

Most Beautiful

More than just a passing beauty fad, mineral makeup is a movement toward healthier skin and a more natural complexion. There are a million products available, and some of the best sources of natural mineral makeup for health-conscious consumers are private sellers who dedicate their life's work to developing the highest quality products. *MLT.S.* spoke to three of these vendors who sell their products on Etsy.

The All Natural Face offers foundation, eye shadows, hydration mists, wrinkle serums and more. *Simplicity Cosmetics* provides just what its name suggests, a range of mineral makeup made with simple and natural ingredients, including eyeshadows, blush, foundation and primer. *Bellissima Minerals* is also a makeup shop, which has expanded to include handmade soaps, and bath and body products. Each shop has its own unique products and designs, with three inspired owners who share the common goal of supplying naturally healthy products with consumers.

All three of these sellers said that an interest in finding healthier makeup for their own skin drove them to pursue mineral makeup. These interests expanded into three thriving businesses aimed at providing for consumers the same quality, natural makeup they themselves wish to wear.

Two of the sellers, Crystal Clark from *The All Natural Face* and Judy Hogan of *Bellissima Minerals*, actually left positions in the corporate world to pursue the craft of creating homemade beauty products from raw ingredients.

Hogan was inspired to start work when she discovered that she not only had access to the materials used to create mineral makeup, but also the motivation to develop truly skin-healthy cosmetics, she said. "I had the drive to be successful. I had the ability to create. I could actually build a better mineral makeup," Hogan exclaimed.

Similarly, after switching to mineral makeup for her wedding eight years ago, Sarah Mones of *Simplicity Cosmetics* realized she could improve on the products that name brand makeup companies offered.

"Once I develop my formula, there's plenty of experimentation, trial and error, and tweaking until I'm completely satisfied," Hogan said.

Clark works in a similar fashion. "All of my formulas are unique and my own. I have spent years developing all of them," she said.

Even with all the time they spend on formula creation,

From top to bottom: The All Natural Face Vegan Lipstick in Cherries Jubilee (\$7), Bellissima Minerals Mineral Eye Shadow in Amazon Lily (\$6), The All Natural Face Vegan Liquid Eyeliner in Antique Gold (\$5)



Natural Magic

Three mineral makeup vendors talk business.
By Hillary Biggs



these women are able to create large amounts of product. Clark ships between 50 and 100 packages per day. Mones said that throughout the month of May, she made at least 700 eyeshadows alone. "That's a lot for a one-woman business like mine!" Mones said.

Hogan broke her production down by season and guessed during the busy season she may produce several small batches of makeup product a day, whereas during the summer months she may only be required to make one batch per day. "On average, I'd say I produce three to five pounds of mineral cosmetics per week," Hogan said.

With summer right around the corner, *Simplicity Cosmetics'* Mones produces different products than she does during the winter. "Natural-looking foundation and blush are a big trend this spring and summer season, with fun eyeshadows taking center stage," she said. "I have been working on some new, fun, brighter shades that will be perfect for summer."

Clark of *The All Natural Face* is most excited about the orange trend and the frosted lip gloss look, which is represented in her shop with two colors.

At *Bellissima Minerals*, Hogan tries to keep a standard product line that is consistently available and season-less. "I tried to develop a line that would encompass any trend in any season, but still look natural," she said.

All the shop-owners agreed that their chemical-free products are for everyone, particularly those individuals who are conscientious about what they wear on their skin, and thus seek natural alternatives to the chemical-laden products on the shelves. •



Clockwise from above: Bellissima Minerals Mineral Makeup Foundation in Tan (\$16.99), Simplicity Cosmetics Mineral Eye Shadow in Cilantro (\$4.99), Simplicity Cosmetics Mineral Sheer Primer in Light (\$8.99), The All Natural Face Argan Oil (\$17).



Beauty Must-Haves:

Judy Hogan (*Bellissima Minerals*): A great foundation and a rich and healthy tinted lip balm. "Even if I have no intention of leaving the house all day, I will still put on my foundation and Mineral Tinted Lip Butter!" **Sarah Mones (*Simplicity Cosmetics*):** Her mineral primer, especially in the summer. "I have oily skin and since I created the mineral primer it has helped me maintain a shine-free face," she noted. **Crystal Clark (*The All Natural Face*):** Her new sunless tanner product, a roll-on bottle of argan oil, and flavored lip balms. "I don't leave home without [my lip balms]." **-Hillary Biggs**

Where to Buy:

The All Natural Face: <http://www.etsy.com/shop/theallnaturalface>
Simplicity Cosmetics: <http://www.etsy.com/shop/simplicitycosmetics>
Bellissima Minerals: <http://www.etsy.com/shop/BellissimaMinerals>