

CANADA'S BUSINESS MAGAZINE FOR THE COSMETICS, FRAGRANCE, TOILETRY AND PERSONAL CARE INDUSTRY

# cosmetics

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17  
Hot Fall  
Fragrances

Shania Twain  
Beauty Q&A

9 Makeup  
Mistakes &  
How To Solve  
Them

Enrique  
Iglesias

Launches True Star Men

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COSMETICS, CIRCULATION DEPT., P.O. BOX 720 STN. K, TORONTO, ONTARIO M4P 3J6.





Real makeup for real women who want to start each day by putting their best face forward.

Style reigns, and every woman is her own beauty icon.

We strive to help women feel good about themselves  
*...one brush stroke at a time.*

# FACE atelier

Sophisticated, versatile makeup that simply works. And works simply.



**FACE** The star of the line – innovative **Ultra Foundation** lets the customer be in control. The hydrating, highly pigmented, silicone-based emulsion floats on the skin, filling in tiny lines and pores for a fresh look all day. **Zero Plus** and **Zero Minus** permit infinite adjusting of foundation shades. Enjoy medium to full coverage that builds, but is sheerable for a 'barely there' finish. Ideal to custom tint a favourite moisturizer or sunscreen. **Ultra Sheer, Ultra Camouflage Duet, Ultra Blush, Ultra Pressed** and **Loose Powders**, applied with the precision of our **Essential Brushes**, complete the flawless finish.

**COLOUR** Fabulous, but not frosted. The creamy, long-lasting **lipsticks** are perfectly complemented by ultra slick-no stick **Lip Glaze** that hydrates while it shines. **Eye shadows**, sold pan-only, allow the customer to create her own custom four-well palette. The micronized formula is creaseless and long lasting. The pure mica **Shimmers** offer chic, contemporary shades that can be used as an eye shadow; to highlight or mixed with **Clear Lip Glaze** to create a unique gloss that is hers alone.

**EFFECTS** Do you believe in magic? FACE atelier does! Best-selling **Transforming Gel** is a lightweight mixing medium that magically turns a shimmer, cake eyeliner or eye shadow into a rich, pigmented paint that sets and lasts forever without escaping into the fine lines and creases that surround the eye. Preserve and hydrate makeup with **Face Finish**. New this fall: **Lip Putty**, a magic bullet that fills lines in and around the lips, and **Lip RX** – a tinted, hydrating moisturizer for the worst winter lip, in three soothing shades.



*because looking good is the best revenge!*

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