



A "new" makeup discovery that's been around for 30 years is taking the cosmetics, fashion and film industries by storm. Mineral makeup is the latest addition to an emerging beauty culture dedicated to better living. Unlike traditional products, mineral makeup, which is based on a hypoallergenic powder that naturally nourishes the skin, contains no perfumes, talc, alcohol, dyes, mineral oil or preservatives. Not surprisingly, dermatologists are pleased.

**Mineral makeup is good for sensitive skin.** Lots of women struggle with acne, allergies, dryness and clogged pores from unfriendly commercial makeup, ELES™ Mineral Makeup lets you enhance skin care with positive beauty choices, not create more problems.

**It doesn't feel like a mask.** For some women, traditional makeup, often heavier, can feel like a mask. ELES Mineral Makeup's texture is lighter and different. Even with more coverage, experts say you'll see a natural, translucent radiance and more of your skin, which can breathe.

**It contains ingredients that are good for the skin.** For women who can't get to a spa, triple-milled minerals in the ELES Mineral Makeup range like titanium, gold, zinc and magnesium naturally relax, refresh and rejuvenate the skin, and offer a genuine beauty solution in the comfort of home.

**It does not enhance wrinkles like traditional powders.** If you have fine lines or crow's-feet, traditional makeup can cake in those places, often creating an illusion of deeper lines. ELES Mineral Makeup creates real health and a glow like we had in our teens and 20s through essential vitamins, antioxidants and ingredients that actually hydrate the skin and conceal wrinkles.

**It can be used after peels.** Skin procedures such as lasers and peels are common. Minerals are the natural choice to calm and soothe red, bruised, itchy, inflamed and flaking skin. ELES Mineral Makeup hides imperfections, then camouflages with minerals that actually block the sun, which is crucial after aggressive treatments. In fact, after certain treatments, you shouldn't use sunscreens. Minerals cool the skin and encourage faster healing.

**ELES Mineral Makeup makes skin look better.**