

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, helps raise our self esteem, and 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 was born from this attraction and fascination with makeup, but with a strong sense of perfectionism for its formulation and effects. Makeup is widely available in beautiful containers, almost providing us with objects of art, but there was a short-fall with the most important component- the ingredients!

The inability to use most cosmetics and frustration with 'greenwashed' skincare and mineral enhanced brands, led Musq's founders in 2005 to combine a variety of passions and skills to research and develop Australia's first professional quality, high fashion 100% natural cosmetics range.

Their aim was to create a fusion of high fashion runway effects from totally healthy and environmentally friendly ingredients. Not just safe but also active ingredients in order to provide an extension of skincare.

Putting quality before profits Musq was launched by a creative mother / daughter duo driven to provide education as well as products. Drawing on formal beauty training, creativity, strong ties to the fashion industry and years of teaching on good health practices and preserving our environment Musq sought only the safest and highest quality ingredients. (And these ingredients cost us more than what is inside the most expensive brands on the market!) Smaller but more expensive production runs would be needed to maintain optimum freshness.

To provide the best results with flawless lasting coverage for all skin conditions, Musq required blends of concentrated active, soothing and protective ingredients. Products needed to be multi-tasking, saving time, money and drawer space! The fashion colour palette needed to be in gorgeous packaging at affordable prices and cater to the multicultural face of Australia.

In 2007 Musq offered its range more broadly via its own online store. A few months later, it opened the first Australian mineral concept store with other luxury organics plus a skin clinic now renowned for its amazing results. Selected stockists and makeup artists around Australia are now able to carry the brand. Still unrivalled, Musq has remained a boutique brand known for superior quality in a market now flooded with cheap, diluted and mass-produced mineral-enhanced brands.

We are owned and run by qualified beauty experts, not simply pick-and-pack people. Our staff include beauty therapists and makeup artists, and we have chosen the other brands stocked carefully.

Our online store offers Australia's best natural and organic cosmetics, mineral makeup, haircare and body care. Our affiliation with these brands extends beyond simply selling their products; many of the owners and staff use Musq mineral makeup. We only stock brands that are the best in their class, 100% natural and potent – high in active ingredients and no fillers. Most have the additional benefits from being Australian owned and made, Certified Organic, Certified Vegan, accredited as being Choose Cruelty Free approved, carbon neutral, endorsed by Planet Ark. Unlike many online cosmetic sellers we are authorised to sell these brands.

With regular competitions and specials, seasonal newsletter, free postage on orders over \$130, a daily dispatch system etc you can get more than just fantastic cosmetics by being a Musq customer and fan on Facebook.

