

COSMETICS

CHOOSING BEAUTY TO BELIEVE IN

GO NATURAL
goes glamorous

get your glow on with
MINERAL MAKEUP

BE GOOD TO YOUR **WHOLE
BODY**

MAKE

to beauty that's more than skin deep

WHY? top 5 reasons

① **YOU CARE...** about what you put on your plate. The next step is to care about what you put on your face.

② **WHAT GOES ON GOES IN.** What you apply to your skin gets absorbed into your skin. Natural cosmetics are less likely to cause skin reactions.

③ **BAD NEWS AND GOOD NEWS.** Cosmetics do not have to be approved for safety by the FDA. At Whole Foods Market, we review safety data and have strict Quality Standards.

④ **TO GET THE REAL THING.** Natural brands are made with significantly fewer synthetic ingredients and a higher percentage of active botanical ingredients and color from plants and minerals.

⑤ **BEAUTIFUL RESULTS.** They work as good or better than department store brands. You'll get the look you want while promoting healthy skin.

HOW? top 5 reasons

① **TRUST YOUR SOURCE.** At Whole Foods Market, our natural beauty products are never tested on animals and are made without harsh chemicals.

② **UNDERSTAND THE LABELS.** "Hypoallergenic" or "fragrance-free" does not mean natural.

③ **LOOK BEYOND "NATURAL" OR "ORGANIC."** The back of the label is where you will find the most accurate information about ingredients.

④ **FOLLOW THE INSTRUCTIONS.** For mineral makeup, remember the saying "a little goes a long way." Some natural cosmetics require slightly different application techniques.

⑤ **HAVE FUN...** exploring all the makeup options available in our stores. Try the testers, ask questions, choose your favorites. Then go home and smile at yourself in the mirror. You made another smart choice.

A great place to start is lip balm! Give your lips shine and nourishment without the drying effects of petroleum.

