

3 Things You Need to Know About Mineral Makeup

1. Why Minerals and what are they?
2. How to apply and technique _ with special guest speaker Shelley Trumbley who shared at Convention to a sold out crowd and got the highest ratings as a workshop presenter.
3. How to build your Mineral Makeup business.

Demand for healthy and natural makeup is growing. Women want a flawless look and still look natural. The look of the 80s with bold makeup and big hair is a thing of the past.

I often tell people if you want the results of a high end cosmetic and the botanicals the health food stores carry, then JE minerals are for you.

Often the high end cost is really high but they still have ingredients like parabens and talc. The healthy food store has the yummy ingredients but they do not deliver on a level that makes your skin look great.

The answer is science plus nature = the perfect, most affordable makeup on the market today — Jordan Essentials!

What's in Mineral Makeup?

Minerals are naturally occurring substances, generally mined from the earth's crust. They are pulverized into fine micro-particles and added to preparations from foundations to nail polish. The main minerals used are titanium dioxide, zinc oxide, iron oxide, mica, gold and magnesium. There are no national standards or guidelines for mineral products. A product can be labelled "mineral" even when minerals make up less than one percent of its content.

The Benefits

The major benefit of mineral makeup is that it generally does not clog the pores, allowing the skin to "breathe" naturally. As such, it is less likely to aggravate an acne condition or cause flare-ups. Ingredients such as titanium dioxide and zinc oxide have anti-inflammatory properties. Zinc oxide is especially good for skin that is irritated, sensitive or has recently undergone cosmetic laser procedure or peels. It's also good for people suffering from rosacea and acne.

Minerals are earth based, and add to your natural beauty.

Application and technique is going to be a big plus in sharing your minerals. By positioning yourself as a mineral makeup expert you can really build a great clientele.

See mineral make up tutorial document for a list of products and how to apply them.

Notes from special guest, Shelley Trumbly:

How to Build Your Mineral Makeup Business

Use the minerals personally.

Watch and learn from other Consultants.

See what they are doing in the mass media. They have some great ideas, our products are just better.

Book as many facial and mineral classes as your schedule will allow and you will see the results with reorder customers for years to come.