



MINERAL EVOLUTION

Company Overview



Who we are

Mineral Evolution, LLC. International Cosmetic Company carries a full line of high-quality mineral makeup for the individual as well as the Professional. Founded in the United States and launched in Europe January of 2007, Mineral Evolution's mineral makeup, formulated after European private recipe, is crafted to provide outstanding makeup which not only enhances but also soothes, protects and improves skin. The line also includes makeup displays and other products for the Professional.



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Company history

Bernadette Van der Ploeg, founder of Mineral Evolution, LLC, studied aesthetics in The Netherlands as well as in Paris at the school of famed beauty philosopher Dr. Nadia Payot. Ms. Van der Ploeg continued to work as a senior advanced skin-care Medical Aesthetician and salon owner in Holland before coming to the U.S.

Ms. Van der Ploeg has successfully combined her passion for aesthetics with her knowledge of the field to launch Mineral Evolution. All Mineral Evolution products are adorned with the Van der Ploeg family crest representing knowledge, industry, abundance, and a fruitful life.



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What is mineral makeup?

Most makeup that you find on the market today is synthetic, containing man-made ingredients and dyes.

Mineral makeup of Mineral Evolution consists of pure minerals, inert to bacteria, with an SPF of 20 and added vitamin E.

Within the mineral makeup category, there are large differences in price and quality. For example, some products labeled “mineral makeup” only contain trace amounts of minerals and therefore is not considered true mineral makeup.



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Types of makeup

Synthetic makeup

- Most traditional makeup falls in this category.
- Contains man-made ingredients such as dyes, fragrances, and synthetic preservatives.
- Is usually oil-based or talc-based, which clogs skin's pores.

Makeup “with minerals”

- Can refer to any makeup that contains minerals, *even if it's only a very small amount of minerals.*
- May still contain dyes, fragrances, and synthetic preservatives.
- May contain some natural, organic ingredients.
- The inclusion of preservatives (such as parabens) indicates that there is water in the formula, thus it may grow bacteria.
- Mineral makeup should be made without water.

Mineral makeup

A true mineral makeup should contain only mineral ingredients. Additionally, it should avoid minerals such as talc that are known for clogging pores and can irritate acne-prone skin. No preservatives should be present. Pure mineral makeup is inorganic, thus inert to bacteria. Mineral makeup is very breathable, light and sheer and has a variety of health benefits for the skin.



Our makeup

Everything in **Mineral Evolution's pressed-powder makeup** line is true mineral makeup, made with only the best ingredients. This includes our foundation, bronzer, bronzer shimmer, blush, eye shadow, highlighter, gold shimmer, and reflector.

Some of our products are, by nature, not 100% mineral makeup. Items that are water- or cream-based, or those that contain organic ingredients, must have a preservative (e.g., grape seed oil) to maintain freshness. The following Mineral Evolution items fall into the "makeup with minerals" category: lipstick, lip gloss, lip liner, mascara, eye liner, creamy concealer, and finishing powder.

However, all of our products are free of parabens, synthetic fillers, talc, and mineral oil.



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Why Mineral Evolution?

Because of using only the purest minerals for the mineral makeup line of Mineral Evolution, it is the choice to make.

With an additional added anti-aging vitamin E and a SPF 20, our pressed mineral makeup is **skin protecting, skin enhancing, skin improving**.

The fact that mineral makeup of Mineral Evolution is inert to bacteria makes it the #1 choice for physicians.

Natural products are in demand, and consumers are becoming more educated about the cosmetics they purchase.

Mineral makeup has become a popular alternative to traditional makeup. What is not to be found in mineral makeup: synthetic preservatives, perfumes, talc and dyes.



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Mineral Evolutions innovative Airjetting Process

The Minerals we use for our mineral makeup line are **Air-Jetted** , meaning the minerals are micronized by air pressure in an air turbine.

This results in breakage of the minerals at their natural fault line, therefore producing a gazillion more reflecting sides, than when using the traditional slicing or crushing method.

The reflecting properties of minerals is a huge advantage in protecting skin against damaging rays like UVA/UVB.

On top of this huge advantage another great advantage occurs: by reflecting rays of light small imperfections, lines and or discolorations are now less visible.

No wonder mineral makeup is rated best makeup for all skin types / ages



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Why Mineral Evolution?

A high-quality product that stands out

Most mineral makeup comes in jars of loose powder, which is the least expensive way to produce mineral makeup. Often, the user has to mix together more than one shade, or perform additional steps such as tapping, buffing and spraying

Mineral Evolution mineral products undergo an additional pressing process. The final product is a finished shade that only requires one application step. The best ingredients are used to ensure a light silky feel on the skin, with titanium dioxide providing natural sun protection. No tapping/buffing steps are required.

Mineral Evolution mineral makeup is always ready to use.

Because the makeup is created in pressed powder form, it will not spill during application, and is neat for storage and travel. The packaging is classic, chic and contemporary at the same time. This versatile line has received excellent feedback from the aestheticians and consumers that use our product.



Face



- **Foundation**
- **Bronzer**
- **Bronzer Shimmer**
- **Gold Shimmer**
- **Blush**
- **Reflector**
- **Highlighter**
- **Finishing Powder**
- **Concealer**

Foundation (SPF 20)

Our lightweight, breathable **Foundation** contains Titanium dioxide for SPF 20 sun protection and Vitamin E, an anti-aging agent. The minerals are finely milled through a process called Air-Jetting, thus reflecting light to minimize the appearance of fine lines and discolorations and give skin a youthful glow.

The Foundation is applied with a soft Kabuki brush for perfect, blended coverage. Application is simple; just swirl the brush in the compact and then sweep it over all areas of the face for a sheer look. For heavier coverage, repeat process.

Unlike traditional makeup, our minerals are inert to bacteria. You won't see a "line" where makeup ends. The formulation allows the skin to breathe, never clogging pores. With anti-inflammatory properties, the Zinc Oxide in our foundation improves skin and is great for those with sensitive skin or conditions such as acne, eczema or rosacea.

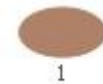


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Bronzer (SPF 20)

Containing all the benefits of our pressed foundation, our **Bronzers** give skin a natural, sunny glow while protecting you from the damaging UVA/UVB rays. There are three Bronzer shades to choose from, one with a subtle golden shimmer. Contains Vitamin E and SPF 20.

We added Bronzer Shimmer enhanced with subtle gold minerals to our collection.



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Blush

By applying our mineral **Blush**, you create just the right amount of color to enhance your contours and create a healthy appearance.

Using the small Kabuki brush, apply to the cheeks, forehead, nose and chin for a beautiful “pulled-together” look.



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Reflector & Highlighter (SPF 20)

Reflector

The reflector can be used as a camouflage or cover-up. Its ingredients are inorganic, and therefore inert to bacteria. Enriched with zinc oxide and Vitamin E, it has natural anti-inflammatory and anti-aging properties improving acne and other skin conditions. It also protects your skin from harmful UVA and UVB rays with SPF 20.



Highlighter

Used to enhance your best features, the highlighter can be swept over cheekbones, forehead, shoulders, or décolleté for a dewy glow. Contains anti-aging Vitamin E and SPF 20.



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Finishing Powder

For special events where a matte face is a must, our **Finishing Powder** comes to the rescue. Formulated with all-natural ingredients, it contains extracts of lavender, thyme, and goldenseal. These Botanical ingredients nourish and soothe skin, and act as natural preservatives.



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Creamy Corrector/Concealer

Our **Corrector / Concealer** combos each contain a skin-tone shade (light, medium, or dark) and a yellow-based shade to camouflage under-eye circles. The two can be blend to create a custom color for the skin.

Contains Vitamins C and E, antioxidants that are helpful in fighting free radicals, repairing tissue, and lighten discolored skin.



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Eyes

- **Eye Shadow**
- **Eye Liner Pencil**
- **Mascara**



Eye Shadow

Our **Eye shadow** collection offers something for everyone. Twenty-five matte and shimmer shades may be used individually or paired to create a variety of subtle or dramatic looks. The pressed powder eye shadows can be applied wet (working as an eyeliner) or dry.



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Eye Liner

Our retractable **Automatic Eye liner pencil** never needs sharpening; one twist and it's ready to use. The soft tip allows the eye liner to glide on smoothly. Non-irritating formula.

Available in **Dark Brown, Peacock, and now Black.**



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Mascara

Available in black or brown, our Botanical/Mineral based **Mascara** is specially formulated to ensure continuous conditioning of the lashes while wearing. It goes on silky smooth with no clumping. Water resistant.



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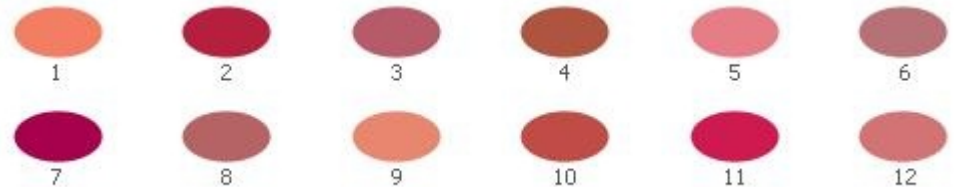
Lips

- **Lipstick**
- **Lip Gloss**
- **Lip Liner Pencil**



Lipstick

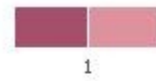
Our Botanical/Mineral based **Lipstick** contains mineral pigments enriched with Vitamin E to condition the lips. The long-lasting formula is available in crème and shimmer shades.



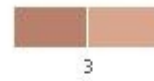
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Double-Ended Lip Gloss

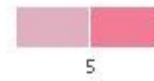
Mineral Evolution's **Lip glosses** come in pairs of complementing shades. Our lip glosses are composed of rich pigmented Natural Botanical / Mineral long-lasting formula leaving lips protected and moisturized without ever feeling heavy or sticky. Can be worn alone or in combination with lipstick. Added vitamin E, an anti-aging agent, will keep your lips youthful and moist.



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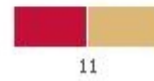
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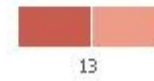
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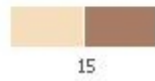
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Lip Liner

A must before applying lipstick, our **Automatic Lip Liner pencil** is always ready to go.

The creamy formula provides a soft stroke that keeps your lipstick “in line.”

Great in combination with our lip gloss too.

Just use liner alone for achieving a more defined look.



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Brushes

Large & Small Kabuki Brushes

A quality brush is a tool that can make all the difference to your makeup routine. For the application of Mineral Evolution foundation, blush, and face products, our large and small **Kabuki** brushes are essential.

These soft natural-hair brushes hold just the right amount of minerals, which are time-released over several brush sweeps so that makeup is evenly dispersed and never blotchy.



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Brushes

Brush #1 – Deluxe Covered Lip Brush

Made of sable hair, this covered brush is used for application of Lipstick and or Eye liner.



Brush #2 – Dual Eye Shadow / Eye Liner Brush

A two-sided brush for detailed wet or dry application of eye shadow. To double eye shadow as an eye liner, the smaller end of the brush can be wetted to apply a fine stroke of eye shadow around the eyes. Brush #2 is also perfect for applying the Reflector in spot areas to camouflage skin imperfections.



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Brushes

Brush #3 – Large Eye Shadow Brush

Brush #3 can be used to sweep eye shadow over the entire eyelid. It may also be used to apply Reflector.



Brush #4 – Dual Eyebrow / Eye Lash Brush

This double-sided brush features a Spooly on one end and tapered Taklon on the other, and is used for brushing lashes and filling in eyebrows.



Brush #5 – Concealer Brush

Made of Taklon, this brush is used to mix and apply our creamy concealer.



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For the professional

Makeup Displays, for use by our professional clients, come in a sleek silver design. From the “BASIC” display, a compact countertop model, to the “ULTIMATE,” a 3 Unit display that keeps our entire line within arm’s reach, there is something for everyone.

Recently we added a portable display named : Carry-On



The Ultimate display



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For the professional

We offer disposable applicators, training materials, and assorted marketing materials.



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Who uses Mineral Evolution?

Our typical customers are mostly **professional women of all ages**. They likely go to spas or regularly receive beauty or dermatological treatments. They take into consideration the advice of experts, and they value high-end products.

These women have learned through trial and error what colors work well with their skin, and are looking for products that truly compliment their features. They care about the health of their skin and are more likely to try natural methods to remain youthful and enhance their beauty.

To our delight, we also have found that young women in their teens and 20s favor our mineral makeup. They like the fact that it is light-weight, natural, and will not irritate acne or sensitive skin.

Our foundation is very easy to apply, making it simple to create a polished and “pulled-together” look.



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Distribution

A **distributor** of our products should have knowledge of mineral makeup and/or natural products in order to better explain mineral makeup to potential clients.

It is preferred they attend trade shows, workshops, and beauty industry events.



Summary of Key Benefits

- Skin improving
- Skin protecting
- Skin healing
- Skin nourishing
- Inert to bacteria
- Natural minerals
- Natural SPF 20
- Vitamin E
- Convenient to use on-the-go

Mineral Evolution is against animal testing



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