

SOUL *Purpose*



2010

Y *Mineral
Makeup*

SOUL *Purpose*

Youngevity *Mineral Makeup*

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FAMILY PHYSICIAN AT KAISER PERMANENTE
ENDORSES & PROMOTES YOUNGEVITY® MINERAL MAKEUP™

In partnership with:

Nadine Thompson
CEO SOUL PURPOSE LIFESTYLE COMPANY

Ashunta Shariff
CELEBRITY MAKEUP ARTIST



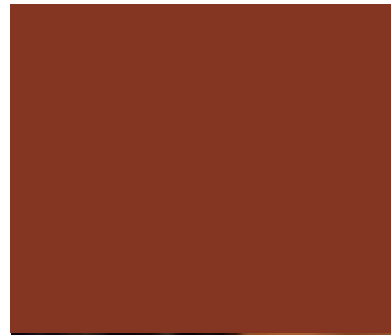
SOUL *Purpose*

Mineral Makeup

What do you wear...
All Day, Everyday, Day In & Day Out, Rain Or Shine?

There are over 169,000,000 Women in North America.
Most of them wear makeup! -This is our opinion!

-Source: Population Reference Bureau,
Women of Our World



Facial makeup (foundation) represents the largest portion of makeup sales in the U.S.

-Source: MarketResearch.com



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Mineral Makeup

Anti-Aging makeup is forecast to see the biggest growth in the cosmetics and personal care division of retail sales over the next ten years.

-Source: MarketResearch.com



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*Mineral
Makeup*

Introducing...



Why Mineral Makeup?



Leading Cosmetic Surgeons recommend mineral makeup to their post-op patients because mineral makeup...

- is gentle and hypoallergenic
- gives natural sun protection
- provides great coverage

Who Recommends Mineral Makeup?



Mineral Makeup is recommended by dermatologists and aestheticians for all skin types;
Dry, Normal, Oily and Combination.

And for various skin conditions;
Acne, Rosacea, Scarring,
Age Spots and Broken Capillaries

Can I Use It On Mature Skin?

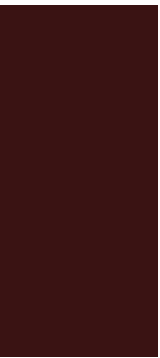


Mineral makeup is recommended for all skin, including mature skin.

Because of the natural luminosity of the minerals, this makeup tends to camouflage fine lines and minor wrinkles, providing a lovely youthful glow!

SOUL *Purpose* Mineral *Makeup*

Who Can Wear Mineral Makeup?



What is in Mineral Makeup?

ingredients

MICA

Naturally occurring minerals, mined from around the world, purified and crushed into a fine powder form. Mica adheres to the skin, and reflects light, making the skin tone look more even and wrinkles less visible. Mica is resistant to ultraviolet light, heat and weather.

TITANIUM DIOXIDE

Naturally occurring white mineral pigment that acts as a filter from UVA and UVB rays. Titanium dioxide is anti-inflammatory as the natural minerals help to reduce irritation and redness of the skin. Titanium dioxide also has waterproof and SPF properties while furnishing a matte look.



What is in Mineral Makeup?

ingredients

IRON OXIDES

Non-irritation and hypoallergenic compounds, which act as colorants. Iron oxides provide the long-wearing quality in mineral makeup formulations and help to keep the skin cool by blocking out infrared rays.

ZINC OXIDE:

White powder derived from natural mineral compounds. Zinc oxide is a natural sunscreen agent. Zinc oxide is known for its healing properties as well as its ability to adhere to the skin while sweating and swimming.

ULTRAMARINE BLUE:

Clay that has been heated to a very high temperature to achieve blue and yellow pigments. Ultramarine blue is used in some cool shades of mineral makeup to provide accurate hues.

SERECITE:

Purified, untreated, uncoated mica, serecite is a fluffy, translucent mineral that provides a silky texture to a foundation.

KAOLIN CLAY:

Soft clay used for oil-absorption, kaolin clay provides coverage for long-lasting effects.

What is not in Youngevity® Mineral Makeup?

- NO Harsh Chemicals, Dyes, or Preservatives
- NO Irritants such as Talc or Bismuth
- NO Animal Testing or Animal By-Products
- Non-Comedogenic (won't clog your pores!)
- NO Added Fragrance

100% Pure Minerals!

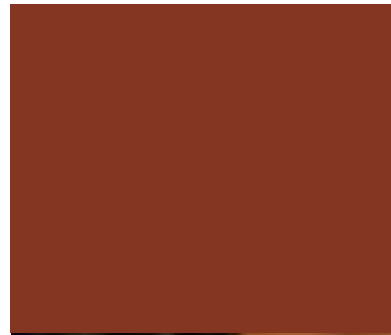


SOUL *Purpose* Mineral Makeup

Just think...

How many women do you know?

How many would you share this with?



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Youngevity

*Mineral
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How to use the Youngevity
Mineral Makeup Kit



The Mineral Makeup Kit Contains:



2 Shades of Foundation (3g each)

2 Shades of Blush

1 Nu-C™ Waterless Vitamin C Cream (2oz)

1 Botanical Spa Collection Morning Hydration Cream

Professional Makeup Brush Set
1 Kabuki • 1 Flawless Face • Ultimate Concealer

Moisturize Your Skin



Youngevity[®] Morning Hydration Cream

Nourish and pamper your skin with this natural, chemical-free formula. Organic Avocado, Jojoba, Rosemary and Aloe will hydrate your skin, while Vitamin C, Vitamin E and SOD will rejuvenate and impart a healthy glow.

Infused with SOD and Peptide Complex

Protect Your Skin



NuVANTE™ Nu C™ Waterless Vitamin C

Make sure your face is free of any excess moisture, then dot the Nu C™ across your cheeks and forehead using your fingertips. Smooth into your skin using gentle circular motions.

Tip: Regardless of your skin care routine, Nu C™ should be the **LAST THING** you put on your face before applying the mineral makeup.

Professional Brushes



Kabuki:

Use the Kabuki Brush to apply the Mineral Makeup Foundation and the Angel Face Setting Powder™.

Flawless Face:

Use the Flawless Face Brush to apply the Lovely Glow Bronzer™ and your Blush.

Ultimate Concealer:

Use the Concealer Brush for greater coverage when applying the Foundation to concentrated areas.

Create the perfect face.

Color match your skin:

Shake out a small amount of mineral makeup onto a tissue. Use the Kabuki Brush to apply a light dusting of the mineral makeup to your jaw line. You should not be able to tell the difference between your skin and the makeup. If you can, choose another color and repeat the process until you find the perfect match for your skin tone. You may need to mix two foundation colors to achieve the perfect match.



How to apply the foundation:

Youngevity® Mineral Makeup Foundation
Shake out a small amount of mineral makeup onto a tissue or into the lid. Dip the Kabuki Brush into the makeup and tap off any excess. Apply a light dusting of the mineral makeup to your face in a circular motion. Repeat the process until you achieve the coverage you desire. You will achieve a smoother, naturally flawless appearance by applying several light layers of mineral makeup rather than one heavy one.

Create the perfect face.



How to apply Bronzer:

Lovely Glow Bronzer™

Shake out a small amount of Bronzer onto a tissue and dip the Flawless Face Brush into it. Gently tap off any excess. Use it sparingly! Now, very lightly sweep the brush across your cheekbones, forehead, chin and bridge of your nose to achieve that “I’ve just been on a Caribbean Cruise” look!

Using Concealer:

Using your shade of foundation or one of our Concealers (available in light, medium, or dark), shake out a small amount onto a tissue or into the lid. Dip the Concealer Brush into the makeup and tap off any excess. Apply the concealer to any areas you want to cover. Focus on coverage rather than blending it in. Then, apply your Foundation with the Kabuki using circular motions and blending into the areas you’ve concealed to achieve maximum coverage.

Create the perfect face.



How to apply Powder:

Angel Face Setting Powder™

Shake out a small amount of the Angel Face Setting Powder™ onto a tissue. Dip the Flawless Face Brush into the Setting Powder and tap off any excess. Apply a light dusting of the Setting Powder in a natural sweep across your face to minimize the appearance of fine lines while maintaining your fresh face look all day long!

Tip: Angel Face Setting Powder™ is the perfect finish if you are being photographed.

Create the perfect face.

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Youngevity
*Mineral
Makeup*

Mineral Makeup Colors



Foundation Colors Light to Medium Tones



light 1



*Charming*TM

A more pink shade for light-medium skin tones.



*Sophisticated*TM

A pink-undertone shade created for the very lightest complexions..



*Sensual*TM

A neutral shade for light complexions.

light 2



*Beautiful*TM

A classic neutral shade for medium-light complexions.



*Glamorous*TM

Perfect for most Caucasioans who maintain a tan, this foundation has a warm bronze base with complementing red tones.

medium 1



*Gorgeous*TM

A medium dark tone for Latin, Indian, African American, Filipino, and Southeast Asian women that some pink tones.

Foundation Colors Medium to Dark Tones



medium 2



*Exquisite*TM

A medium-dark caramel toned foundation, excellent for Indian, Malaysian, Latina and Thai women.



*Seductive*TM

A foundation with deep caramel and red tones, this shade falls in the middle of the darker skin tone range.

dark 1



*Magnificent*TM

A classic latté tone that primarily accentuates red undertones in African-American skin.



*Dazzling*TM

A classic espresso for the darkest complexions.

dark 2



*Vivacious*TM

For darker skin tones that have more blue and red undertones. This is our second darkest shade available.



*Captivating*TM

A rich, classic brown shade. Women with very dark complexions appreciate its balanced undertones.

Foundation Colors Most Popular Custom Blends



Stunning[™]

A slightly pink version of Charming.



Enticing[™]

A pink version of Sophisticated.



Alluring[™]

A pink version of Sensual.



Radiant[™]

A blend of Beautiful and Glamorous.



Outrageous[™]

A blend of Vivacious and Exquisite.



Tantalizing[™]

A blend of Captivating and Exquisite.



Vibrant[™]

A warm chocolate created specifically for African American skin tones.

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Mineral Makeup

Concealer Colors



Light

For lighter complexions.



Medium

For medium complexions.

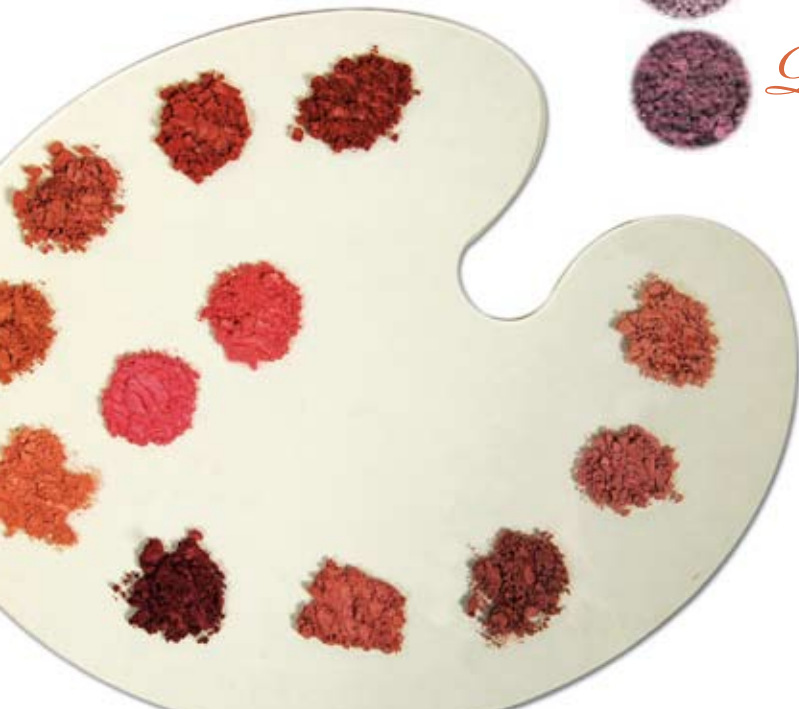


Dark

For darker complexions.



Blush Colors



Joyful[™]

The palest of pinks for the lightest skin tones... innocent, sweet, for a girlish flush.



Happy[™]

Medium plum for medium skin tones.



Passionate[™]

A plum wine shade for medium and dark skin tones for a more dramatic look for lighter skin tones. So versatile it can also be used as an eye shadow



Cheerful[™]

A pale rose-pink shade for a very natural look.



Delighted[™]

Light peach to suit many complexions and compliment most women.



Blissful[™]

Warm sienna tones to give a deep flush for medium to dark complexions.

Blush Colors



Gleeful™

A very versatile blush that suits almost any light-medium complexion. A neutral blush, it adds just a touch of color to the cheeks.



Invigorated™

This warm neutral has been specifically created for red-heads and blondes, although it works well on most complexions.



Jubilant™

A light rose for the softest touch of color.



Euphoric™

This cool mauve imparts a soft, natural glow to medium complexions.



Feisty™

This true pink has a perlescent luster.



Spirited™

Similar to Feisty™ but with a tan undertone.



Newest Blush Colors



Desire™

A burnt red with warm undertones for those who desire a classic red blush.



Enchanted™

A mocha which works well on those who prefer a slightly pinker version of bronze.



Perky™

A sheer pink for those desiring a touch of color.



Eye Shadow Collections



Eye Shadow Collections



SOUL *Purpose*

*Mineral
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Eye Liners



*Aubergine*TM



*Espresso*TM



*Smoke*TM



*Black*TM



SOUL *Purpose*

Mineral Makeup Lip Gloss



Cranberry Frost™



♡ *Me*™



Island Tea™



Caramel™



Spice™



Chianti™



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Lipstick



Vitamin E



Lata Night Tulip



Moonbeam™



Honeysuckle



Foxglove



Lily™



Freesia™



*Scarlet
Rose™*



Hibiscus™



SOUL *Purpose*

Mineral Makeup Lip Liners



SOUL *Purpose*

*Mineral
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Eye Brushes



Thin Liner



Brow Definer



Shadow



Eye Crease



Slope

Slope Brush



SOUL PURPOSE

ASHUNTA SHERIFF

Soul Purpose & Youngevity Mineral Makeup partner
with Ashunta Sheriff for beauty with a Purpose.

Carnival
COLLECTION

This exclusive collection was selected by Ashunta and is suitable for all skin tones, for a little Carnival glamour.

Island Glow Bronzer
Passionate Blush
Eye Shadows: St Barts, Windsor, Bordeaux, Ipswich, Piza and Rio
Goldenrod Lip Pencil
Spice Lip Gloss
Moonbeam Lipstick
Black Eye Pencil

a \$179 value for **ONLY \$99**^{srp}
[SKU 163ASP-C]

Our Carnival Collection is available from December 2009 through March 2010
Our Carnival Collection is available from December 2009 through March 2010

Our beautiful line of all natural mineral makeup was selected by celebrity makeup artist Ms. Ashunta Sheriff in collaboration with Soul Purpose CEO Nadine Thompson and Trinidad and Tobago based fashion designer Ms. Claudia Pegus.





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ASHUNTA SHERIFF

Soul Purpose & Youngevity Mineral Makeup partner with Ashunta Sheriff for beauty with a Purpose.

Holiday Glam COLLECTION

Our beautiful line of all natural mineral makeup was used by celebrity makeup artist Ms. Ashunta Sheriff for Ashley Stewart's Holiday campaign.

Ashunta Sheriff's Hot Holiday Glam Collection for Soul Purpose

This exclusive collection was selected by Ashunta and is suitable for all skin tones, for a little glamour for the holiday season.

Bronzer: Island Glow

Blush: Desire

6 Eye Shadows: Yellow knife; Ipswich, Piza; Cranston; Siena and Dublin

Lip Pencil: Cherry Blossom

Lip Gloss: Cranberry Frost

Lip Stick: Hibiscus

Black Eye Pencil

a \$179 value for **ONLY \$99_{srp}**
[SKU163ASP-G]



Our Winter and Holiday Collection is available through February 2010

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New Collections

2 new collections
COMING IN APRIL!!!

*Daytime Diva
& Happy Hour*

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*Mineral
Makeup*

New Collections

2 new collections

COMING IN APRIL!!!

Nadine Thompson has created 2 new kits to simplify our Soul Purpose easy and earthy approach to glamour. These sets will be available in light, medium and dark and will include the basics for daytime/professional beauty or sophisticated evening glamour. Our sets will be available for sale in early spring.

*Daytime Diva
& Happy Hour*

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Youngevity
*Mineral
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Please call your Soul Purpose Entrepreneur to order your products today
or to schedule a skin care or mineral makeover class or party.



SOUL *Purpose* *Mineral Makeup*

PARTY

If you're the kind of girl who loves makeup and likes to have a little fun, this will be a fun filled experience. Due to our partnership with Youngevity Life Sciences we have an award winning line of all natural makeup without the chemicals, harsh dyes, additives and preservatives. Our all natural mineral makeup includes a wonderful assortment of colors for every skin color from the lightest porcelain shades to warm olive tones to the deepest mahogany. In a fun filled 90 minutes you will be treated to a simple makeover with tips on how to look naturally radiant using an all natural line for day, evening or a glammed up look.



SOUL *Purpose* Mineral Makeup

PARTY

OUR VALUED *host*

A Soul Purpose Lifestyle Party Host is a special person who appreciates beautiful things and spirited people; that's why we think you'd be good at it. Lifestyle Parties are fun, easy, rewarding and provides your guests with products to enhance their lifestyle. Whether they are looking to improve their personal care and wellness regimes, relax, de-stress and pamper or kick their style up a notch with our all natural mineral makeup; we have something for everyone.



SOUL Purpose Mineral Makeup PARTY

HOST A LIFESTYLE PARTY

Shop for FREE Products & 50% OFF Items!

We have developed an exciting plan to support our Lifestyle Entrepreneurs' efforts to expand their customer base and engage others as Party Hosts.



With a host order of \$20 or more, the host becomes eligible for shopping credits and 50% off products as follows

Shopping Credit	50% off Items	Party Total	#Booking
30% in FREE Products	4	\$1000 or more	1
25% in FREE Products	3	\$750 - \$999	1
20% in FREE Products	2	\$500 - \$749	1
15% in FREE Products	1	\$300 - \$499	
10% in FREE Products	1	Up to \$300	

FREE Soy Candle or Mineral Shimmer Body Powder & Brush Set.

For having a party that meets all of the following criteria:

- Minimum of 3 guest orders
- Minimum of \$125 customer product sales total

Host Only Special Discounts - A special selection of products discounted exclusively for our lifestyle party hosts.



SOUL *Purpose* Mineral Makeup

PARTY

EARN A FREE GIFT FOR SIMPLY OPENING YOUR HOME TO SOUL PURPOSE!

Signed booking (plus \$125 order total)

Receive a choice of one of our Signature Journey of the Senses Candles or a Mineral Shimmer Body Powder and Brush Set. Soul Purpose has designed a beautiful line of signature candles fragranced with our beautiful "Journey of the Senses" fragrance accords. Our candles are handmade with the highest quality organic soy wax, naturally based fragrances and lead-free cotton wicks; all made in the USA. We have six fragrances for our hosts to choose from.

Available fragrances: Caribbean Ginger; Hawaiian Tuberose; Thai Water Lily; Zanzibar Girls Club; Haitian Vetivert Pepper and Brazilian Jackfruit.



SOUL *Purpose* Mineral Makeup

PARTY

SUCCESSFUL PARTY TIPS

Mineral Make-up parties can be a lot of fun and can greatly increase your income and profits. Why????? Because women love to feel and look beautiful and our simple, natural mineral makeup will help them to feel that way. Here are some easy tips for a successful party.

- Be prepared to schedule a lot of parties but in small groups of 5 or less. This way you can pay individual attention to each of your guests.
- Ask all of current Soul Purpose customers if they would like to host a mineral make-over party and ask them to only invite 10 or less of their favorite friends at a time. This way the event can feel exclusive. If they invite 10 people they will be sure to get at least 5 guests.
- Order a mineral makeup event pack from Youngevity so you can have an adequate product display to show off the line and provide make overs for everyone.
- Have plenty of paper towel, hand sanitizers, brush cleaner and a hand mirror on hand.
- Youngevity has a mineral makeup catalog and many brochures, have plenty of those on hand as well as a print out of the Soul Purpose presentation. These will serve as excellent reference tools for your customer's questions.
- Have plenty of great music on hand because music and makeup go hand in hand.
- Look your best and have fun.



SOUL *Purpose* Mineral Makeup

PARTY

MINERAL MAKEUP EDITION OF SOUL PURPOSE MAGAZINE

Go to:

<http://magazine.soulpurpose.com/sep09/>

