

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!

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

The aim was to create a fusion of high fashion runway effects from totally healthy and environmentally friendly ingredients. Not just safe but 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 multi-cultural face of Australia.

A tall order? Musq delivered, and then in 2007 offered its range more broadly via an online store. A few months later, it opened the first Australian mineral concept store with other luxury organics and 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 based on superior quality compared with the cheap, diluted and mass-produced copies.

haute couture: the French term for high fashion. Exclusive, trend setting, custom fit and in a standard that is from the finest quality materials.

Musq conveys the Australian essence of haute couture.

