

A Beautiful Education

Giving you the smarts to use cosmetics with confidence!

Recession-Proof Beauty!



IN THIS EDITION:

Page 1

Your Questions: Why Use A Foundation?
Lillybeth's Upcoming Events

Page 2

Tim Tam Pink Tea Party Update
Last Call For Life-Changing Lipsticks!
Recession-Proof Beauty

Next month:

The Body Shop Is Owned By L'Oreal:
Are You Getting The Brand You Pay For?

Your Questions: Why Use A Foundation?

There are two groups of people who ask me this question: those who have close-to-perfect skin and those who have never worn foundation. **If those in the second category had worn foundation before, they simply wouldn't be asking this question - they'd know its benefits!** Those in the first group, however, are right to be confused as they really have *no need* to use foundation, since it's purpose is to cover blemishes and even out or unify the skin tone.

Foundation exists because the skin on most people's faces is more than one colour. For example, it is not unusual for a naturally beige-skinned woman to have flushed cheeks (red), dark circles under the eyes (blue or purple) and patches of hyper-pigmentation on her forehead (darker brown). Take a look at



your bare face in the mirror. What colours or shades do you see? Chances are, there are more than one. A patchy or uneven skintone will detract from the colour cosmetics you apply as it is a cluttered 'canvas'. Without foundation your lovely berry lips may emphasize other areas of redness on your face and your beautifully made-up eyes will be fighting for attention over the other distractions on your face.

When you choose and apply the right foundation, you'll appear healthier, younger and fresher. And it will be *obvious* to you why foundation is not to be missed!

Ask Me Your Q's in Person! Appearances in the BOP

Come get a taste of 'A Beautiful Education' at these upcoming events! I'll be exhibiting my services as a makeup artist and taking orders for my most-used brand of makeup at these upcoming events in Tga:

HER Business Christmas Fair

Wed Dec 3rd, 5pm - 8pm. Sebel Hotel, Trinity Wharf, Tauranga. Free entry. 40 female business owners exhibiting their expertise and show-only specials.

Lillybeth's Christmas Shopping Open Home

Thurs Dec 4th, Anytime between 4pm & 9pm. My country cottage: 42 Matapihi Station Rd, Matapihi, Tauranga. Entry by donation of food to Tauranga Foodbank. Preview and sample gorgeous gifts from Mary Kay Cosmetics not found in stores. Try their limited edition Christmas gift sets and find something you love in their regular range of innovative compacts, colour cosmetics and fragrances. Sample the special Apple Berry lipstick, profits to 'Look Good Feel Better'.

Complimentary foundation-matching to find a shade and formula that suits you. Orders can be placed using VISA, Mastercard, cheque or cash. Free giftwrapping and delivery NZ-wide.



Whakamarama Stalls

Fri Dec 5th, 4pm - 6pm. Whakamarama Hall, Whakamarama Rd. A kind of Christmas market/garage sale/farmers' market!



Breast Cancer Awareness Month Tim Tam Pink Tea Party

In October - Breast Cancer Awareness Month - I hosted a cupcake-sized (small) Tim Tam Pink Tea Party at my home to raise funds for Breast Cancer Aotearoa Coalition. We raised just under \$75 including 10% of the Mary Kay Cosmetics orders placed through me in October. So thanks to those who donated and **congrats to my customers who chose to trust me with their beauty purchases in October - 10% of your order is going to NZ women overcoming breast cancer!** Good stuff!

You still have until December 31, 2008 to help change the life of a female cancer sufferer in New Zealand. Act now. Change a life. All it takes is one lipstick!



We are now in the season of giving. How many of you have 'make another woman feel beautiful' on your gift list? It's not too late and Mary Kay's awesome Beauty That Counts campaign means it involves nothing more than a simple lipstick purchase.

Get this: Mary Kay in NZ and Australia are donating 100 percent of the profits from the sales of their Apple Berry Lipstick to Look Good Feel Better. Look Good Feel Better assist women who are suffering from cancer and help them deal with the appearance-related side effects of chemotherapy and radiology. So every Apple Berry Lipstick we buy will have a positive impact on the life of a female cancer sufferer! Call me to place your order of this life-changing lippy (or any MK product) and put a little extra sparkle in the eye of another woman this Christmas. My contact details are at the bottom of this page. I offer free postage or delivery NZ-wide and can gift-wrap your purchase for you if you want to make this special lippy a gift that gives twice. What a great idea.

Try the Apple Berry lipstick for yourself at my Christmas Shopping Open Home on Thursday Dec 4th



Clean & Clear Foaming Face Wash
150ml, \$13.50



Cetaphil Gentle Skin Cleanser
500ml, \$20-\$28



Clinique Mild Clarifying Toner
Avail. but not in supermarkets
400ml, \$40



Olay Regenerist Moisturiser Daily Serum
250ml, \$21.95



Neutrogena Age Shield SPF 30
118ml, \$21.95



St. Ives Body Wash Collagen Elastin
400ml, \$?, No longer available?
The matching moisturiser is \$4.50-\$6.50

Does Expensive = Better? Recession-Proof Beauty

A woman I admire, Paula Begoun (who calls herself the 'Cosmetics Cop') is a wealth of knowledge on the latest skin and beauty products and the science behind them. She's a real stunner when it comes to blowing out the hype and common myths in the beauty industry. She has formulated her own skin care line but, sadly, doesn't ship out of the U.S.

Paula has published a list of her 'Paula's Picks' that happen to be available in supermarkets. These are products that - regardless of price - perform

how they are supposed to and fulfill every one of her criteria for a 'good' product. Her 2008 report on [Recession-Proof Beauty](#) is U.S.-based so I've shown above the *only* skin care items on the list you can get in New Zealand (according to my research).

Your skin care routine must be sustainable! If you have the money and want to spend more on prestige or designer beauty products, just understand that price is not related to a product's performance. There are great products and ill-performing products at ALL price-points.

Click below to directly access Paula's report:

[Recession Proof Beauty](#)