

the beginning

making a difference for over 20 years

In 1994 **Amazing Base® Loose Mineral Powder** was created, a simple, clean formula with no fillers is introduced to the medical community. Its highly pigmented powder provides broad spectrum sun protection and all-day coverage with minimal touch-ups.

A Colourful Welcome!

Colour is added to the product line with blush and lipstick.

PurePressed Base® Mineral Foundation

is introduced in a convenient compact with the same weightless coverage as Amazing Base.

In 2014, Jane Iredale is recognised with the **ISPA Visionary Award**, an award presented each year to someone in the spa industry who has made significant contributions to both the definition and positive movement of health and wellness over the lifetime of their career.

today

Innovation is ongoing as the *jane iredale* line continues to expand with colour cosmetics for lips, cheeks, and eyes and high-quality skin care makeup products designed to nourish, protect and promote healthy skin that radiates beauty.



testimonials

As a physician who treats patients with environmental illness and multiple chemical sensitivities I was delighted to find a line of makeup that is truly non-toxic, hypo-allergenic and attractive that I can enthusiastically recommend to my patients.

— Erica Elliot, M.D.

jane iredale is the answer to the redness problem following laser skin resurfacing. The availability of this makeup to my practice has eliminated the major post-operative problems which patients complain of, namely prolonged redness.

— Brooke R. Seckel, M.D., F.A.C.S.

I was introduced to this makeup a few years ago after long suffering with rosacea skin. It has been wonderful. It gives great coverage where needed and still looks natural without looking like a mask! Thank you, Jane, for this awesome product. It has given me my confidence back! This is the only makeup I will ever buy!

— Consumer, janeiredale.com

For more testimonials and reviews
visit janeiredale.com.au

HYPOALLERGENIC & DERMATOLOGIST TESTED.
#BEAUTYWITHBRILLIANCE

mineral makeup for healthy, radiant skin

The look on the skin is luminous.
The feel is weightless.



jane iredale
THE SKIN CARE MAKEUP®

Apart from mandatory tests including sunscreen, stability and preservative efficacy, we also conduct voluntary tests that include:

Human Repeat Insult Patch Test (HRIPT)

This irritancy and sensitivity test is two-phased and conducted on 50 people per product. During the first phase, the test is repeated three times on the same subject within a week. After a ten-to-fourteen-day break, the subject is patch-tested for three consecutive days. There is a 24-hour evaluation and a 48-hour evaluation. In every case, no sensitivity has been recorded for any of our products.

Comedogenicity Testing

Non-comedogenic products are less likely to clog pores or cause acne and are more suitable for sensitive skin. All of our products, except lip and eye makeup, undergo this test and prove to be non-comedogenic.

Heavy-metal Testing

We test all of our products and every shade of our lip colours to ensure that trace elements fall below allowable levels for heavy metals including lead, mercury, arsenic and cadmium.

Photosensitivity

All of our sunscreen products and those products containing citrus extracts have been tested for phototoxicity. No adverse effects or unexpected reactions of any kind were observed on test subjects. We avoid ingredients with furocoumarins, the primary cause of photosensitivity.

The *jane iredale* difference...

1 quality formulas with skin care benefits

We use the highest quality ingredients available to ensure satisfaction with performance, coverage, application and texture. Our minerals conform to the most current technological standards that guarantee broad spectrum sun protection. Where available, the vitamins and antioxidants we use are pharmaceutical grade and certified organic.

2 four-in-one

Our multitasking products Amazing Base® Loose Mineral Powder, PurePressed® Base Mineral Foundation, Glow Time® Full Coverage Mineral BB Cream and Dream Tint® Tinted Moisturiser provide four important functions in one: foundation, powder, concealer and broad spectrum sunscreen.

3 coverage

Because we use pure mineral pigment with no fillers such as talc, our foundations and concealers give exceptional coverage that requires minimal touch-ups.

4 non-comedogenic

Our foundations form a protective barrier on the skin that allows it to breathe and function normally. Laboratory tests confirm that all of our products are non-comedogenic and do not block pores.

5 sun protection

Six *jane iredale* products* have earned The Skin Cancer Foundation's Seal of Recommendation. To earn this seal, a manufacturer must provide scientific data showing that its products sufficiently and safely aid in the prevention of sun-induced damage to the skin.



- * • Amazing Base® Loose Mineral Powder SPF 20
- PurePressed® Base Mineral Foundation SPF 20
- Dream Tint® Tinted Moisturiser SPF 15
- Glow Time® Full Coverage Mineral BB Cream SPF 25
- LipDrink® Lip Balm SPF 15
- HandDrink™ Hand Cream SPF 15



6 adherence

Our minerals bind together upon application so they resist running, creasing and smearing. They can easily be removed with a cleanser or our Magic Mitt™ microfibre cloth, which requires only water for effective cleansing.

7 minimal allergy risk

Our products are safety tested, allergy tested, clinically tested and dermatologist tested to ensure avoidance of any ingredients that might be skin sensitisers.

8 calming

We make a conscious effort to include ingredients in our products that are calming and soothing because we believe that this can measurably contribute to skin health.

9 natural preservatives

Where preservatives are needed, we use a combination of natural preservatives, always excluding parabens and phenoxyethanol.

10 particle size

We have tested all of our minerals under laboratory conditions. Results show that there are no nano-size minerals in any of our products.

11 range of foundation shades

Our variety of foundation shades satisfies the needs of customers in more than 40 countries.

12 finishes

The interaction of high-quality minerals with light is what gives them their celebrated soft-focus effect. Our line includes a variety of foundations that offer a range of finishes from sheer to full, from luminescent to velvety.

The most **beautiful** cosmetic you can wear is a healthy skin.

Over 20 years ago *jane iredale* created a line of pure mineral powder makeup that nourishes and protects your skin while helping you look your best.

jane iredale mineral foundations provide four important functions in one: foundation, concealer, sunscreen* and active skin care benefits. If you're an ingredient label reader the way we are, you'll notice that our formulas are kept as natural as possible while making sure that they perform at the highest level.

The entire line has been through tests to confirm products are non-irritating and don't block pores. You can use *jane iredale* with confidence, even if you have the most sensitive skin.

We continue to develop innovative mineral cosmetic solutions for healthy skin that are designed to enhance your natural beauty and your life.

Quite simply - Beauty with Brilliance™.



*Aside from Liquid Minerals which does not include sunscreen.