

What do you wear...

all day,
everyday,
day in
and day out,
rain or shine?



**There are over 157 million
women in the U.S.**

~Source: www.census.gov

**Most of which
wear makeup!**

~This is our opinion!



Facial makeup (*foundation*) represents the largest portion of makeup sales in the U.S.

~Source: MarketResearch.Com



**Anti-aging makeup is forecast
to have the biggest growth in
the cosmetics and personal
care division of retail sales
over the next 10 years.**

~Source: MarketResearch.com



The Benefits

- Safe for sensitive skin and skin recovering from laser resurfacing, chemical peels, and plastic surgery.
- Conceals, corrects, and covers most known skin discolorations and conditions while still allowing skin to breath and provide long-lasting coverage for a flawlessly-smooth complexion.
- Completely talc, filler, and dye free; thus skin allergies are extremely RARE.
- No man-made, dyed chemicals that can be harmful to your skin.
- Absorbs excess oil on contact with skin and may minimize lines, wrinkles, and pores.
- Easy to use!



Endorsed by:

Melinda Silva, MD Anti-Aging Expert

Dr. Silva is a California-based integrative and functional medicine specialist. She is a graduate of the University of California, where she completed her Doctorate in Medicine in 1993. She went on to fulfill her internship and residency in Family Medicine at Long Beach Memorial in 1997. She is a member of the American Academy of Anti-aging Medicine (A4M). As a family doctor, Dr. Silva personally witnessed the declining quality of health in women and men over the age of 35. Her concerns grew upon learning that many of her adult patients were seeking help from specialists who prescribed risky medications and recommended surgeries for conditions that could have been prevented through better nutrition, exercise, and hormonal balance related to aging. Today, Dr. Silva works closely with her patients to address the many health challenges associated with aging which are often attributed to perimenopause, menopause, and andropause (the male menopause). Her all-natural, customized approach includes natural hormone replacement therapy (BHRT) integrated with balanced nutrition and supplementation, regular exercise, and stress-reduction techniques to help guide them through the aging process.



Introducing...



Youngevity® Mineral

it Rocks!



Why Mineral Makeup?

Leading Cosmetic Surgeons recommend mineral makeup to their post-op patients because mineral makeup...

- is gentle and hypoallergenic
- gives natural sun protection
- and it provides great coverage.

Who Recommends Mineral Makeup?

Mineral makeup is recommended by dermatologists and aestheticians for all skin types:

- “Dry”
- “Normal”
- “Oily”
- “Combination”

Can I Use It On Mature Skin?

Mineral makeup is recommended for all skin, including mature skin.

Because of the natural luminosity of the minerals, this makeup tends to camouflage fine lines and minor wrinkles, providing a lovely youthful glow!



So, Who Can Wear Mineral Makeup?



Everyone!

What is in Youngevity® Mineral Makeup?



Mineral Makeup Ingredients...



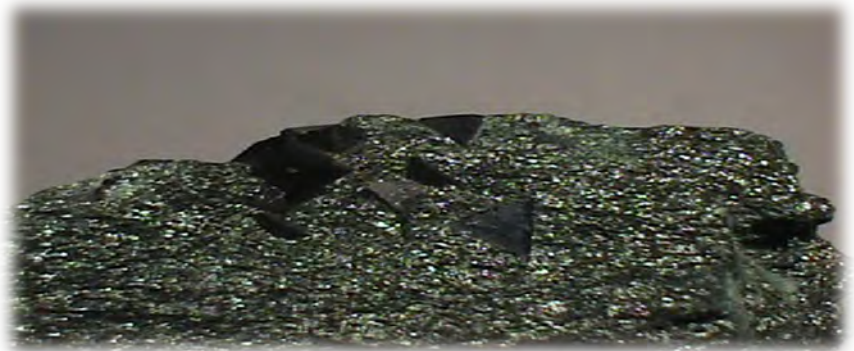
- ▶ **Mica:** Naturally-occurring minerals, mined from around the world, purified and crushed into a fine powder form. Mica adheres to the skin, and reflects light, making the skin tone look more even and wrinkles less visible. Mica is resistant to ultraviolet light, heat, and weather.



- ▶ **Titanium Dioxide:** Naturally-occurring white mineral pigment that acts as a filter from UVA and UVB rays. Titanium dioxide is anti-inflammatory as the natural minerals help to reduce irritation and redness of the skin. Titanium dioxide also has waterproof and SPF properties while furnishing a matte look.

Mineral Makeup Ingredients...

- ▶ **Iron Oxides:** Non-irritating and hypoallergenic compounds, which act as colorants. Iron oxides provide the long-wearing quality in mineral makeup formulations and help to keep the skin cool by blocking out infrared rays.
- ▶ **Zinc Oxide:** White powder derived from natural mineral compounds, zinc oxide is a natural sunscreen agent, an antiseptic and astringent. Zinc oxide is known for its healing properties as well as its ability to adhere to the skin while sweating and swimming.



Mineral Makeup Ingredients...



Ultramarine Blue: Clay that has been heated to a very high temperature to achieve blue and yellow pigments. Ultramarine blue is used in some cool shades of mineral makeup to provide accurate hues.

Serecite: Purified, untreated, uncoated mica, serecite is a fluffy, translucent mineral that provides a silky texture to a foundation.

Kaolin Clay: Soft clay used for oil-absorption, kaolin clay provides coverage for long-lasting effects.



Youngevity® Mineral Makeup is...

100% Pure Minerals!

What is **NOT** in
Youngevity® Mineral Makeup?

- ▶ No Harsh Chemicals, Artificial Dyes, or Preservatives
- ▶ No Added Fragrance
- ▶ No Irritants such as Talc or Bismuth
- ▶ No Animal Testing or Animal By-Products
- ▶ Non-Comedogenic (*it won't clog your pores!*)

How to Use Youngevity® Mineral Makeup



Moisturize

Youngevity® Botanical Spa Collection Morning Hydration Cream

Cleanse the face and then apply Morning Hydration Cream to moisturize and nourish your skin.

Ingredients: Water (Aqua), Glycerin, Butylene Glycol, Stearic Acid, Isopropyl Palmitate, C12-15 Alkyl Benzoate, Caprylic/Capric Triglyceride, Sodium Hyaluronate, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, Organic Persea Gratissima (Avocado) Oil, Organic Helianthus Annuus (Sunflower) Oil, Organic Simmondsia (Jojoba) Seed Oil, Glycine Soja (Soybean) Seed Oil, Organic Camellia Sinensis (Green Tea) Leaf Extract, Organic Rosmarinus Officinalis (Rosemary) Extract, Organic Chamomilla Recutita (Matricaria) Flower Extract, Organic Aloe Barbadensis Leaf Extract, Superoxide Dismutase (SOD), Ethylhexyl Methoxycinnamate, Tocopherol (Vitamin E), Ascorbyl Palmitate (Vitamin C), Panthenol (Pro-Vitamin B5), Cetearyl Alcohol, Cetyl Alcohol, Glyceryl Stearate, Polysorbate 60, Polysorbate 20, Dimethicone, Carbomer, Triethanolamine, Phenoxyethanol, Caprylyl Glycol, and Essential Oils.



Protect Your Skin

Waterless Vitamin C

Make sure your face is free of any excess moisture, then dot the Waterless Vitamin C across your cheeks and forehead using your fingertips. Smooth into your skin using gentle circular motions.



TIP: Regardless of your skin care routine, Waterless Vitamin C should be the **last thing** you put on your face before applying the Mineral Makeup.

Ingredients: cyclomethicone, dimethicone copolymer, ascorbic acid, 10% tocopherol, retinyl palmitate, magnesium ascorbyl phosphate.



3 Professional Brushes Create the Perfect Face!

Kabuki: Use the Kabuki Brush to apply the Mineral Makeup Foundation and the Angel Face™ Setting Powder™.

Flawless Face: Use the Flawless Face Brush to apply the Lovely Glow™ Bronzer and your Blush.

Ultimate Concealer: Use the Ultimate Concealer Brush for greater coverage when applying the foundation to concentrated areas.

Color Match Your Skin

Youngevity® Mineral Makeup Foundation

Shake out a small amount of Youngevity® Mineral Makeup onto a tissue. Use the Kabuki Brush to apply a light dusting of the mineral makeup to your jaw line. You should not be able to tell the difference between your skin and the makeup. If you can, choose another color and repeat the process until you find the perfect match for your skin tone. You may need to mix two foundation colors to achieve the perfect match.

Foundation Ingredients: Mica, titanium dioxide, iron oxides. May also contain: ultramarines, kaolin, magnesium stearate, rice powder, boron nitrate, and magnesium and myristate.



Foundation Colors

Light-to-Medium Tones



————— **Alluring™** - A pink version of Sensual™.



————— **Enticing™** - A pink version of Sophisticated™.



————— **Stunning™** - A pink version of Charming™.



————— **Charming™** - A shade for light skin tones.



————— **Sophisticated™** - A bisque created for light complexions.



————— **Sensual™** - A neutral shade for light complexions.

Foundation Colors

Medium Tones



———— **Beautiful™** - A classic neutral shade for medium-light complexions.



Radiant™ - A blend of Beautiful™ and Glamorous™.



———— **Glamorous™** - Perfect for most Caucasians who maintain a tan, this foundation has a warm, bronze base with complementing red tones.



Gorgeous™ - A medium-dark tone for Latin, Indian, African American, Filipino, and Southeast Asian women that have some pink tones.



———— **Exquisite™** - A medium-dark, caramel-toned foundation, excellent for Indian, Malaysian, Latina, and Thai women.



Seductive™ - A foundation with deep caramel and red tones, this shade falls in the middle of the darker skin tone range.

Foundation Colors

Medium-to-Dark Tones



Magnificent™ - A classic latté tone that primarily accentuates red undertones in African American skin.

Dazzling™ - A classic espresso for dark complexions.

Tantalizing™ - A blend of Captivating™ and Exquisite™.

Outrageous™ - A blend of Vivacious™ and Exquisite™.

Vivacious™ - For darker skin tones that have more blue or red undertones.

Captivating™ - A rich, classic brown shade. Women with very dark complexions appreciate its balanced undertones.

Vibrant™ - A warm chocolate created specifically for African American skin tones.

Mesmerizing™ - An ebony blend created for dark African American skin.

How to Apply Foundation

Youngevity® Mineral Makeup Foundation

Shake out a small amount of Youngevity® Mineral Makeup onto a tissue or into the lid. Dip the Kabuki Brush into the makeup and tap off any excess. Apply a light dusting of mineral makeup to your face in a circular motion. Repeat the process until you achieve the coverage you desire. You will achieve a smoother, naturally flawless appearance by applying several light layers of mineral makeup rather than one heavy one.



Powder & Creamy Concealers

POWDER CONCEALERS



CREAMY CONCEALERS



CAPTIVATING™

Ingredients: Organic sunflower oil, organic soybean oil, jojoba, purified water, beeswax, organic Aloe leaf juice, Chamomile extract, Vitamin E (rice-based), Borax, essential oils of Rosewood, Lavender, and Wildcrafted Rosemary, mica, titanium dioxide, iron oxides, ultramarine blue. May contain: Zinc oxide, micronized zinc oxide, silica, kaolin clay.

How to Use Concealer

Youngevity® Mineral Makeup Concealer

Regardless of whether you are using powder or creamy concealer, simply use the Concealer Brush to apply concealer to any blemishes, dark circles or discolorations. Repeat the process until you achieve the coverage you desire.

You may want to follow this step by dusting a light layer of foundation over the concealer for a naturally flawless appearance. Alternately, you can apply the concealer first and then apply your Youngevity® foundation.

Bronzers



Lovely Glow™ - Supplies subtle sun-kissed color to your cheeks for a warm, glowing complexion.



Sunkissed™ - A subtly-natural shimmer for medium complexions.



Island Glow™ - A shimmery bronze for medium to dark complexions or those who have a good base tan.



Brazilian™ - A coffee-toned bronzer for darker complexions.



Caribbean Kiss™ - An luminous ebony for the darkest skin.



Ingredients: Mica, titanium dioxide, iron oxides. May also contain: Ultramarines, kaolin, magnesium stearate, rice powder, baron nitride, magnesium myristate.

How to Apply Bronzer

Youngevity® Mineral Makeup Blush



Shake out a very small amount of Youngevity® Bronzer into the lid or onto a tissue and dip the Flawless Face Brush into it. Gently tap the brush on the side of the container to get rid of any excess. Use it sparingly! Now, very lightly sweep the brush across your cheekbones, forehead, chin and bridge of your nose to achieve that “I’ve just been on a Caribbean Cruise” look!

Blush Colors



Joyful™ – The palest of pinks for the lightest skin tones...innocent, sweet, for a girlish flush.



Happy™ – A medium, reddish-plum matte color for medium skin tones. Just a touch gives a sculpted, sexy look to the cheeks.



Passionate™ – A beautiful, wine shade for darker skin tones or a more dramatic look for lighter tones.



Cheerful™ – A pale, rosy-pink shade for lighter skin tones. Wear for a healthy, natural-looking flush.



Delighted™ – A classic, light-medium color that suits many complexions. This is a delicate, balanced blush that will complement most women.



Blissful™ – This blush has warm pink tones combined with sienna, to give a beautiful, deep flush to medium complexions.

Blush Colors



— **Lust™** - A sienna-based blush, perfect for dark complexions.



Gleeful™ - A very versatile blush that suits almost any light-medium complexion.



— **Invigorated™** - This warm neutral has been specifically created for redheads and blondes, but works well on most others.



Jubilant™ - A light rose for the softest touch of color.



— **Euphoric™** - This cool mauve imparts a soft, natural glow to medium complexions.



Feisty™ - This true pink has a pearlescent luster.



— **Fierce™** - Vibrant and rich in color for darker complexions.

Blush Colors



Spirited™ - Similar to Feisty™ but with a tan undertone.



Desire™ - A burnt red with warm undertones for those who desire a classic reddish blush.



Enchanted™ - A mocha which works well on those who prefer a slightly pinker version of bronzer.



Perky™ - A sheer pink for those desiring a touch of color.



Ingredients: Mica, iron oxides, titanium dioxide, may contain ultramarine blue, ferric ferrocyanide.

How to Apply Blush

Youngevity® Mineral Makeup Blush

Use the Flawless Face or Angled Face Brush to apply blush to the apples of your cheeks!



Complexion Enhancers

for a soft glow



Sweet™ - Impart a soft glow to your cheeks with this sheer, soft pink enhancer. Apply it over your blush or bronzer to the apple of your cheeks. Sweet™ works best on fair-to-medium toned skin.



Sexy™ - Your cheeks will radiate a warm glow with this pale, tawny enhancer. Sexy™ was created for medium-to-dark skin tones.

*Ingredients: Mica, iron oxides, titanium dioxide.
May also contain; ultramarine blue, ferric ferrocyanide.*



Angel Face™ Setting Powder - Applied after foundation, Youngevity's® Angel Face™ Setting Powder contains the lightest minerals with just a touch of clay, to aid in oil absorption for a final, polished appearance. This is a “must-have” if you will be photographed.



How to Use Complexion Enhancer

Youngevity® Mineral Makeup Complexion Enhancers

Use the Flawless Face or Angled Face Brush to apply complexion enhancer OVER your blush or bronzer.

The goal here is to highlight the areas of the face where you would like to bring light and luminosity.



The Eyes Have It!



Spring Break™

Item# 163062



African Safari™

Item# 163067



Treasures of Tuscany™

Item# 163073



Autumn in New England™

Item# 163063



Irish Eyes are Smiling™

Item# 163071



Winter in the Alps™

Item# 163074



Falling Leaves™

Item# 163064



Five Wines of France™

Item# 163072



Journey Through the Cascades™

Item# 165102



Eye Shadow Collections

Manhattan Skyline™
Item# 165103



The Rock™



Times Square™



Uptown™



Midtown™

Additional Eye Shadow Colors



Silverado™



Smoky Mountains™



Black Hills™



Yellowknife™



Nome™



Norway™



Buckingham™



Balmoral™



Kensington™



Barbados™



St. Barts™



Tortola™



Lagamar™



Bonito™



Bahia™



Paradise Point™



Windansea™



Sugar Loaf™



Thunder Mountain™



Fossil Springs™

Ingredients: Serecite, iron oxides, and kaolin clay. May also contain: Titanium dioxide.

Define Your Brows

Youngevity® Mineral Makeup Eye Shadow (for Brows)

Based on your hair color and skin tone, choose either Lucca™, Piza™ or Black Hills™. Use your Brow Definer Brush to gently fill in your sparse brows using small, quick strokes while following your brow line. The result will be a well-groomed, polished frame your for eyes.



How to Apply Eye Shadow

Youngevity® Mineral Makeup Eye Shadows

We've made it simple by creating kits to help you determine which colors look best together.

1. Simply sweep the lightest color in the collection across your entire lid from lash to brow using the Shadow Brush.
2. Use the Eye Crease Brush to apply one of the medium or dark shades to the lower lid, blending up to the crease. Use the Slope Brush to create even more definition.
3. Use your darkest color as a liner and apply along the lash line with the Fine Liner Brush. Then, blend the darker color up to the shade used in the crease. To add definition, dip the Fine Liner Brush in water before applying the shadow.
4. Apply mascara to upper and lower lashes using sweeping motions.

Eye Liner Pencils

Youngevity® Mineral Makeup Eye Liner Pencils

Our Eye Liners are handmade and as soft as silk. Shape and define your eyes simply and without much time or effort.

Whether you want to create a soft line or dramatic stroke, choose your Eye Liner Pencil and apply to your lash line using short, gentle strokes. To soften the look, simply smudge the line with a brush or cotton swab.



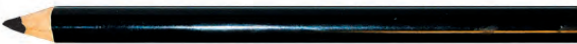
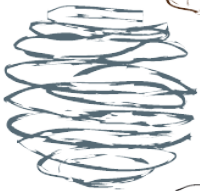
Eye Liner Pencils



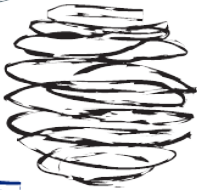
AUBERGINE™



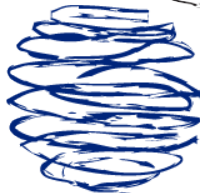
ESPRESSO™



SMOKE™



BLACK™



SMOKE BLUE™

*Ingredients:
Jojoba oil, castor oil,
beeswax, candelilla
wax, Vitamin E
(rice-based), mica,
iron oxides, titanium
dioxide.*

Lipsticks

for long-lasting color



Base Ingredients: Cocoa butter, candelilla wax, castor oil, meadowfoam seed oil, sesame oil, avocado butter, macadamia nut oil, Vitamin E (rice-based). Color ingredients: Mica, iron oxides, titanium dioxide. May also contain manganese violet.

Vivid LipLocks™

for super-moist and vibrant color



MOST ARE AVAILABLE IN THE SAME SHADES AS OUR LIPSTICKS

Base Ingredients: Castor oil, organic coconut oil, sun-bleached beeswax, castor wax, soybean oil, candelilla wax, Vitamin E (rice-based), organic essential oil of sweet orange.

Color Ingredients: Mica, iron oxides, titanium dioxide. May contain manganese violet.

Lip Liners

for long-lasting definition



Ingredients:

*Jojoba oil, castor oil,
beeswax, candelilla
wax, Vitamin E
(rice-based) mica,
iron oxides, titanium
dioxide.*



Professional Brushes For The Face...

KABUKI



ANGLED FACE



ULTIMATE
CONCEALER



FLAWLESS FACE



Professional Brushes For The Eyes...



THIN LINER

BROW DEFINER

SHADOW

EYE CREASE

SLOPE



Ask About Our Kits



Basic Starter Kit



*Tame Your
Brows™ Kit*



*Youngevity® Botanical Spa
Collection Starter Kit*



*Luscious Lip Kits
and
Monthly Specials*

Mineral *Y* Makeup

Ask About Events




Youngevity

CLEANSE • TONE • EXFOLIATE • HYDRATE
RESTORE • REVITALIZE • NOURISH

Botanical Spa Collection...

- 100% Ethical and Cruelty-Free Product Line
- Certified Organic Extracts • Paraben-Free
- Pure Ancient Legacy™ Essential Oils • Infused with SOD



“An ounce of
prevention is worth
a pound of cure”
~ Benjamin Franklin

Promoting healthy-looking, balanced skin and hair, naturally™

**CLEANSE • TONE • EXFOLIATE • HYDRATE
RESTORE • REVITALIZE • NOURISH**

Nourishing Creamy Cleanser™

Infused with SOD and Aloe

Citrus Facial Toner™

Infused with SOD and Cucumber

Exfoliating Gel Cleanser™

Infused with SOD and Natural Fruit Enzymes

Morning Hydration Cream™

Infused with SOD and Peptide Complex

Nighttime Restorative Moisturizer™

Infused with SOD and Vitamin C

Revitalizing Shampoo™

Infused with SOD &

Refreshing Peppermint Ancient Legacy™ Essential Oil

Nourishing Conditioner™

Infused with SOD &

Refreshing Peppermint Ancient Legacy™ Essential

Oil Hand & Body Lotion™

Infused with SOD and Ancient Legacy™ Essential Oils



Mineral *YL* Makeup

Mineral *YL* Makeup

**“Helping YOU Live Younger
Longer”**

**and
prettier!**