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***jane iredale* – THE SKIN CARE MAKEUP® Supports Living Beyond Breast Cancer
New PureMoist LipColour Developed for the Organization**

Great Barrington, MA (May 2009) – Iredale Mineral Cosmetics, manufacturer of *jane iredale* – THE SKIN CARE MAKEUP®, is pleased to announce it will continue its partnership with **Living Beyond Breast Cancer** (LBBC). LBBC is a non-profit organization dedicated to educating and improving the lives of women living with breast cancer and was selected because of the parallel mission both groups strive to achieve; enhancing the lives of women. *jane iredale* has developed a new lipstick shade specifically to support this important cause. **Christina PureMoist LipColour™** is a universally flattering pink shade, packaged in a bright pink tube and named in honor of actress and breast cancer survivor, Christina Applegate. With each lipstick sold, Iredale Mineral Cosmetics will donate \$2 to LBBC with a minimum donation of \$25,000 in 2009.

In addition, *jane iredale* will also be bringing back last year's top-selling **In The Pink PureGloss for Lips**, a translucent, shimmering pink shade perfect for everyday wear. LBBC will also receive \$2 from the sale of each **In The Pink**. The combination of the lipstick and gloss is ideal, as both colors complement one another; your lips look fabulous, while raising awareness for a great cause.

"Coming off of last year's success with **In The Pink**, I am proud to continue to support an organization like Living Beyond Breast Cancer," says Jane Iredale, founder and president of Iredale Mineral Cosmetics. "It has always been my mission to provide women with a line of cosmetics that make them feel beautiful and enhance their health. Working together, we can give all women living with breast cancer hope and a bright future."

jane iredale – THE SKIN CARE MAKEUP® was the first full makeup line on the market to offer not just color enhancement, but also important benefits to the skin through its highly-sophisticated blend of minerals. In fact, Jane Iredale believes the most beautiful cosmetic you can wear is a healthy skin. With this strong conviction in maintaining a healthy lifestyle, Jane made it her priority to partner with LBBC whose goal is to improve the quality of women's lives as they overcome this devastating and life altering disease.

Christina PureMoist LipColour and **In The Pink PureGloss for Lips** retail for \$19 each. Both items are available beginning for a limited time only. For further information on Breast Cancer and LBBC please visit <http://www.lbbs.org/>.

jane iredale – THE SKIN CARE MAKEUP® is a comprehensive line of mineral cosmetics that provides products with the utmost integrity and the ability to enhance the lives of women through its effectiveness, simplicity and beauty. Founder and president, Jane Iredale has worked with world-renowned plastic surgeons and dermatologists in the development of her line because she believes makeup should be as good for the skin as it is aesthetically pleasing. The extensive product line is carried in fine spas, cosmetic apothecaries, www.janeiredaledirect.com and retail locations worldwide. Consumers may call toll free for a *jane iredale* location nearest them at 800-762-1132.

Living Beyond Breast Cancer, founded in 1991, is a national nonprofit organization dedicated to empowering all women affected by breast cancer to live as long as possible with the best quality of life. Programs and services include: an educational website, lbbs.org; the toll-free Survivors' Helpline at (888) 753-LBBC (5222); national conferences; free teleconferences; networking programs; quarterly newsletters; publications for medically underserved women; healthcare-provider trainings; recordings; and the Paula A. Seidman Library and Resource Center.

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Introducing jane iredale's Fall 2009 Collection

~ Silver Lining ~

Even the stormiest clouds have a silver lining. This fall, see through the haze to your silver lining with the new collection from *jane iredale* – THE SKIN CARE MAKEUP®. The mysterious and romantic hues of steel grays, deep blues and copper metallics make this collection a standout.

New! **Silver Lining** PurePressed Triple Eye Shadow – Line Extension (\$27)

Silver Lining is a stunning addition to the collection with three rich, harmonized shades - a twilight grey, glistening silver and shimmering charcoal. The intense pigment provides long-lasting wear and a smoldering stare.

New! **Silver** Liquid Eye Liner – Line Extension (\$20)

Add some glamour to your lash line with a subtle, shimmering silver. This quick-drying formula is a makeup artist staple and is chemical-free, yet long-lasting.

New! **Hazelnut** PureGloss for Lips – Line Extension (\$19)

The lip gloss you know and love is now available in a sparkling nutmeg shade with a touch of copper for truly luscious lips. Tingly mint and ginger plump the lips naturally.

New! **Double Dazzle** Dual Highlighter Pencil – Line Extension (\$15)

Dare to dazzle us with this chic dual ended, jumbo highlighter pencil! The gilded gold and glowing copper shades add a soft radiance to the skin and may be used to highlight the cheekbones and brow bones, line the eyes and emphasize the lips.

New! **Midnight Blue** Pencil – \$9

Blue is the new black! Ditch the typical black liner for a daring nighttime look perfect for starry eyes. The intense indigo eye pencil will brighten the whites of the eyes for a glamorous take on basic black rims.

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Introducing *chocoholicks*[™] from *jane iredale* – THE SKIN CARE MAKEUP®
~The Ultimate Guiltless Pleasure ~

This holiday season, seduce your senses with a decadent treat! *jane iredale*'s limited edition holiday collection, *chocoholicks*[™], is an assortment of four chic, chocolate truffle-flavored lip glosses. Housed like exotic confections, when applied each gloss releases a sweet surprise reflective of its shade name. Savor these sweet treasures as the natural flavors melt on your lips for the ultimate guiltless pleasure.

jane iredale *chocoholicks*[™] features:

- Four shades and flavors of hydrating glosses provide a delicious array of options for your lips and your palate.
 - **Truffle** is a rich, chocolate brown gloss tasting of decadent, double chocolate.
 - **Chocolate Orange** is a shimmering copper gloss pairing the flavors of deep, dark chocolate and zingy orange.
 - **Strawberry Cream** is a glossy pink and tastes of luscious berries dipped in chocolate.
 - **Caramel** is a sheer bronze gloss with sensuous, buttery sweetness.
- Natural Formula
 - Formulated with 100 percent natural ingredients
 - Uses sunflower seed oil for its antioxidant benefits and jojoba seed oil for hydration

chocoholicks[™] is valued at \$76 and the MSRP is \$44. This collection is available for a limited time beginning in October 2009.

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