



RAW NATURAL BEAUTY

■ RAWMINERALS

■ RAWCOLOR

■ RAWSKINCARE

2008 Product Catalog



There is a turning point in every woman's life. A moment when you realize you need to do something, to create something, to make a difference.

My turning point came in 2003. After working for numerous years as a product developer for several large cosmetics companies, I saw firsthand the widespread use of potentially harmful chemicals in beauty products. I grew frustrated by the industry's unwillingness to invest in the research needed to find safer, more natural ingredients.

I knew there were millions of women, like me, who wanted a better choice for their skin and their health. At the same time, most "natural" products on the market simply didn't deliver in terms of texture, color and staying power.

That's when I decided to create RAW Natural Beauty to offer women the better choice they were looking for. I spent nearly three years searching the world for the most innovative natural ingredients that deliver superior performance without harsh chemicals.

But I wanted to take it a step further. In addition to being free of harmful chemicals like parabens, petrochemicals, synthetic dyes and fragrances, RAW Natural Beauty products are enriched with natural active botanicals — pure plant extracts with powerful skincare properties that actually help improve the condition of your skin.

Following our commitment to environmentalism and fair trade, RAW Natural Beauty's ingredients are grown using sound ecological practices, and their cultivation helps to support local farming communities as well as reforestation and educational programs.

After years of development, it is my pleasure to share these products with you. I hope you enjoy using them as much as I've enjoyed creating them.

Christina

Christina Marcaccini
Creator and Founder
RAW Natural Beauty



Beauty that restores

At the heart of all RAW Natural Beauty products are active botanicals — pure plant extracts that help to fight wrinkles, revitalize firmness, enhance natural radiance, and restore your skin's natural beauty from the outside in.

Beauty that sustains

RAW Natural Beauty ingredients are grown using sound ecological practices. Their cultivation helps to support local farming communities as well as reforestation and educational programs.

Beauty as nature intended

No harsh chemicals, no synthetic dyes, nothing to irritate your skin or clog your pores. If an ingredient isn't good for your skin, we don't use it. This makes RAW Natural Beauty ideal for women with acne, redness or sensitive skin.

Pure beauty awakened by nature

You feel beautiful when you know you look your best. RAW Natural Beauty is designed to instantly perfect your complexion and leave your skin radiant and glowing, while helping to fight the signs of aging over time.

An Intimate Approach to GLOBAL AWARENESS

The exotic ingredients we import from around the world are purchased from sources that practice sustainable agriculture and reject the use of pesticides and genetic engineering. Our products are free of parabens, petrochemicals and artificial colorants, and our formulations are never tested on animals.

RAW Natural Beauty brings a world of beauty to your fingertips. Our global search for the most naturally exquisite ingredients has resulted in a line of beauty products beyond compare.



From Brazil ...

One of the most precious ingredients in the eco-diverse Amazonian Rainforest, Brazilian Acai Extract is a powerhouse moisturizing antioxidant that helps smooth away signs of fine lines and wrinkles and counteract free radical damage. Cultivation of Acai helps sustain the local agrarian economy and support conservation programs in the Amazonian basin.

"During a trip to Brazil, I was intrigued by stories of the Acai berry, which is packed with more skin-healthy antioxidants than any other fruit on Earth. To help preserve the breathtaking beauty of Brazil, I sought out a local supplier who supports sustainable cultivation of the berry."

Chestna



From Madagascar ...

Ambiaty plants bloom in September as the air warms and precious rain drenches the earth. Our Ambiaty is obtained by a purification process that yields a preservative-free extract that helps to promote smoother, more supple skin and a youthful, radiant complexion. Cultivation of the plant helps to purchase school supplies and build new classrooms for the children of the villages within the collection zone.



From Morocco ...

Argan trees yield a fruit with unmatched restorative properties, helping to soften skin and protect it from environmental damage. The fruit used in RAW Natural Beauty products is harvested solely by an accredited, all-women cooperative that supports re-forestation programs.

"The farming cooperative where our Argan extract is grown reveals a side of Morocco that few tourists ever see. Here, the women who care for the Argan trees are taking it upon themselves to create literacy programs and plant seeds of opportunity for their daughters. This gives me a new sense of what beauty truly is."

Christina



From China & Outer Mongolia ...

Cashmere goats graze on open plains. Shepherds wait until the warm summer months, when the goats begin to shed their coats, to gently hand comb their fur and collect Cashmilian, a fiber that helps strengthen, protect and visibly thicken the appearance of eyelashes. It's a labor-intensive process, but it's the only way to ensure that no harm comes to the goats.



From Australia ...

Ecologically sound harvesting of beeswax is a sensitive process, so we collaborate with individual beekeepers, local cooperatives and fair trade community groups. Great care is taken to ensure that bee activity is not disrupted and no insects are harmed. This creamy wax is included in our mascara to help keep eyelashes looking soft and lush.



From France and Sicily ...

Our French Buckwheat and Sicilian Caper Berry extracts are obtained by a method called Supercritical CO₂ (carbon dioxide) Extraction, the same environmentally safe method used for the decaffeination of coffee and tea. When a certain amount of pressure is applied to CO₂ — the gas we all exhale and plants thrive on — this gas turns into liquid. The liquid CO₂ can be used as an inert, safe, liquid solvent. This is one of the purest forms of extraction because the plant material is not damaged by heat and the extract is itself free of any solvent residue.

Imagine beauty in perfect balance with nature.

Imagine your skin healthy, glowing and transformed.

RAW Natural Beauty takes you there.

It is pure beauty, awakened by nature.



RAWMINERALS

Pure Minerals Awakened by Nature

RAWMINERALS improves upon liquid makeup and other mineral brands by providing flawless, natural-looking, all-day coverage. It's the next generation of mineral makeup, infused with anti-aging active botanicals — nature's secret for younger-looking skin.

These natural, safe ingredients help to replenish what time takes away from your skin, leaving it visibly smoother and more radiant over time. You get an instantly flawless, radiant complexion while RAWMINERALS' botanicals work behind the scenes to reduce the appearance of wrinkles, boost radiance, and minimize the signs of aging.

And what's not in RAWMINERALS is just as important. While lots of other brands contain parabens and other known skin irritants, RAWMINERALS is hypoallergenic and free of harmful chemicals, making it ideal for sensitive skin.

In the past, women had to choose between natural products and superior performance. Now, with RAWMINERALS, you can have it all — makeup that's good for your skin, the planet, and the people involved in making our products.



Active Mineral Foundations

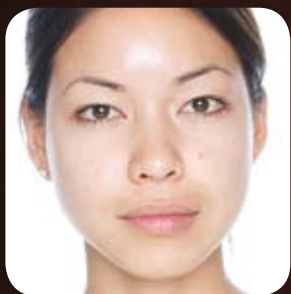
Imagine... beautiful lasting, even coverage that lets your skin breathe. Our ultra-fine mineral foundations go on naturally with a weightless, silky feel and blend perfectly into skin to balance your complexion. The pigments are highly concentrated, so a single application seamlessly covers imperfections such as dark spots, redness and acne, and the hydrating formula won't cake, dry out skin or settle into fine lines or pores.

SHADES: ● Light Ivory ● Light Tan ● Cocoa
 ● Deep Ivory ● Deep Tan ● Deep Cocoa

2g / 0.07 oz \$30



"Liquid foundations can irritate my skin and cause breakouts, but RAWMINERALS doesn't do that. It doesn't clog your pores, and it's actually healthy for your skin."
Rebecca A.



"The coverage is fantastic! You put it on in the morning and it lasts all day."
Donna M.



"I've been using RAWMINERALS for months now, and my skin has never looked or felt this good."
Karen M.



Mineral Glow

More and more women are discovering that radiance is the secret to healthy-looking skin. These light-as-air minerals impart a natural incandescence to give skin a sun-kissed radiance. Just sweep a bit over your nose, cheeks, chin and décolletage for a light, alluring glow. The pure formula is perfect for all skin types and subtly creates the illusion of a flawless complexion.

SHADE: ● Warm Glow

2g / 0.07 oz \$25



Active Veil

Active Veil diffuses light, giving skin a look of airbrushed perfection. Wear it alone or apply the sheer, translucent minerals over foundation to help it set and stay in place. You get an even, finished look that lasts all day.

SHADE: ● Sheer

2g / 0.07 oz \$25

Only RAWMINERALS has this unique combination of skin-enhancing active botanicals color:

	RAW MINERALS	Bare Minerals®	Sheer Cover®	Neutrogena®
ActivSilk to reduce wrinkle appearance	✓			
Natural Corn Extract to promote natural radiance	✓			
Soybean Extract to reduce the appearance of redness	✓			
VitaFirm Complex to smooth & firm skin	✓			
Natural Ingredients free of parabens & petrochemicals	✓	✓	✓	✓

If an ingredient isn't good for your skin, we don't use it.
RAWMINERALS leave skin revitalized, healthy and glowing.

INDEPENDENT
CLINICAL STUDY
RESULTS

- 80% of users felt their skin appeared more luminous
- 79% felt their skin appeared healthier and more renewed
- 74% saw improvement in lines and wrinkles within the first 5 minutes of application
- 74% experienced improvement in skin moisture
- 71% said their skin appeared clearer and saw fewer blemishes

(Results based on RAWMINERALS Foundations 6-week independent clinical study)



RAWCOLOR

Pure Color Awakened by Nature

Pure pigments and exotic, natural ingredients from all over the world are blended into luxurious textures and colors that define every feature flawlessly, naturally and more beautifully.

Active Botanicals replenish the skin with essential nutrients to diminish the visible signs of aging and restore skin's ideal beauty. Inner beauty is brought to life, awakened by a healthy radiance that is only captured with RAWCOLOR.



Soft Focus Illuminating Skin Perfector

This 3-in-1 skin care, luminizer and foundation is one of our most popular products. The lightweight, moisturizing formula absorbs quickly to help diminish the appearance of lines and wrinkles and to create an even, balanced complexion. Light-diffusing pigments provide an instant, luminous, "airbrushed" glow. Active Botanicals help invigorate and rejuvenate skin.

SHADE: ● Sunkissed

30 ml / 1 oz \$42

Active Botanicals

Brazilian Acai Extract
Natural Corn Extract
Sicilian Caper Berry Extract
VitaFirm Complex



Perfect Balance Concealer Highlighter Trio

This all-in-one compact has everything you need to whisk away imperfections and reveal a flawless complexion. The two concealers can be used individually or custom-blended to cover under-eye circles and blemishes while the highlighter brightens your skin and adds lift to the high planes of the face. All three moisturizing formulas glide on with ease for color that lasts all day without touch ups.

SHADES: ● Light ● Medium ● Dark

7.5 g / 0.26 oz \$38

Active Botanicals

Brazilian Acai Extract
French Buckwheat Extract
Japanese Honeysuckle
Sicilian Caper Berry Extract
VitaFirm Complex



VitaFirm Duo Foundation

Achieve the glow of bare, healthy skin with a lightweight foundation duo designed to effortlessly cover imperfections. Two complementary shades can be custom blended to achieve exactly the color you want. Minimizes the appearance of fine lines, reduces the visibility of redness and leaves skin with a radiant, dewy finish that lasts all through the day.

SHADES: ● Light ● Medium ● Dark

8 g / 0.28 oz \$42

Active Botanicals

Brazilian Acai Extract

Moroccan Argan Extract

Sicilian Caper Berry Extract

VitaFirm Complex



"People think that I'm doing something to my skin, but it's really the makeup that makes it look like I have smooth, great skin."
Dionne G.



"Now that I've been exposed to makeup that's natural and works, I wouldn't use anything else."
Mary Ann F.



Natural Transformation Brightening Powder

This must-have powder does it all — eliminates shine, balances skin tone, brightens your complexion and invigorates skin with essential nutrients to help slow the signs of aging. The talc-free powder diffuses light, imparts a warm, healthy, peaches 'n cream glow and helps to hide fine lines, wrinkles, enlarged pores and skin imperfections. Glides on without caking, so there's no heavy makeup mask.

SHADES: ● Universal

10 g / 0.35 oz \$32

Active Botanicals

Bamboo Extract

Japanese Honeysuckle

Pearl Powder

PlantActive Complex

Pure Natural Pigments

VitaFirm Complex



"Every time I checked my makeup throughout the day, it was perfect. I never had to reapply it or even touch it up."
Natalie U.



"It didn't feel like I'm wearing makeup at all. Only when I looked in the mirror could I tell."
Cathy M.



Lush Lash Pure Botanical Mascara

Pump up your lashes with rich, glossy black color while conditioning them from root to tip with a blend of pure plant extracts. This gentle, high-performance formula offers dramatic color, volume and lasting coverage without clumping. A specially designed brush separates as it coats for perfect definition of each lash.

SHADE: ● Black

7 g / 0.25 oz \$22

Active Botanicals

Japanese Honeysuckle
Mongolian Cashmilan
Moroccan Argan Extract
Sweet Almond and Apricot Extract
White Beeswax
Pure Natural Pigments



Primal Pigments Pure Botanical Lipstick

Soothe and moisturize your lips while adding a splash of vibrant color with a satin finish. Natural, active botanicals condition lips to promote a plumper, softer, younger appearance. Pure pigment technology makes this creamy formula extremely wearable and long-lasting. It's like having a lipstick and lip balm in one!

SHADES: ● Tickled Pink ● Native
● Nectar ● Cocobolo

3.5 g / 0.12 oz \$20

Active Botanicals

South African Cocoa Seed Butter
Natural Moisturizers and Plant Extracts
Omega-3 and Omega-6
PlantActive Complex
Pure Natural Pigments





RAWARTISTRY

Brushes

Customers often tell us our RAW Natural Beauty artistry brushes are the best brushes they've ever used. Each brush uses the finest quality materials like feather-soft, Taklon bristles for professional functionality and beautiful results.

Always **cruelty-free**, RAW Natural Beauty artistry brushes are specially designed to pick up and distribute product precisely and evenly, helping you to brush away flaws in a single application. From covering to shaping, you'll find the perfect brush for every makeup purpose.



Maximum Coverage Foundation Brush

You've never experienced a brush quite like this one. Thousands of RAWMINERALS customers tell us the genius design makes it their favorite brush, and their secret for flawless application. Densely packed, silky bristles allow for full, concentrated coverage with just the right amount of color in less than a minute. Quick, easy, perfect coverage every time — what could be better?

\$35

Concealer Brush

The feather-soft bristles and tapered, oval tip are perfectly designed for exact control and placement. Specially designed to hold more pigment, they allow you to completely cover flaws like blemishes, broken capillaries, scars, acne, age spots and freckles with a single application.

\$20

"The Maximum Coverage Foundation Brush is the favorite of all my brushes."
Tenisha T.

Multi-Tasking Retractable Brush

Imagine — all the benefits of a full-sized makeup brush and a shadow brush in a retractable design you can tuck away and take with you.

Use fully extended for even, flawless coverage of Mineral Foundation, Mineral Glow or Active Veil, or retract halfway for contouring under the cheeks or applying shadow.

\$15



"I couldn't believe I got such great coverage with the Multi-Tasking Retractable Brush and a little bit of powder."
Natalie U.

Face/Blending Brush

Get an all-over sweep of color and blend to perfection. Designed with light, fluffy bristles for fuller application and blending, this ultra-elegant, multi-purpose brush gives a look of polished, natural perfection. The head is tapered and domed for sheer application of face powders.

\$35



Blush/Shaping Brush

The full, rounded design of this brush makes it ideal for soft, targeted application of color to the face, cheek or nose area. The silky bristles are designed for color contouring, highlighting or color emphasis to cheeks.

\$35



All-Over Eye Shadow Brush

The compact tip with short, firm bristles is designed for bold, all-over application and layering of color. The rounded shape blends shadow seamlessly for a quick wash of color across the entire lid.

\$20



"The brushes are fabulous!"
Yvonne W.

Crease/Blending Brush

This brush isn't afraid of detail work. Specially designed for application and blending of eye color, particularly in the crease of the eyes. Soft fibers taper to form an angled head for controlled application and contouring of shadow as well as subtle highlighting under the brow bone.

\$20



Brow/Eyeline Brush

The all-in-one brush for beautiful eyes, from liner to brows. An extra-fine tip is designed to draw thin, precise lines along lash line, while stiff, angled bristles are perfect for precisely shaping and filling in the eye brows.

\$18



"The brushes made all the difference!"
Natalie U.



RAWSKINCARE

Pure Skincare Awakened by Nature

Experience the next generation of natural skincare, where science meets nature. For the first time, RAW Natural Beauty brings you powerful, clinically proven, plant-derived, skincare ingredients in gentle, yet highly effective topical applications.

Active botanical extracts deliver hydrating and nourishing properties that help to smooth and firm skin's appearance while reducing the visible signs of aging. Our lightweight formulas feel as comfortable as your bare skin ... it's beauty as nature intended.

Potent ingredients are delivered to skin through a proprietary, organic base. The result is a radiant, glowing, more youthful-looking complexion with premium skincare that beautifies naturally.



Ambiaty Daily Revitalizing Cream

Keep your complexion looking fresh and revived all day with this energizing cream based on a purified form of Ambiaty plant extract. Native to the African coastal island of Madagascar, Ambiaty has been shown to support healthy skin collagen and to enhance smoothness and radiance. You look completely natural, see fewer fine lines and wrinkles, and look visibly younger and glowing.

30 ml / 1 oz \$59



Ambiaty Eye Treatment

Pamper your eyes with botanical extracts designed to deliver hydrating and nourishing properties while reducing the appearance of dark circles and puffiness. The soothing formula softens fine lines and wrinkles while highlighting your youthful vitality. It's a natural, gentle way to reduce the signs of aging around your eyes.

15 ml / 0.5 oz \$49

Active Botanicals

Ambiaty
Kombuchka
Moroccan Argan Extract
Myrtle Extract
Organic Andiroba
Organic Brazilian Acai

Active Botanicals

Ambiaty
Hibiscus Extract
Organic Andiroba
Organic Brazilian Acai
Regu-Age

"I spent three years searching the world for the best, natural, skin care ingredients with clinically proven, anti-aging results - ingredients like Ambiaty to help reduce the appearance of fine lines and wrinkles, Organic Andiroba to moisturize and protect skin, and Brassicaceae to brighten the complexion and clarify the appearance of age spots and darkly pigmented areas left behind by acne. Some of these ingredients have been used for centuries in traditional remedies while others are extremely rare and cannot be found in any other skin care products. My goal is to bring you the safest, purest, most effective, natural anti-aging products I possibly can."

Christina



Ambiaty Concentrated Serum

A powerful serum to visibly reduce the appearance of lines and wrinkles, boost radiance and balance the complexion while providing active protection against factors that cause premature aging of the skin. Natural antioxidants actively protect skin from environmental damage. Skin looks brighter, softer, firmer and more resilient.

30 ml / 1 oz \$79

Active Botanicals

Ambiaty
Brassicaceae Extract
Hibiscus Extract
Myrtle Extract
Organic Brazilian Acai
Organic Andiroba



Andiroba Botanical Face Primer

A hydrating, protective skin primer designed to create a perfect canvas for flawless makeup application. Active botanicals help to reduce the appearance of pore size and smooth the appearance of fine lines and wrinkles while imparting a naturally healthy radiance. The weightless texture and cooling touch feel wonderful on the skin.

30 ml / 1 oz \$36

Active Botanicals

Beech Tree Bud Extract
Kombuchka
Organic Brazilian Acai
Organic Andiroba





EXCLUSIVELY AVAILABLE for customers enrolled in RAW NATURAL BEAUTY's home delivery service

Your RAW Natural Beauty experience becomes even more rewarding with the benefits of membership in Signature RAW...

- Exclusive savings on RAW Natural Beauty collections and individual products
- Create customized mineral, makeup and skincare kits with the expertise of RAW Natural Beauty consultants
- Receive a selection of your preferred products with a delivery schedule of your choice
- Enjoy complimentary trials of new RAW Natural Beauty products
- Gain access to the Signature RAW website to find unique offers, customer reviews, and beauty tips designed to enhance your expression of RAW Natural Beauty

To learn more, including how to get your free membership,
go to www.SignatureRAW.com

RAW Natural Beauty consultants are available Monday through Friday from 7am to 4pm PST at
1.866.603.9149

3 Easy Ways to Order

<p>1</p> <p>Online</p> <p>at www.RAWNaturalBeauty.com</p>	<p>2</p> <p>Toll-free</p> <p>at 1-866-369-7903 (7 a.m. – 4 p.m. PST)</p>	<p>3</p> <p>SAVE</p> <p>with SignatureRAW membership at www.SignatureRAW.com</p>
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