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Spring 2009

*The only mineral makeup used
at 2009 Rosemount Fashion
Week's official runway shows!*

Look for Musq in Biome's
Brisbane city and Paddington
stores.

Print and keep the ingredient checklist at the bottom of this newsletter when shopping.
New Website is in progress! And when launched, there will be online specials to celebrate!

New Products in –store now: **La Mav** is a new and **certified organic anti-aging** skincare range. Very potent, **Australian made, Choose Cruelty Free accredited** and the introductory special offered is fantastic. Spend \$100 on La Mav products – receive a free toner (rrp \$39.99) or \$150 – receive a free antioxidant skin booster (rrp: \$79.99) New brand **Lapurete** uses the Okuru plant which provides a Botox like effect. Melbourne's Monash University conducted independent clinical trials of Okuru (as they were sceptical) which showed the appearance of wrinkles were reduced by an average of 27% after a month. They are offering a special starter set which saves \$59.90 on buying products separately.

Lily Loves Pearl now offers an exfoliant and serum in striking new orange packaging. The serum has had beauty editors cooing over its skin toning and firming benefits. **Gaia For Men** shave gels and starter kits have arrived – a perfect way to get the boys introduced to natural skincare. Also in are room diffusers and more **MOR teacup candles** – perfect for gifts or creating a relaxing atmosphere at home.

And on the way.... Pompadour's hand made soy candles and soaps beautifully wrapped for gift giving. The 100% cotton wicks are lead free and the textured glass vessels are hand crafted.!



90% of the brands we retail are Australian AND Choose Cruelty Free / PETA approved. Most can be posted!

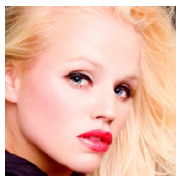
The Melbourne Organic Expo was smaller this year, but it was wonderful to see that there are increasingly more products promoting a healthier and greener lifestyle with all the convenience our busy lives demand.

Businesses have strict criteria to meet regarding their eligibility to exhibit, and yet incredibly there were many cosmetic brands slipping through the system offering products laced with talc, parabens, propylene glycol, artificial colours etc. (a reminder we need to read labels even at an organic expo!) Thankfully there were many exhibitors offering products with ingredient lists to be proud of, and some were new Aussie entrepreneurs launching their lines during this recession!

Spring Salon Specials – with every purchase all customers will go into the draw to win a sensational prize, and customers having a facial will receive 2 entries doubling their chances. Drawn at the end of November, the lucky winner will receive a hamper of goodies PLUS a medi – peel or power facial that will see their skin looking radiant, polished and glowing in time for the festive season.

You could spend as little as \$6 to be entered and win!

Flash Facials! Dates and details will be available soon for this 2 day special – drawing on products across all 9 skincare brands stocked you can have a "Flash Facial" and for just \$19 fully redeemable with a purchase of skincare!



Fashion Forecast For Faces: For Spring and Summer the two most prominent themes will be pattern and colour – super bright colour! And after dreary Winter days, even a small splash of colour is very uplifting. This doesn't mean we should plaster our whole eyelid with electric blue or fluoro green, but a monochromatic face won't look right either.

A slighter brighter lippy or gloss may be all that's needed to echo the strength of the shade we're wearing. Or try dusting a tiny amount of a brighter eyeshadow just along the upper lashes, blending out well into the main base colour on the lid so that there is a hint of the brighter shade. Using earrings that introduce colour near the face is great for those who do not want to emphasise specific features or prefer a more subtle look. Zoya's formaldehyde free nail polishes in strong or bright colour can complete the look at under \$20.

And for the confident there are some stunning colours which when used more liberally or wet will look sensational and vibrant. Bright purple, tangerine, fuchsia pink and other bright shades feature across Musq's palette which can be seen online.

You can keep up with fashion without replacing your wardrobe – everyone has something bright in the cupboard, and a new lippy or eyeshadow is much cheaper than a new shirt or dress!

Sensational Stone Crop Solutions!

Stone Crop is an amazing ingredient that offers so many benefits to all skin types. This hardy and resilient plant is frequently used as a ground cover, and has been used since ancient times for its intense hydrating and soothing properties.

Yet it seems this is an ingredient that relatively few people know about. At Musq we are big fans of Stone Crop, and so are our clients using it!



Its anti-inflammatory and regenerative prowess gives fast acting relief to stressed and irritated skin – perfect for calming sensitive skin (including acne and rosacea) on rashes, after peels or IPL. High in antioxidants and bioflavonoids, it is also very moisturizing, toning and offers a skin lightening effect, helpful on skin prone to pigmentation. It is one of the first things we reach for when the skin is itchy, dry or eczema prone. Something for everyone really!

Sunscreen Options that will not irritate your skin....

Many customers remark that when they have applied sunscreen or moisturiser with sunscreen to their face they break out, get a rash or hate the feel. This is typical when the sunscreen ingredients are synthetic ones, as they block and irritate. Even more troubling is that they work just under the surface of the skin, where they absorb the sun's rays, but still allow a degree of penetration. Needing reapplying over the course of a day outdoors, you use up the product more quickly while further 'feeding' the rash or acne.

Natural mineral sunscreens however create a barrier on top of your skin, not allowing any sun penetration. Instead of blocking and irritating the skin, Zinc Oxide is soothing and anti-inflammatory. Both Zinc and Titanium Dioxide do not block the skin. Once applied, they continue to block the sun until actually removed, by rubbing or cleaning. Check though if other ingredients are added they do not include any of the nasties below.

Musq's Ingredient Checklist.

What you don't want on your skin!

Bismuth Oxychloride
Talc
Carmine
nylon-12
Synthetic colours (FD&C or D&C followed by a number)
Parabens - Ethyl, Methyl, Butyl and Propylparaben.
Propylene Glycol
Imid Urea, Diaz Urea
Polybutylene
Petroleum by-products eg: Mineral Oil, paraffin
Sodium Laurel Sulphate and Sodium Laureth Sulfate



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Coming soon, Musq will have 2 exciting launches.....

We will reveal our new website. Offering more, and even easier to navigate, it will still be an information portal as well as an online shop. You'll love the new look!

New packaging for one of your favourite products that looks so gorgeous you'll want to keep even when it's empty!

Driving recently through a 1km long shopping strip in the heart of an affluent area, 5 shops had closed down and were empty! The News features the closures of large businesses and factories, but not all the small owner operated business and shops that have suffered within the downturn of the economy.

Please remember to support the small independently owned strip shops whenever possible and to buy mainly local brands. We need to keep our friends and relatives employed! The cost of buying imported brands is worse during a recession when jobs are all the more precious.

Musq has a policy of having 90% of brands stocked being Australian owned.