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2010

**The only mineral makeup used at 2009 Rosemount Fashion Week's official runway shows!**

Look for Musq in **La Belle** (Albion Park) **Belagio**, (Brook Street Plaza, Muswellbrook) **Rouge Beauty** (Dubbo) and **Utopia Day Spa** (Orange) N.S.W.

**Online Customer Specials** – if you haven't seen them, be quick! While there were many to kick off the new year, there are fewer now available. New specials do get loaded, but some last only for a week, so check in often. If you've been following us on **Twitter** you'd see a new great salon special....follow us on Twitter and don't miss out.

We're proud to announce that Musq won an award in the Annual Natural Beauty Awards for our Blusher! Given the vast number of brands within the 'natural' category selling within Australia this is a huge thumbs-up for the quality and undiluted concentration Musq offers (as well as the great shades!) All the awards appear in this annual Nature and Health's Healthy Living Guide and which is now on sale.

**More New Products:** ....A new **Soul Bella** lip balm shade exclusive to Musq is "Bella Musq". This is unscented and with a hint of pink, a la our logo. Customer feedback for this all natural lip brand has been fabulous; great staying power and improved lip condition. Made in Melbourne, and available online or in the salon.

In 3 choices of limited edition packaging is **Musq's own rich Peony Rose body butter**. A cocktail of exotic oils and butters bursting with antioxidants and hydrating properties it spreads beautifully and leaves no heavy sticky feeling. (100g & vegan) Just \$29



**Eminence's new Raspberry Pore Refining masque and serum** are on the shelf and available in treatments. We've tried these of course, and are excited to now be able to offer them to you too. Delicious scent, great results! Pore, pore, go away.....

The ultimate foundation is also a great accessory! When finished, remove the internal disc, wash the compact and then use to store earrings or trinkets! Or keep in your handbag for the handy mirror, hair ties etc.



**Trend Alert...** get out your jewels, jewel colours that is! Creating a warm rich palette for cooler days, rather than the usual toned down dark shades is uplifting and flattering for all. Think emerald green, ruby red, royal purple, and azure blue. Use jewel tones on eyes, lips and nails, especially if not brave enough to wear them in solid colour in clothing.

If you missed the **La Mav express facial** super special in Feb, don't despair. Spend \$100 on La Mav products in March or April – and we will give you a free La Mav express facial if you mention this newsletter offer.

**Tell us** the topics that interest you most for including in future Newsletters. Email us at [info@musq.com.au](mailto:info@musq.com.au)

### **Cleaning Without Carnage.....**

**Cleansing** our skin seems such a basic thing that it shouldn't need 'over thinking'. And while there's an incredible array of cleansers on the market, most of them do more harm than good.

Sodium Laurel Sulphate is the main offender. Creating rapid foaming and able to quickly cut through greasiness it's used in industrial cleaners and can strip through skin's acid mantle with ease! It is known to be highly irritating, and why many shampoos create itchy and flaky scalps. SLS quickly inflames acne and rosacea yet is still found in most 'sensitive' skin cleansers! Other safe ingredients can create ample foaming so it just isn't necessary.

**Check** your cleanser, shampoo, body wash, baby wash etc do not list either Sodium Laurel Sulphate or Sodium Laureth Sulphate. (Usually early in an ingredient list) If it does, chances are it will contain many other nasties too!

**Double Cleanse** if you're wearing makeup. Many cleansers that are effective for general washing are not so at removing makeup. Use a clean damp wipe to test for any residue, and if so, use this cleanser for morning only!

**Oily / acne skins shouldn't** be rubbed too vigorously as this over-stimulates skin to produce more oil, and can spread inflammation. Use warm water, rather than hot or cold.

**Use** a milk or gel based cleanser for your skin type without exfoliating grains added. Well intended, but these grind the dirt, oil and makeup in. Exfoliating should be done after all the debris has been washed away.

**Source** We sell over a dozen very different cleansers across 9 brands! So all skin types, genders and budgets are catered for.

The days may not be as hot, but don't forget your sunscreen, your number one anti-aging product. Yes, we're always providing reminders about sunscreen, but it is one of your best investments in skin condition and health. It is the best defence in minimising risk of skin texture damage and melanoma. Natural sunscreens like Aspect's Envirostat leave skin feeling comfortable rather than sticky, and by protecting on the surface of the skin rather than just under it, do not allow any UV penetration. Plus, it's a great moisturiser!

Tip: UV rays on scratches, wounds, squeezed pimples etc will almost certainly cause or worsen scarring. To minimize a scar keep the area covered using a little tape, and if no longer an open wound, a little Musq mineral makeup.

Tip: use only sunscreens that use zinc or titanium dioxide which sit on top of the skin to offer full dermal protection. Synthetic sunscreens work just under the dermal layer allowing a small degree of penetration through the skin. A synthetic sunscreen also needs frequent reapplying.

### PURPLE REIGNS SUPREME!



Purple isn't just one of the hottest jewel tones in fashion; it signals that the fruit or vegetable in front of you is loaded with goodness. The variety of purple foods is broad and flavorsome, from fibre rich leafy veggies and herbs, eggplants, blackberries, raisins, plums, figs, peppers, beetroot, cabbage and even carrots! (Purple lollies don't count!)

High in antioxidants and flavonoids, which boast a variety of benefits including cancer prevention, memory improvement and are beneficial to the cardiovascular system lowering your risk of heart disease.

### D.I.Y. DEBATE

Some current affairs shows have been repeatedly encouraging viewers to pool money to buy specialist beauty equipment over the internet to save money on beauty treatments. Normally such equipment is only sold to bonafide beauty businesses to ensure that it is qualified people using it. That a medical grade IPL or electrolysis machine can be bought on EBay or a website does not make it a good idea. We've all seen on these same current affairs shows over the years the perils of such machines in the hands of untrained people. Burns, scars, infections....

Promoted last week was a new medical grade IPL machine for home hair removal! When we checked its website about its supposed safety settings, it showed just a few quick taps on the screen would start it. Easier than a computer for a child to turn on and activate! No training or first aid course required!

The Health Department monitors salons and clinics for hygiene and safety. Laser technician courses are run for a reason. Some D.I.Y. treatments like nail trimming and polishing need no formal study, but others are fraught with risk. Don't get burned, literally!

**Website Feedback** – thankyou everyone for your feedback over the new website's look and usability. It is great to have you as excited as us! It will continue to evolve with content and products, and retain its focus on being an information rich portal as compared with just an e-commerce web store.

Print off this ingredient checklist and keep in your handbag when shopping!

### Musq's Ingredient Checklist.

#### What you don't want on your skin!

Bismuth Oxychloride  
Talc  
Carmine  
nylon-12  
Synthetic colours (FD&C or D&C followed by a number)  
Parabens - Ethyl, Methyl, Butyl and Propylparaben.  
Propylene Glycol  
Imid Urea, Diaz Urea  
Polybutylene  
Petroleum by-products eg: Mineral Oil, paraffin  
Sodium Laurel Sulphate and Sodium Laureth Sulfate



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*With the economy affecting us all, Musq has dedicated itself to doing its part in supporting the Australian natural beauty industry.*

*90% of the brands we retail are Australian AND Choose Cruelty Free / PETA approved. (and most can be posted, so just ask!)*

*Please support other Australian owned small businesses and your local traders to ensure their longevity!*

