



# COSMETICS

CHOOSING BEAUTY TO BELIEVE IN

**GO NATURAL**

*goes glamorous*

*get your glow on with*

**MINERAL MAKEUP**

BE GOOD TO YOUR

**WHOLE  
BODY**

A composite image featuring three young women. On the left, a woman with light skin and brown hair smiles. In the center, a woman with dark skin and hair smiles broadly. On the right, a close-up shows a woman's face as she applies a white brush to her cheek. The background is plain white.

NATURAL  
MAKEUP  
*is for everyone...*

*...so do it your way*  
because with natural  
cosmetics *your*  
way doesn't mean  
compromising beauty,  
quality or conscience.

*heard of*  
**TEENS FOR SAFE COSMETICS?**

Go to [teensturninggreen.org](http://teensturninggreen.org).  
These young adults are working  
for healthier, greener choices in  
body care products.

# THE EYES HAVE IT...

**SPARKLING. CONFIDENT. COMPASSIONATE. SEDUCTIVE.**

Look for eye makeup with ingredients you feel confident about. They can be absorbed easily through the sensitive skin around your eyes and the mucous membranes there, too.



Apply darker shades of shadow in the crease of the eye lid, and lighter shades spread evenly around the whole lid. For a dramatic look, use wet eyeliner and smudge to blend.

# SMOOTH OPERATOR

**GLOW WITH VITALITY.  
SHINE WITHOUT SHINING.**

Get your glow on with base cosmetics containing vitamins and antioxidants to fight free radicals and protect the skin. Natural makeup powders create even-toned skin without using talc, which may be harmful when inhaled.



After moisturizing, pat your face dry. Gently dab each blemish or dark area with concealer. Powder, applying a shade that matches your skin tone.

# what's **HOT** in cosmetics? **MINERAL** **MAKEUP**

**This newest trend in beauty is getting glowing recommendations.** Dermatologists love the skin health benefits from ingredients that help calm the skin and allow it to breathe rather than cover up problems. You'll love the professional results and the weightless feeling from makeup that doesn't "cake" in fine lines.

Most mineral makeup is made primarily of naturally-occurring minerals, and natural pigments are used in place of the artificial colors found in conventional cosmetics. Light-reflective minerals in the products provide a subtle, healthy glow and protection from the sun.

## **BE AWARE**

*Not all makeup labeled "mineral" is natural. Always check the ingredients and buy from a source you trust, such as Whole Body™ at Whole Foods Market®!*

  
**EXPERTS  
SAY...**

Mineral  
makeup is  
concentrated.

Use it  
sparingly,

and take time to learn new techniques for the best look. The beauty is you can mix and match: eye shadow on cheeks, blush on lips, etc. That's hot!



# DOUBLE-TAKE LIPS

POMEGRANATE. DARK BERRY. NECTARINE.

**Lip colors have the juiciest names**, but that doesn't mean all that lipstick people swallow has the benefits of a smoothie. Choose natural lip care and color with nutritive ingredients that hydrate and soothe your lips...without anything you wouldn't want to swallow.

## GO AHEAD, TRY IT!

We want you to be 100% delighted with your Whole Body™ purchases. Hold on to your receipt and if you are not satisfied, bring it back.



## artisan secrets

SMOOTH BLENDING.  
PERFECT LINES.  
FLAWLESS RESULTS.

To brush, blot and dab with expertise, use high quality-tools. Choose brushes, sponges and facial pads that match the quality of your natural makeup, such as natural bristle brushes and organic cotton balls.



**TAKE GOOD CARE OF YOUR NATURAL BRUSHES & THEY'LL TAKE GOOD CARE OF YOU.** Wash gently with bristles facing down to keep water out of the barrel. Use a mild shampoo. Rinse thoroughly. Reshape. Lay to dry on an incline.

# MAKE THE SWITCH

*to beauty that's more than skin deep*

## WHY? TOP 5 REASONS

- ① **YOU CARE...** about what you put on your plate. The next step is to care about what you put on your face.
- ② **WHAT GOES ON, GOES IN.** What you apply to your skin gets absorbed into your skin. Natural cosmetics are less likely to cause skin reactions.
- ③ **BAD NEWS AND GOOD NEWS.** Cosmetics do not have to be approved for safety by the FDA. At Whole Foods Market® we review safety data and have strict Quality Standards.
- ④ **TO GET THE REAL THING.** Natural brands are made with significantly fewer synthetic ingredients and a higher percentage of active botanical ingredients and color from plants and minerals.
- ⑤ **BEAUTIFUL RESULTS.** They work as good or better than department store brands. You'll get the look you want while promoting healthy skin.



## HOW? TOP 5 REASONS

- ① **TRUST YOUR SOURCE.** At Whole Foods Market®, our natural beauty products are never tested on animals and are made without harsh chemicals.
- ② **UNDERSTAND THE LABELS.** “Hypoallergenic” or “fragrance-free” does not mean natural.
- ③ **LOOK BEYOND “NATURAL” OR “ORGANIC.”** The BACK of the label is where you will find the most accurate information about ingredients.
- ④ **FOLLOW THE INSTRUCTIONS.** For mineral makeup, remember the saying “a little goes a long way.” Some natural cosmetics require slightly different application techniques.
- ⑤ **HAVE FUN...** exploring all the makeup options available in our stores. Try the testers, ask questions, choose your favorites.



## OUR BODY CARE QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We are passionate about aromatic, luxurious, effective personal care products and the pleasure of sharing them with others.
- We encourage our vendor partners to use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives and non-petroleum ingredients.
- We are committed to high-quality body care products that have a proven track record.
- We only sell personal care products that have not been tested on animals.
- We provide personal care products that support health and well-being.

## TRY IT, LIKE IT...OR RETURN IT

At Whole Foods Market®, we want you to be 100% delighted with our products. In the aisles, we supply testers to try on the spot, and some have samples available, too. Once you make a purchase, hold on to your receipt; **if you are not satisfied, bring it back!**

**WHOLEFOODSMARKET.COM**

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