

## Natural? Mineral? Organic? Confused? We're not surprised!

Is your mineral makeup organic?

Mineral makeup MAY be organic if some organic ingredients are added, but our minerals are mined and not derived from plants. It is not about being inferior or superior, just different. Plant derived minerals are organic, and only plants can transform an inorganic mineral into its organic form.

Musq's loose powder products are comprised only of minerals. The advantage is that without any organic matter added they contain nothing that will go off nor harbour bacteria. Products like lipstick and mascara of course must have other non-mineral ingredients to make them moist, and the ingredients used for this purpose are organic, 100% natural AND vegan. This means that every Musq makeup product is free from artificial AND animal derived ingredients. Only 100% natural ingredients are fully bio-degradable, so an ingredient being vegan is not enough!

Our blend of minerals is superior that what is routinely used in mineral makeup for several reasons.

1. We do not use passive or counterproductive minerals (Talc, magnesium stearate and bismuth oxychloride fall into this group) These do not enhance the cosmetic's effectiveness but are used because they are cheap fillers resulting in you using up the product far more quickly. Worse, some of these have poor adhesion to the skin so you have to keep re-applying, and they block and irritate the skin.
2. Our minerals are not a 'taken gesture' tiny amount within otherwise standard makeup ingredients. They are high up in the ingredient list, comprising the major ingredient category within the product. This means you are receiving a significant amount of minerals per application. It is only then you are able to truly reap the rewards, from the SPF to the soothing anti-inflammatory benefits.

When brands claim 90% or 95% "pure minerals" this phrase can create a sense of false security. The minerals may be pure, but what about the other ingredients? You must also check what is in the balance of the ingredients as the remaining 5 or 10% of ingredients may be synthetic, or natural but problematic ingredients. Such phrasing could in fact be read to mean that of the minerals used, which may be a tiny ineffectual amount, they are not 100% pure. We never cease to be amazed by pledges of truth in marketing and labelling only to find that there are some dodgy ingredients in some brands' products!

Are natural and mineral makeups the same thing?

No. A makeup may be completely natural but have no mineral content. Its ingredients may be derived from a blend of organics, such as flowers, herbs, corn or rice flour. While these may be safe, they will lack the attributes that come from having quality minerals added. For example, a powder eyeshadow comprised of organic matter, compared with a mineral-only one, will have a significantly shorter shelf-life and not provide the SPF.

Some 'natural' makeup may not be wholly natural at all – they may be just highlighting their natural ingredients. So you must still check the ingredient list. Also be careful to look for any nut and animal derived ingredients if these are an issue for you. Natural does not mean allergy free!

What about all the certifications and logos?

Logos and certifications can be sometimes misleading because a company has mistakenly used them without being actually authorised to do so. They should only be used following auditing and accreditation so checking the certifying body's site is the only way to be sure. We have also seen brands create similar logos to official ones to create a sense of security. And some 'certifications' are nothing more than one created by the brand itself! Unfortunately, we've seen it all!

That some certifications are only appropriate to certain categories of cosmetics is important to understand also. For example it is appropriate for a totally natural but non-mineral cosmetic brand to be accredited as Certified Organic, but for a mineral brand like Musq where the bulk of our products are top-heavy in minerals, such a certification is moot and not having such a certification is not an issue. Simply by reading the ingredient list vegans can assess if a product is vegan, whether accredited or not. Some accreditations are quite expensive and not worthwhile given a few seconds' reading will satisfy customers' different requirements. On the other hand, some certifications are free (providing the brand is compliant) and are definitely worth taking note of, such as that of Choose Cruelty free. Having a C.C.F. bunny logo indicates sponsorship, so to see the full list of accredited companies you need to hop to the C.C.F. website.

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