

## The Musq Story

(in 2 words: **uncompromising quality**) the long version, read on!

Makeup has evolved and delighted us for centuries. It's a plaything that also helps raise our self esteem, a tool to create amazing effects on the stage and screen. The rituals and history of makeup reveal much about cultures, fashions and the lengths we will go to adorn ourselves.

Musq makeup was born from this attraction and fascination with makeup, but with a strong sense of perfectionism. Despite a huge range of fabulous colours in beautiful containers, there has still been a shortfall with the most important component- the ingredients! Using cheap fillers such as talc dilutes colour intensity so you have to use more. Many synthetic ingredients used in regular makeup give no benefit to the skin but are clogging, dehydrating, irritating and toxic! We cannot eliminate exposure to all toxins, but as makeup can be on our skin almost all day, wearing a totally healthy makeup is an very easy way to make a significant difference. A way to have your cake and eat it too!



Musq was initiated years ago by a discriminating and fashion savvy teenager. Aware of the effects of synthetic chemicals in makeup on the skin and long-term health, she was inspired to create a *totally healthy* safe makeup including active ingredients but without compromising on high fashion colours and the great packaging that consumers want. Market research confirmed there was indeed a 'gap in the market'. With her fashion stylist / beautician mother and expert formulators, Musq was born by combining the ancient use of mineral makeup with modern packaging and couture fashion trends.

**Musq's goal was to create a perfect fusion of couture runway glamour with healthy ingredients in a makeup line.**

Numerous experts were consulted, from Australia's top beauty therapists, to plastic surgeons and dermatologists ( who recommend mineral makeup) to pharmacologists. We sought only the highest quality ingredients - no compromises. (And these cost us more than what is inside the most expensive brands on the market!) Our all natural ingredients are safe and ideal to apply after salon peels and laser resurfacing!

To be the best makeup, Musq knew that it had to provide flawless coverage with concentrated ingredients. No fillers, just full on colour! Products needed to be multi-tasking, saving time, money and drawer space! It must present colours worthy of any nightclub event or fashion parade and at affordable prices.

A tall order to provide such a multi-tasking perfect makeup?

**Musq has done it! Musq delivers!**

Australia's first totally natural *fashion* makeup has now become also its largest mineral makeup range! The best mineral makeup you will ever use, little wonder Musq is already adored by a growing number of fans and seen on the best dressed faces from Chapel St to Hastings St. Be seduced...open the Musq jewel box!



## The Musq Name - Plant Derived

It is fitting to be inspired by something that possesses a range of natural and beautiful qualities. The name was based on the richly scented oil of musk seeds from Hibiscus Abelmoschus (also known as okra, musk mallow, rose mallow, and ambrette seeds) that is used in perfumery. The herbaceous plant can grow up to 2m tall, and its magnificent flowers can be up to 8cm. Its fruit containing the seeds can grow up to 20cm.

### Benefits

Its sweet scent is said to calm and relax, lift depression and thus balance the emotions. The seeds are also believed to have herbal medicinal uses. The musk scent and flavour are enjoyed in food by all ages, best known and loved in the timeless confectionary "Musk Sticks".

### Our Namesake

Musk is ideal as a namesake for our makeup line. It is distinctive, with a perfume sometimes sweet and light, sometimes heady and lingering, that can evoke memories and feelings, stimulate the senses, and has an association with the colour pink.

There's mineral makeup, and then there's Musq! All mineral makeup should be this perfect!