



Newsletter Edition 1 2011

Focus: Ingredients

Welcome to our newest stockist, Urban Sense in Melbourne's Northcote. It specializes in naturopathy, natural cosmetics and potent facial treatments that give fast visible results!

Musq has moved from Maling Rd, but it doesn't mean that those of you in Melbourne will be without. Our lovely stockists who are listed on our website will be delighted to meet and assist you. Each has their own specialities, and we encourage you to get your Musq goodies from them. Yes, our webstore is always open but if there's a stockist near you there is the opportunity to see products directly, try new things and get some great tips from the beauty therapist or naturopath.

The devastating floods, cyclone and bushfires mean it is more important than ever to support local manufacture and Australian owned business. Some of our re-sellers have found over the prolonged economic state it impossible to sustain their beauty business. So please support our stockists, all individually owned small businesses, and Australian made brands.

New product special Just released are 3 new Highbeam Lipgloss shades in handy tubes to give an instinct lick of colour and shine. Perfect to co-ordinate with Autumn fashion hues in popular lipstick shades of Tanzanite, Garnet Glow and Pink Sapphire. These are \$38 each or for a limited time all three for \$99 at participating stockists

For those online customers spending \$150+ during March and April you'll be entered into the draw for the chance to win the trio of Liptubes.

The Benefits of Moroccan Argan Oil....

Our trial team loves it, and are sure you will too! The Argan Tree, a native tree in Morocco, bears fruit that is quite rare. It is one of the world's richest sources of antioxidants and this translates into anti-aging properties for the skin, and benefits for hair and nails.

Argan Oil is loaded with nutrients such as Vitamin A, Vitamin E, Carotenes, Phenols and Vitamin F (Omega 3 and 6) fatty acids. It also provides some natural UV protection. Being so potent only a little is needed.

Moroccan Oil serums are typically marketed as a hair product and are blended with synthetics that are unhealthy and counterproductive in the long term. EverEscent's only uses the highest quality Certified Organic Argan Oil that is then blended with their selection of natural super oils (such as Sweet Almond, Jojoba & Castor) to create the first 100% natural Moroccan Oil! Using just a few drops, it can be used to help protect against heat drying, smooth frizzes and fly-aways, add shine, enhance colour and as an intense treatment.

A drop or two can also be applied with foot / hand cream or night moisturiser as a booster. At just \$39.95 this versatile product can be of benefit literally from your head to your toes! Everescent's is an Australian brand, based in Queensland.

Discontinued Products

Don't you hate it when your favourite product, be it a food or cosmetic item is discontinued? Unfortunately though culls must be made to introduce new items and remove items that don't 'pull their weight' within a range. As it can force us to try something new, we discover new favourites, and don't get bored!

"Let's Google it..." The internet is a wonderful source of information, and misinformation! Anyone can create a webpage or site, make it look slick and official and then type away! Just as with school projects, check several sources. We recently read an "expert's" view that nano-particles are "just" smaller particles...they certainly are not!



Sharon Blackman at her store Pure Health Bayview Centre Claremont Perth

- Owned & run by Naturopath, all staff are training in Naturopathy
- Highest quality concentrated supplements
- Vegan and gluten free products
- Organic /synthetic free skin care and cosmetics, including Musq
- Environmentally friendly household products
- Focused on customer service and attention to detail.

Lucky Perth! The opening of Pure Health in Claremont combines Sharon's commitment to fitness, beauty and health with a conscience with her expertise in Naturopathy. This stunning new concept store stocks only truly natural potent products (no green washed brands!) within a fresh, fun and chic environment.

The friendly and knowledgeable staff can assist you in choosing highly effective products whether skincare, makeup or supplements. Stocking many brands we at Musq just love, including gift offerings, this is a 'must visit' store.
Shop G4 Bayview Centre, Claremont

Benzoyl peroxide – an active acne fighting ally or a skin enemy?

This ingredient definitely has both pro's and cons. Do we recommend it? No, because all the benefits are available (without the trade-offs) by using other ingredients! Here is a snap shot of what you need to know.

Used in many acne products it IS effective at drying and exfoliating skin and killing bacteria. Application needs to be confined to specific spots and in tiny amounts as by irritating and drying surrounding skin it encourages oil glands to then overcompensate thus causing rebound acne. It should not be used during the day as by thinning skin and making it more vulnerable, the sun's UV rays are far more damaging. This translates into both premature aging and skin cancer!

- As it dries the skin it can cause excessive flaking, irritation and even blistering which can then lead to scarring. Very careful application and short term use is therefore required.
- A strong bleach, so you must not get it onto your eyebrows, towels or clothes.
- Causes increased skin redness and can exacerbate rosacea.
- Strips the top layer of the skin, making you more susceptible to sun damage and skin cancer.
- Stripping the skin increases its likelihood of increased sensitivity to other ingredients or environmental allergens.

She's Got The Look...and if you do too, you could win!

Have you noticed our "Get the Look" page on our website? It will be updated from time to time to show various colours and makeup techniques for different occasions. Along with the very different complexions and hair colours of our Musq models, you can see how shades really look on the skin and how naturally beautiful the faces are – not looking plastered or plastic.

No photo-library purchased shots of models wearing some other brand, these are Musq customers with makeup looks you can easily replicate at home.

If YOU have makeup tips you want to share we will publish the best one each month and send you a free Musq product to say thankyou! Just email us a photo of your Musq products used, another of yourself wearing them along with a short explanation of what you did and all your contact details.

Titanium Dioxide – say no to nano's!

This bright white mineral is used for its pigment, sunscreen prowess and as a thickener. Being light refractive, it gives radiance to skin and minimizes flaws while giving you effective UV protection. Not simply a filler like talc or magnesium stearate, it has properties that make it useful! Its safety is such that it's used to enhance the whiteness of foods and toothpastes.

Many safe ingredients become unsafe or questionable in nano size as their behavior can change markedly, or it's just not yet understood. This raises health concerns. Titanium is sometimes used in nano size by other brands, mainly skincare or sunscreens but nano's have no place in Musq makeup which stays put perfectly, not sinking into the skin! Why would we want this great ingredient in nano size anyway when it does a perfect job in its regular 'dinosaur' size? Read more about why safe ingredients become a problem in nano-size and why we don't use nano's:

<http://www.tga.gov.au/npmeds/sunscreen-zotd.htm>