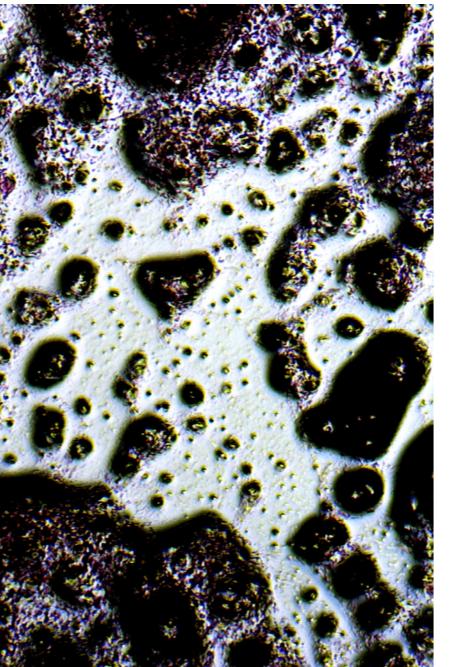


Dazzle Shadow Extreme



Because Iron oxide is
sexier than you think.



Iron Oxide seen
under a microscope

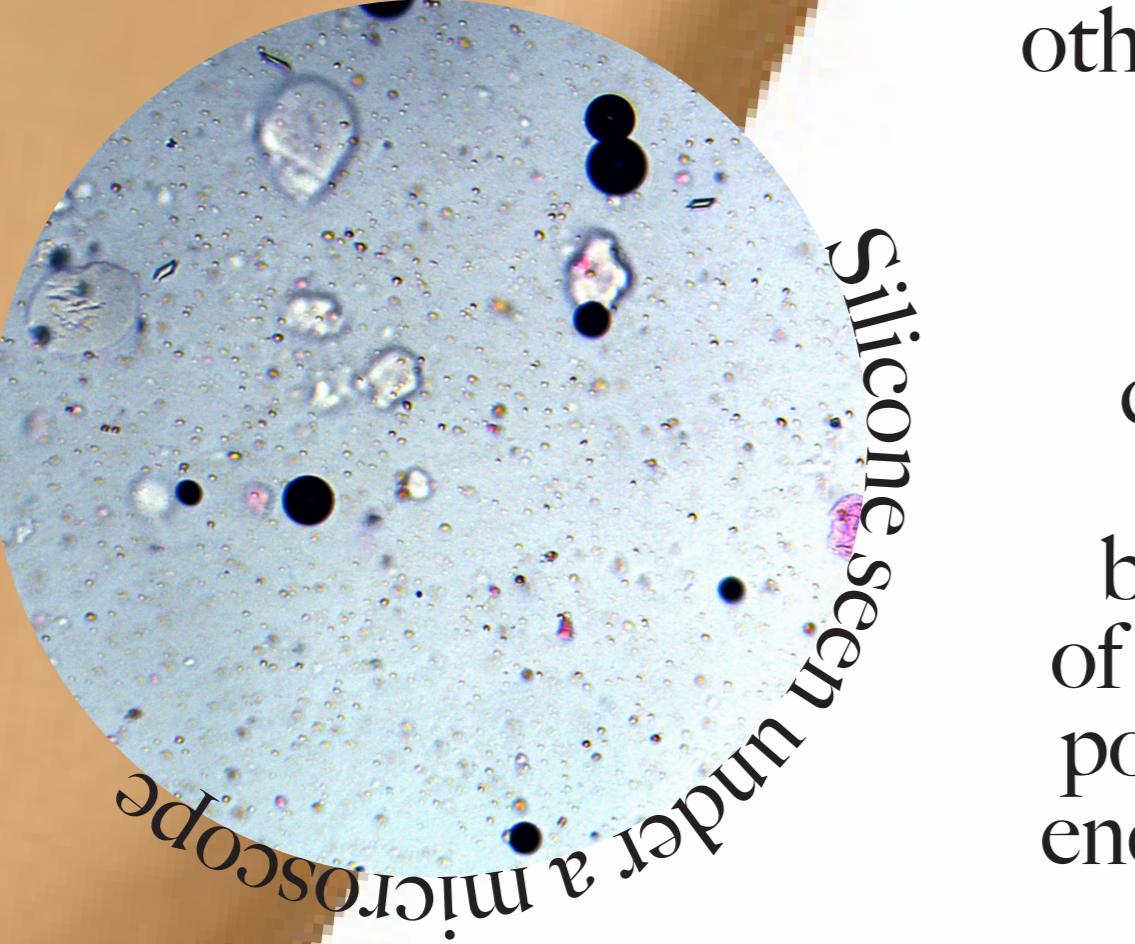
Iron oxides are found in a wide array of cosmetic products from eye shadow to talcum powder — even products that are marketed as natural or organic. That's because they're safe, although the iron oxide in cosmetics is

made synthetically. Iron oxides are made in a lab for safety reasons since naturally produced varieties often contain impurities. Oxides formed in a natural, uncontrolled setting are often contaminated with heavy metals.

True several chemical processes the Iron oxide is created, even though it's not as bad as natural Iron oxide it is still very toxic to our bodies and can create infections on the skin and around the eyes.



Feel it real good..



Silicones give products a silky, spreadable, luxurious texture. They fill in crevices to make skin look and feel smoother—which makes you think the product is “working,” even though it’s only a temporary, surface effect. Like plastic wrap, silicones form a barrier on top of your skin.

That barrier can lock in moisture, yes, but it can also trap dirt, sweat, bacteria, sebum, dead skin cells and other debris along with it! Prolonged exposure to oil, dead skin and bacteria underneath the semi-occlusive seal of silicones can lead to increased breakouts. Just like mineral oils, silicone is bad for our environment, because of their origin (petroleum) and their poor degradability. All this rubbish ends up in our environment through the shower drain.

Meet our All-In-One Concealer, Silicone never felt that good



Oh go ahead!
You know you
would love to
try it. You taste
it's good
quality plastic.



Smell it, taste it, eat it
Comes in 12 different nude shades, and 12 different bursting flavours

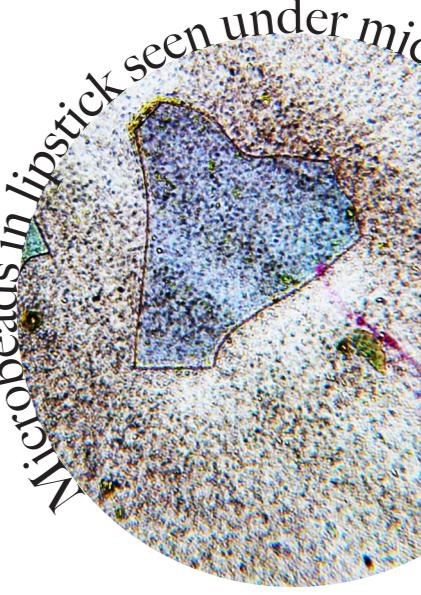
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Smell it, taste it, eat it

Microbeads are a kind of microplastic with specific function for scrubbing or exfoliating. In cosmetics, “microplastic” refers to all types of tiny plastic particles (smaller than 5mm) that are intentionally added to cosmetics and personal care products. They are often used as emulsifying agents or just as cheap fillers.

These microplastics, hardly visible to the naked eye, flow

Source: Plastic Soup



Microparticles are not biodegradable and once they enter the environment, they are almost impossible to remove. It becomes an endless circle

Sea animals absorb or eat microplastics; these particles can then be passed along true our appetite. Us humans ingest the plastic and well..

You won't believe your eyes with the New Aluminium Greatlash

Thick

Just one stroke and thin lashes look thick. The Special aluminium builder-brush singles out every lash. Even finds lashes you didn't know you had!



Thicker

Brush again, and see the difference! Thicker, even more beautiful lashes. Great-Lash Mascara is so smooth and creamy, it's really easy



Thickest

Complete transformation. the Thickest lashes ever. And they're yours! If you don't believe the difference, see it with your own eyes.



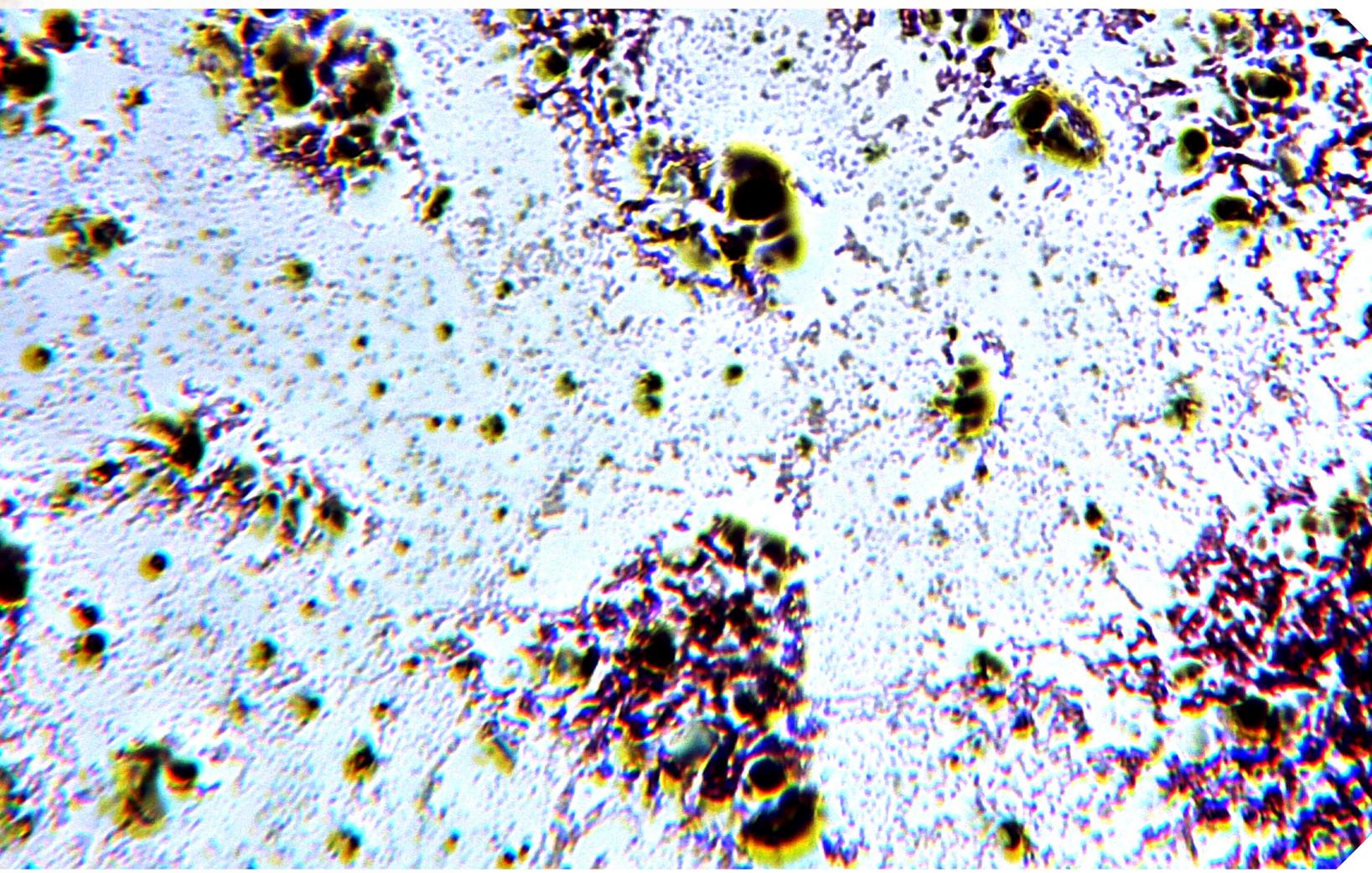
Scientist claim that the ingestion of aluminum powder can result in the formation of Alzheimer's disease over time due to a build up of the element in our bodies. There is evidence that aluminum powder can lead to organ-system toxicity. It also may disrupt hormone balance. It is even being linked to neuro-toxicity over time, since it can accumulate within the body.

Something most of us are not aware of is the fact that a large amount of the products we come into contact with on a daily basis may contain small amounts of aluminum. This includes food products, drinks and most of the personal care products we use such as deodorants, shampoos, conditioners and especially cosmetics. The average human consumes around 7-9 mg of aluminum a day.



They feel
smooth as
butter
&
Pure Mica
great Shine
lipgloss

Shine bright like a Mineral



Mica in Lipstick shown under a microscope

Mica is one of the most important mineral ingredients in cosmetics, used widely to add shimmer and sparkle. Basically if a product has a shimmer effect, it's almost definitely mica. It is also popular in skincare products designed to create a glow effect, particularly those marketed as brightening or illuminating. Outside of the beauty industry, ground mica is also used occasionally in toothpaste, in car paint and in plastics. Mica itself is an organic mineral and does no harm to our bodies. It does harm our world. Mica comes from Mica mines found in Madagascar and India. Since mica is very hard to find and hides in small tunnels in the mines. It is up to children every to collect the mica. These children aged 5-9 are risking their lives everyday a do not have any form of protection going into these mines. 90% procent of this found mica is exported to China, 80 procent of that ends up in cosmetics Made in China. The rest is used for wires, cables, appliances, and in the car industry. All these companies are using children doing there dirty work, even the cosmetic companies saying they are vegan and cruelty free.