



Natural Mineral Cosmetics

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"It's what's NOT in it that makes it good"

## About *Naturally NgaRoma* Mineral Cosmetics

*Naturally NgaRoma* Mineral Cosmetics is what makeup should be: All of the coverage, colour, and finesse, without the chemicals, synthetics and dyes.

Loose mineral cosmetics is the most natural cosmetic that a woman can wear. It is completely free of irritants like talc, dye, and petro-chemicals. Its formulation is based on inert, naturally occurring minerals that are pulverized and blended to create a variety of products from foundation to eye shadow, eyeliner, blush and lip colour.

Loose, mineral cosmetics are both ancient and modern. Cleopatra was known to have used crushed minerals as a cosmetic, and "gold dust" was popularized in the Sixties. Today's variety has matured into a practical, versatile, and much loved product that has taken the makeup world by storm.

*Naturally NgaRoma* Mineral Makeup is fragrance free, oil free, cruelty free and contains no preservatives. And, because it is a powder, there is no risk of spoilage or oxidation. It is very water resistant and much more forgiving than most commercial make-up in that each shade can be used on a wide variety of skin tones. This is because the natural minerals reflect light instead of absorbing it the way other make-up does. This also results in a more healthy, bright, **Beautiful You**.

Another wonderful benefit of using *Naturally NgaRoma* Mineral Cosmetics is that they can be applied wet or dry, and provide complete, lightweight coverage ranging from sheer to opaque depending on your application method.

This easy to use, long-lasting make-up not only provides a youthful, vibrant glow to your skin but it is also extremely versatile. *Naturally NgaRoma* Mineral Make-up Foundation for example can be used as a concealer, foundation and sunscreen all in one. Our eye shadow can be used as an eye liner, lip colour, nail colour or even on your cheeks and brows.

## THE BENEFITS OF USING NATURALLY NGAROMA MINERAL COSMETICS

Most commercial makeup is full of unnecessary and sometimes harmful ingredients such as artificial dyes and fragrances, synthetic preservatives, oils and fillers. All these things can wreak havoc on the delicate skin of your face. *Naturally NgaRoma* Mineral Cosmetics has none of those things.

The most amazing property of mineral makeup is its ability to reflect light. It diffuses light outward giving the appearance of a smooth, flawless and younger looking skin. *Naturally NgaRoma* makeup also mixes with your own natural oils and the result is a luminous, radiant and **Beautiful You**.

Sun Protection is a natural gift of Mineral Makeup. Titanium Dioxides ability to bend light and Iron oxide in combination with zinc oxide enhances the effectiveness of zinc oxides sun protection abilities, boosting the SPF factor even higher. The more layers you put on, the higher your protection. Normal application is 2 thin layers, for a good SPF cover.

*Naturally NgaRoma* Mineral Cosmetics **is** actually good for your skin!

*Naturally NgaRoma* Mineral Cosmetics are excellent for people with acne prone skin and those who suffer from Rosacea. In fact it will improve red and inflamed skin. Try it you'll love it.

# Applying Naturally NgaRoma Mineral Makeup

Mineral makeup is a bit different to most commercial makeup and as such, it needs to be treated differently. One of the biggest differences in terms of application, is that you need much less mineral makeup to get the same coverage results as regular makeup. The key is to start with a very small amount and apply in very sheer layers until you reach the desired coverage. It is much easier to add layers than to take them off.

When using mineral makeup. It is best to start with a clean slate. Using *Naturally NgaRoma* natural handmade soaps or facial cleansers will get you off to a great start. Follow up with your favorite moisturiser, such as one of *Naturally NgaRoma's* Day or Night creams, depending on your skin type. It is important to make sure your moisturiser has been completely absorbed by the skin before apply mineral makeup.

## Mineral Foundation

Once your moisturiser has been absorbed, you can begin applying your makeup. Start with your chosen shade of foundation. Remove the sifter seal or puncture the desired amount of holes. Put the lid back on and Shake the container. Swirl your Foundation Brush into it until the brush makes contact with the powder. If you get too much, tap off any excess or tap the bottom of the brush on a hard surface, so the powder gets distributed down into the bristles of the brush. Apply to the face with gentle downward strokes. If you have any blemishes that need covering, it is not necessary to use a separate concealer. Use a smaller brush to apply foundation to problem areas making sure to blend well.

If you have very dry or flaky skin, you can use a small amount of your favorite moisturiser to make a cream foundation. Add a small amount a foundation colour to your moisturiser, using a flocked sponge, mix the too to the consistency you desire. Apply to the face with the flocked sponge in a downward motion, blending well. You can add more moisturising or powder until you reach the consistency that works best for you.

To set your powder, apply Mineral Finishing Veil using the same method as for your foundation. Mineral Finishing Veil is a translucent finishing powder that minimizes pores, absorbs excess oil and keeps our makeup fresh all day.

Alternatively, and highly recommended, is you can mist your face lightly with Naturally NgaRoma Rosewater and after waiting a minute apply the rest of your makeup. This not only helps to set you makeup. But also minimises the appearance of large pores

## Eye shadow

After you have chosen your desired colour, shake the container and use our Firm Shadow Brush to apply in light strokes on your eyelid. Use lighter shade for highlighting under your brow and medium shades for the lower part of your lid. Darker shades are perfect for the crease of your lid.

## Blush

Apply your Naturally NgaRoma Mineral Blush is not too dissimilar to commercial blush except that you do not need to use so much. A little goes a long way.

Using your Blush Brush, apply in light strokes from the apple of the cheek outward along the cheekbone.

## Eyeliner

If you want a more dramatic look than one of our Eyeliner pencils will give or you want another colour. You can choose a darker shade of Shadow powder for lining the eye. To achieve a smoky look use the powder dry, apply it with an Eyeliner Brush as closely to the upper and/or lower lashes as possible and smudging or blending a little to create the desired look.

For a cleaner line, create a liquid by wetting the end of the Eyeliner Brush then dipping it into your colour. Line the eye as closely as possible to the lashes.

## Body Shimmer

Using the flat foundation, Blush Brush or cotton ball, tap a small amount into the sifter and apply to the area on your body you want to look shimmery. Gold Shimmer looks very dramatic just touched onto your collar bone with a cotton ball. Try it you'll love it

## Hints & Tips

*Naturally Nga Roma* Mineral makeup is very versatile and can be used in various ways with many techniques to enhance a beautiful, healthy, glowing appearance.

- We use no cheap fillers like talc, which has known health risks (blocking pores for one)
- We do not use Bismuth Oxochloride, which can be irritating to the skin.
- Our products are cruelty free. We never use the ingredient carmine, which comes from a variety of beetle and is found as a colourant in many cosmetics.
- Mineral makeup has natural sunscreen properties.
- Mineral makeup is actually good for your skin. It is oil free and non-comedogenic. It also can help soothe irritation and redness.
- We never use synthetic fragrances, dyes or preservatives in our products
- Mineral makeup is very water resistant.
- Mineral makeup is extremely versatile and adaptable. It can be applied wet or dry, with a brush or sponge, with sheer to opaque coverage depending on your chosen application method.

### More Hints and Tips

- Always apply minerals in thin layers. Two is usually sufficient. Make sure moisturiser has completely absorbed before you apply mineral powder.
- Use our eye liner brushes to create beautiful, easy eyeliner. Just dip the eyeliner brush into the colour you want, choose a colour from one of our eye shadows. Glide it across, it will stay put all day and night.
- Uneven and blotchy? This is usually because the minerals have been applied before the moisturiser has been absorbed or because the moisturiser being used only lays on the skin surface. The simple solution is to wait a minute for the moisturiser to disappear or to blot any excess.
- Wrong Colour? This was probably chosen in poor lighting. The best way to test for the right colour is to do it on the jaw line in daylight. The colour should disappear if it blends perfectly with the skin.

- If you are perspiring heavily or swimming, don't wipe your face with a towel or with your hand. Just pat your face dry with a towel. You may remove a small amount of the make-up, but the majority will stay on the skin.
- If you have sensitive skin and have had bad experiences with cosmetics in the past, then natural mineral make-up is for you. While even good quality cosmetics do not carry a guarantee, the likelihood of a reaction is rare. The most irritating ingredients in cosmetics are talc, dye and perfumes, our products are free of all these.
- Our mineral makeup pigments (colours) are made from micronised mineral elements only. Other cosmetics almost always contain a filler like talcum powder which is used to stretch a small amount of pigment a long way. Talc is very drying and cheap. It slides off the face, falls into cracks and accentuates lines. Talc has no camouflage capability. Because of the micronisation process our mineral particles undergo, they bind together on application. When applied to a clean, moisturised skin the surface tension this creates overcomes gravity and holds the minerals tightly to the skin. The result is that they do not run, crease or smear and will only come off with a cleanser. No special cleanser is required.

## Frequently asked Questions

**Is the makeup easy to apply?**

Yes, The problem that first-time wearers commonly encounter is that they apply too much. With minerals, less is more. Because the minerals overlap like fish scales it is best to brush in a downward motion.

**What are the colouring agents in your cosmetics?**

We colour with iron oxides. We never use FD&C (petroleum-derived) dyes.

**Are the powders drying?**

No, quite the opposite. Our minerals actually trap moisture between the skin and the crystal layer. The skin looks radiant and fresh.

**Is the makeup water and perspiration proof?**

Yes. If you are perspiring heavily or swimming or you've been caught in the rain, don't wipe your face with a towel-just pat it. You may remove a small amount of the makeup, but the majority will stay on the skin.

**What cleanser should I use?**

Your favorite cleanser. The minerals can be removed with any cleanser. They won't however, come off with plain water.

**Is it all right to use Mineral Makeup on acne-prone skin?**

Yes. It is completely non-comedogenic and allows the skin to breathe and function normally. Highly recommended for Rosacea sufferers also.

**How do you increase the sun protection?**

The increase in protection will depend on how much you apply. Each thin layer will increase protection.

**Is the makeup safe for all skin types?**

Yes. Its great for sensitive skin and provides sun protective ingredients making it especially appropriate for allergy-prone, blemished or healing skin.

**Can men use Mineral Cosmetics?**

Absolutely. Because the minerals are undetectable, they will feel very comfortable wearing them.

## Ingredients

**Micronised Titanium Dioxide** Titanium Dioxide is a natural source pigment, quarry mined and further refined to a fluffy white powder. It is commonly found in cosmetics as a whitening agent and it is also found within sunscreens because of its impressive capability to block UV light. Titanium dioxide has an enormous refractive index (ability to bend light) and comes in right under diamonds. This is why it is the first choice for powerful sunscreens.

**Micronised Zinc Oxide**—Zinc Oxide is an anti-inflammatory, helps to calm and sooth irritated skin, as well as having sun protection abilities.

**Mica**—Is the name of a group of naturally occurring Earth's minerals which are mined from around the world, purified, and crushed into fine powders. The name Mica is derived from the Latin word *Micare* which means "to shine or glitter". Micas use light reflection, refraction, and transmission to exhibit their effects much like a prism creates various colours as light passes through it.

**Iron Oxides**—Although Iron Oxides can be found in nature (rocks, dirt), they contain heavy metals such as lead so Iron Oxides for cosmetics are oxidised to take out heavy metals. They produce beautiful "earthy" tones and never bright, true colours. You can achieve beautiful muted colours with these pigments.

**Ferric Ferrocyanide** This is an organic pigment that provides blue tones to natural mineral pigments. (NOT FOR USE ON LIPS)

## Ingredients to Avoid

We believe everything you put on your skin is equally important as the quality of the food you eat and the air you breathe. We would not want you to eat or apply petro-chemicals or synthetic chemicals with known harmful effects. This is why we would like to offer you the BIG NASTY INGREDIENTS LIST to avoid in your skin care or consumable products.

### Triethanolamine (TEA) and Diethanolamine (DEA)

Used to adjust pH more particularly alkaline level and as an emulsifier, these particular groups of synthetic chemicals are often found to contain nitro amines found to be highly carcinogenic.

### Propylene Glycol

Probably one of the most common ingredients used today in all manner of personal products, due to being so inexpensive and easy to obtain. While manufacturers still call it "natural", this petroleum derivative is the same synthetic ingredient you'll find in antifreeze and hydraulic brake fluid. Even in low levels of concentration, propylene glycol suffocates your skin. The Material Safety Data Analysis (MSDS) reports that propylene glycol, when applied to the skin, puts you at risk of nausea, headache, vomiting, central nervous system depression, gastro-intestinal disturbances, and liver and kidney related problems.

### Sodium Lauryl Sulfate—Sodium Laureth Sulfate

A widely used very harsh synthetic detergent, acts as a surfactant and emulsifying agent. SLS is clinically proven to cause skin and hair damage as well as being a common irritant to the skin. SLS is highly recognised carcinogen.

### (PHB Esters) Methyl Paraben- Propyl Paraben, Ethyl Paraben Butyl Paraben.

These benzoic acid esters are used as preservatives in many cosmetics and topical lotions. An ineffective preservative at that.

## PEG's

This is an abbreviation of polyethylene glycol that is used in making cleansers to dissolve oil and grease as well as thicken products. Because of their effectiveness, PEG's are often used in caustic spray on oven cleaners and yet are found in many personal care products. PEG's contribute to strip the natural moisture from the skin, leaving the immune system vulnerable. They are also potentially carcinogenic.

## Fragrances

Fragrance is present in most deodorants shampoos, sunscreens, skin care, body care and baby products. Many of the compounds in fragrance are carcinogenic or otherwise toxic. "Fragrance" on a label can indicate the presence of up to 4,000 separate ingredients.

## Isopropyl Alcohol

This is a solvent and denaturant (poisonous substance that changes another substances natural qualities). Isopropyl alcohol is found in hair colour rinses, body rubs, hand lotions, after-shave lotions, fragrances and many other cosmetics. This petroleum-derived substance is also used in antifreeze and as a solvent in shellac.

## Mineral Oil

A petroleum derivative. Mineral oil is oddly enough the main ingredient in most commercially available baby oils. Mineral oil does not allow the skin to breath as the skins natural skin barrier is disrupted as this petroleum coating inhibits its ability to breathe and absorb the natural moisture. The skins ability to release toxins is impeded by mineral oil which can promote acne and other disorders. This process slows down skin function and normal cell development causing the skin to prematurely age.

## Product Ingredients

**Loose Mineral Foundation:** mica, titanium dioxide, iron oxides, ultramarine blue, zinc oxide.

**Loose Mineral Concealer:** Titanium dioxide, zinc oxide, micronised zinc oxide, iron oxides, ultramarine blue, mica, kaolin clay.

**Eye Shadow (Multi-purpose powders):** Mica, iron oxides, titanium dioxide, May contain ferric ferrocyanide (blues)

**Ultra-Mattes for eyes:** Sericite, iron oxides, kaolin clay; may contain titanium dioxide.

**Face and Body Shimmer:** Mica, corn starch, iron oxides, titanium dioxide

**Lipstick:** base ingredients: sweet almond oil, avocado oil, hemp oil, cocoa butter, unrefined shea butter, castor oil, organic lanolin, vitamin E, candelilla wax.

**Finishing Veil:** Sericite, iron oxides, kaolin clay. **Translucent Veil:** Sericite

**Eye Liners:** Cold-pressed Jojoba Oil, castor oil, beeswax, candelilla wax, vitamin E, mica, iron oxides, titanium dioxide.

**Lip Tint:** Caster Oil, Coconut Oil, Beeswax, Castor Wax, soybean oil, Vitamin E, Sweet Orange EO & Alkanet Root.



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