year, you won't be considered a makeup victim. It all depends on your frame of mind.

Our New Collection

The new cream blush we introduced last year, *In Touch*, has been such a success that we've introduced two new colors, **Clarity** (a clear coral) and **Confidence** (a deep red). Don't let that frighten you! It's truly fabulous on the apple of the cheek and blended out and then a dab on the lips. Apply *In Touch* over *Liquid Minerals* but under



your mineral powder base. It will smooth out more easily and look like a glow from within.

Sugar&Butter our new lip exfoliator and plumper, has gone to the top of the popularity list, so we decided to bring out three new plumpers that we've named *Just Kissed* because that's what they feel like! **Milan** is exactly the pink that the magazines are

showing. **Sydney** is a subtle, warm coral and **NYC** rocks as the perfect neutral. I am truly addicted to these plumpers. They have really conditioned my lips through the winter and made me feel sexy at the same time.



Our new matte *Triple Eye Shadow*, **Sweet Spot**, should be in everyone's bag. We've tried it on brown, blue and green eyes and it enhances all of them. In bone, peach and brown, it's a combination you can turn to for any occasion at any time and anywhere.

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test that involved a hundred women. The results have been worth the wait. *Powder-Me SPF* can be used on the body and face for a UVB/UVA SPF 30 protection. It



Combine this with our new matte **White Pencil** for lining the rim or corner of the eye and you have eyes that look young and modern.

I've saved this to last because I'm SO EXCITED! For those of you who've been asking me for a body powder — we listened. *Powder-Me SPF* has been under stringent testing for two years including one

contains titanium dioxide and a natural clay dried in the sun and completely free of contaminants and atmospheric pollutants. This ancient clay contains minerals that nourish and calm the skin. So if you do get

too much sun, smooth on *Powder-Me SPF* to help soothe the inflammation.

I used *Powder-Me SPF* all last summer while I was playing golf, tennis or swimming and I didn't burn once. The best way to apply it is on moisturized skin, dab it on the area you want to protect and then smooth out the powder with the applicator. It also comes in two colors — **Translucent** and **Tanned**. I use the **Tanned** on my legs. This product crosses all ages and genders and will be a staple year round. I'm looking forward to your feed-back.

Talk to you soon,

Jane



What's In

Orange – dresses, jackets, scarves, bags (at last something that's great for warm undertones)

Brights for Night – really (neon yellow, for example)

Still Patent Leather – shoes and belts

Still feathers

Statement jewelry from wooden cuffs to Lucite necklaces

Dresses – big print, floral, off-the-shoulder, one shoulder, shift and shirt. If it's a dress, it's in. And as Diane von Furstenberg says: "It belongs to women only!"

Did You Know That...?

We tend to mimic the emotions of the person we're interacting with, says Elaine Hatfield Ph.D., author of *Emotional Contagion*. The people you surround yourself with, do matter.

According to a new Ohio State University study, avocados contain phytochemicals that may prevent cancer by killing some harmful cells and keeping others from developing into tumors. Bring on the guacamole!

On the cover Nadia is wearing **Warm Silk PurePressed Base**, **Circle/Delete 1**; **Connection** in **Touch Cream Blush** and **Moonglow**; **Champagne Silk Eye Gloss**; **Sweet Spot Triple Eye Shadow**; **Blonde Super Shape-Me Eyebrow Kit**; **Plum Plus Cream to Powder Eyeliner**; **RueLash Extender and Conditioner**; **Dark Blonde Longest Lash Mascara**; **Spice Lip Definer** with **Sydney Just Kissed** and **Pink Candy PureGloss**.

Media Watch

- *InStyle*, February – Inside Rihanna's makeup bag – D20
- *Seventeen*, February – **Pink Candy PureGloss**
- *Town&Country*, February – *PurePressed Base* and *Amazing Base*
- *Lucky*, January – *24-Karat Gold Dust* and cover credits
- *Redbook*, January – *Sunbeam*
- *Marie Claire*, January – *Sugar&Butter*
- *Allure*, December – *Liquid Minerals*
- *Lucky*, December – *PurePressed Base*
- *O, The Oprah Magazine*, December – *Amazing Base*
- *Real Simple*, December – *PureLash Extender and Conditioner*
- *Organic Spa*, November – H&E
- *Shape*, November – *Liquid Minerals*

INSIDE...
Rihanna's makeup bag



"This sets makeup. Or if your skin is tight and dry, just spray it on to hydrate."



Gorgeous and Green

We were the exclusive cosmetic sponsor of *Gorgeous and Green*, held December 18, 2007 at the majestic LEED certified Bentley Reserve in San Francisco, CA. *Gorgeous and Green* is an annual event benefiting **Global Green USA** and its efforts to rebuild a sustainable New Orleans and advance green affordable housing as well as solar and high performance schools in San Francisco, Los Angeles and other cities across the country.

The Event featured an eco-chic fashion show, showcasing models wearing **jane iredale** products applied by a talented team of makeup artists led by National Educator, Todd Taubman-Walker.

Celebrity supporters of Global Green include Rosario Dawson, Leonardo DiCaprio, Orlando Bloom, Salma Hayek and many more.

Iredale Mineral Cosmetics, Ltd.
28 Church Street
Great Barrington, MA 01230
www.janeiredale.com



Lash Out

The eyes truly are the windows to the soul, so why not dress them up with the best window treatment? *jane iredale's* new *Longest Lash Mascara* treats your lashes to the most natural ingredients, including sea minerals that condition lashes so they can grow to their fullest potential. In six lovely shades, there's a color for every mood. So go ahead . . . bat, wink and flutter those lashes!