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CHRISTIAN

Nurturing Through Cosmetic Innovation

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Aqua Firm™
Blushing Color

brenda CHRISTIAN

Nurturing Through Cosmetic Innovation



*A
personal message from
Brenda Christian*

As President and CEO of Brenda Christian Cosmetics, Inc, my philosophy is simple: Multi-Tasking Cosmetics™ can make a long term difference in how you look! Working with my team of extremely talented chemists, I combine beautiful minerals and natural colors with cutting edge anti-aging skin care ingredients to create Multi-Tasking Cosmetics™. Instead of separating skin care and color, I combine the two, giving you genuinely effective Multi-Tasking Color Cosmetics™ which are truly good for your skin.

Face it, most of us are awake, wearing makeup more than we are asleep. We need products that can perform in more ways than one. Why not? We multi-task, why shouldn't our cosmetics?

We're all grown up now but the lyrics of the song are true when they say, "Girls just wanna have fun". Whether it be a fun new piece of jewelry, a perfectly updated blouse, or a new lip color, being a woman today is exciting. We have choices, but we are busier than ever and because most of us do not have the opportunity to personally visit the world's top fashion shows, I'll work with you to translate what's hot in fashion into a comfortable beauty lifestyle to keep you fresh, up to date, but never over the top. We'll have fun, and fashion will be something we'll anticipate while always maintaining our individual personal style.

Years ago I made the decision to market my products directly to you through professional makeup artists, licensed physicians and estheticians. This decision has allowed me to continue my focus of the development of true anti-aging cosmetics and skin treatments. I want to thank you for allowing me to pursue my passion of formula development. Please know that to serve you is my privilege. I am both grateful and excited about our future together.

From my heart to yours,


Brenda Christian

USAGE INSTRUCTIONS:

Aqua Firm Blushing Color may be applied several different ways, but remember to always apply Aqua Firm Blushing Color before any powders, and directly over moisturizer, sun screen, or Remedies foundation so that it's nutrients can penetrate the skin's surface. Apply with a blending sponge or Luxury Kabuki Brush, or just roll your finger tips into your pot of Aqua Firm Blushing Color and gently apply to cheek in a circular motion, working away from the center of the face. Don't be fooled by the deep appearance of the color in the pot. When you apply Aqua Firm to your cheeks, you will have the option of layering on depth of color as you choose, less for day, more for higher color contrast for evening lighting, or for deeper skin tones. For an extra luxurious benefit try Brenda Christian's new Luxury Kabuki Brush to roll the Aqua Firm Blushing Color onto the face.

IMPORTANT TIP: Keep your Aqua Firm tightly closed when not in use to maintain moist, active ingredients. Always store at cool or room temperature.

INGREDIENTS:

Propylene Glycol, Water (Aqua), Glycerin, Butylene Glycol, Sodium Stearate, Centella Asiatica Extract, Laureth-23, Echinacea Angustifolia Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Silica, Hexylene Glycol, Caprylyl Glycol, Phenoxyethanol, PEG-25 Hydrogenated Castor Oil, PVP, PEG-40 Hydrogenated Castor Oil, Iodopropynyl Butylcarbamate, Methylparaben, Butylparaben, May Contain: Blue 1 CI 42090, Red 28 CI 45410, Red 33 CI 17200, Red 40 CI 16035, Yellow 5 CI 19140

Net Wt. 0.07 oz / 2 g

Aqua Firm Blushing Color

This amazing concentrated introduction from Brenda Christian takes a firming skin care gel and infuses pure fruit like colors through itself to birth the world's first active blushing treatment. Four pure colors work beautifully on any skin type because Aqua Firm Blushing Colors contain no white pigment. See-through cellophanes of color give a visual lift, as a concentrated, custom blend of ingredients firm the skin's surface and smooth the cheek area. Notice how, upon application, an immediate cool energy is experienced. This is the active matrix of our new formula at work.

Many of us experience vertical lines running through our cheek area as we begin to show the signs of age. This is the reason Aqua Firm Blushing Colors were created, to soften the appearance of those lines, while adding an unparalleled freshness to facial makeup. Perfect for Brides and other special occasions but recommended for everyday wear.

FOUR BEAUTIFUL COLORS ARE AVAILABLE:

Apricot, Raspberry, Grape, and Fig

Apricot: Pure, clear coral which can be layered from the softest peach to tropical melon.

Raspberry: Pure, clear pink which can be layered from soft cotton candy to hot Bougainvillea.

Grape: This isn't your ordinary plum. Layer from soft, neutral plum to grape soda.

Fig: Warm, sunned brown shade which can warm to a perfect sunset.

Mix colors for unlimited color possibilities and enjoy the fresh color clarity that only Brenda Christian's Aqua Firm Blushing Color can offer.

Aqua Firm Blushing Color

Aqua Firm Blushing Color represents a paradigm shift in the development of cosmetics with color in that instead of separating "skin care" from "makeup", Brenda Christian created a hydrating, humectant, purified water based skin conditioning gel with strong firming ingredients targeting the upper cheek and forehead areas; and then added gentle colorants. This gives the client a true "cosmeceutical" experience with benefits of beautiful clean color on the cheek and forehead area, with immediate visual lifting, hydrating, and wrinkle minimization in the cheek area.

When the cheeks are dry, the skin on the cheek draws downward from the eye area, giving the tired, sagging appearance. When Aqua Firm Blushing Color is applied to the cheek, immediately the living skin on the cheek bone relaxes. The eyes appear lifted. With continued use, a total improvement of hydrating and wrinkle reduction will be manifested.



Centella Asiatica Extract:

An aromatic perennial that is naturally grown for Brenda Christian in both Madagascar and South Africa. Historically, the extract from this beautiful plant has been used for centuries in Ayurvedic natural medical practices to retard the aging process.

Powerful Centella Asiatica is also known as extract of hydrocotyle, Fo-ti-tieng extract, gotu kola extract, hydrocotyl extract, hydrocotyle asiatica extract, Asiatic pennywort, Indian pennywort, hydrocotyle, Mandukaparni (Hindi), and luei gong gen (Chinese).

The main active ingredients contained in Centella Asiatica are triterpenes Asiatic acid and madecassic acid, together with triterpenoid ester glycosides - known as asiaticoside and brahminoside.

The asiaticosides and triterpenes extracted from the plant have modulating properties on the development and metabolism of connective tissue, improve the synthesis of collagen and other tissue proteins by modulating the action of fibroblasts in the vein wall, and stimulate collagen growth in and around the venous wall. The scientific community credits triterpenoids for stimulating the production of collagen which gives skin its very structure. These benefits then give the cheeks a firmer appearance, stronger elasticity, with fewer wrinkles.



Echinacea is another beautiful plant extract which increases the general health of the skin's surface. Echinacea inhibits hyaluronidase enzyme that is associated with inflammation and water retention. Echinacea works by maintaining the integrity of the collagen

matrix in connective skin tissue. Echinacea also increases the cell growth of fibroblasts, activates macrophages, regenerates new tissue and eliminates infectious organisms. So smile, Echinacea is working to keep your facial skin fresh and strong for a total facial lifting appearance.

Rosmarinus Officinalis (Rosemary) Leaf

Extract: Rosemary increases circulation in the skin's surface, energizing the skin for a lifting, firming benefit. Rosemary also contains antioxidants which have long term anti-ageing properties as they reduce the damage caused by free radicals. Free radicals destroy the skin's ability to reproduce, therefore the ultimate goal is to destroy free radicals with powerful antioxidants.



Hydrogenated Castor Oil

(PEG-25 and PEG-40)

Castor seed is the source of castor oil, which has a wide variety of uses. The seeds contain between 40% and 60% oil that is rich in triglycerides, mainly ricinolein.

Castor oil is a unique substance with an ancient history. Folk healers the world over have used it to treat a wide variety of conditions. Castor oil's effectiveness is probably due in part to its unusual chemical composition—a triglyceride of fatty acids with almost 90 percent of that fatty acid content consisting of ricinoleic acid. Ricinoleic acid is not found in any other substance, and the high concentration of this unusual, unsaturated fatty acid is thought to be responsible for castor oil's remarkable healing abilities.