



YOUR GUIDE TO
RAW MINERALS
Pure Minerals Awakened by Nature

Welcome to the world of RAWMINERALS. Inside this guide, you will discover why RAWMinerals is different from any other makeup and how to achieve a look of natural perfection in three simple steps. Plus, we would like to introduce you to the benefits of SignatureRAW, our online rewards program with exclusive savings and members-only privileges. It's everything you need for a truly beautiful experience.



From the moment RAWMINERALS touches your skin, you can tell that it is unlike anything you've used in the past. It just feels right. Natural. Like your own skin... awakened like never before.

RAWMINERALS is an entirely new and fresh evolution in mineral makeup, at long last bringing together the skincare benefits of natural products with performance that exceeds conventional liquid foundation and other mineral brands.

It's a difference you can feel and see. In the past, using natural cosmetics meant sacrificing color, coverage and staying power. With RAWMINERALS, there is no sacrifice — just flawless, lasting coverage and beautiful, glowing skin.

It's about giving you a better choice; a high-end, eco-conscious product that benefits your skin, with beautiful results every time. Always natural, never overdone. Like your own skin ... perfected.

Christina

Christina Marcaccini
Creator and Founder
RAW Natural Beauty

Why women prefer RAWMINERALS

Mineral makeup has inspired millions of women to leave behind liquid foundation forever. But not all mineral makeup is created equal. Only RAWMINERALS delivers a unique combination of natural, non-irritating formulas, flawless, light-weight coverage and potent active botanicals that actually help improve the condition of your skin over time.

Whether you are experiencing mineral makeup for the first time or you've tried other mineral makeup and have been less than impressed with the color and coverage ... RAWMINERALS is the answer you've been looking for. It's the next generation of mineral makeup, improving upon everything that came before it.





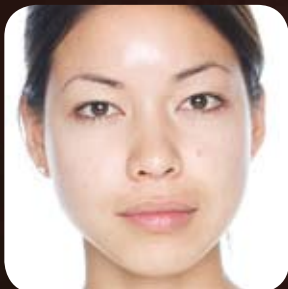
NATURAL Non-Irritating Formulas

RAWMINERALS is made with natural crushed minerals that look like a powder, feel like a cream and glide on like silk. Its versatility and non-irritating properties appeal to women of all ages, skin types and ethnicities who demand a better choice for their skin.

- Ideal for all skin types, including sensitive, dry or acne-prone skin
- Free of parabens, petrochemicals, talc, alcohol, synthetic dyes and fragrances
- Won't block pores or cause skin irritation
- Won't dry out skin
- Allows skin to breathe
- Feels weightless



"I find that a lot of 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.



"I was hesitant to try RAWMINERALS because other products have made my face break out. With RAWMINERALS, there was no sensitivity, and my blemishes were gone within days."
Donna M.



"I do get redness and blotchiness with my fair skin, and RAWMINERALS covers it really well. RAWMINERALS has totally helped me even out my skin tone. I love it!"
Lisa V.



"RAWMINERALS gave me better coverage than any other mineral makeup I've tried."
Nathalie U.



"RAWMINERALS covers better than other mineral brands I've tried. They have a smoother consistency and go on more evenly. And RAWMinerals was a better color match for my skin."
Dionne G.



"The greatest thing is that I didn't have to reapply my makeup. At the end of the day, it still looked fresh."
Cathy M.



SUPERIOR Flawless Coverage

In the past, natural makeup didn't always mean natural, lasting coverage. RAWMINERALS is a new generation of mineral makeup, combining nature's benefits with flawless, luminous and even coverage that lasts all day.

- Versatile colors are ideal for all skin tones
- Effortlessly blends for easy and seamless application
- Provides exceptional adjustable coverage – from light to full
- Balances skin tone for a flawless, airbrushed appearance
- Naturally covers skin imperfections like lines and wrinkles, redness, rosacea, enlarged pores, acne, sun spots and discolorations
- Lasts all day without touch-ups or shine



REVITALIZING Active Botanicals

Only RAWMINERALS contains a unique, proprietary blend of skin-revitalizing, active botanicals that help improve the condition of your skin over time. Grown in remote regions across the world, these rare plant extracts work behind the scenes to reduce the look of wrinkles and redness, enhance radiance, improve hydration and balance skin tone. The result is makeup that does double duty – naturally.

RAWMINERALS vs The Competition

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

	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	✓	✓	✓	✓

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)



"I've gotten so many compliments on my skin. People tell me it looks brighter and more radiant."
Samantha L.



"I've been using RAWMINERALS for months now, and my skin has never looked or felt this good. It's soft, it's smooth, it's radiant. I'll never go back to using any other makeup."
Karen M.



"I've noticed a great deal of difference in my skin. When I go for facials, my skin is not clogged like it used to be when I used normal foundation."
Mary Ann F.



Our ECO-PROMISE

RAWMINERALS is not just good for the skin, it's also good for the planet. We believe that natural responsibility extends beyond the ingredients we use. With RAWMINERALS you will experience skin in balance with its natural beauty — and support the world in balance with nature.

We seek out ingredients that are biodegradable and sourced from providers who practice sustainable agriculture, reject the use of pesticides and help to support local farming communities.

Our cartons are 100% biodegradable, made using clean windmill energy, and contain a minimum of 30% post-consumer recycled wood or fiber.

We are committed to the guidelines of Fair Trade Production, treating everyone with the respect and compensation they deserve.

Our brushes are cruelty-free.

We never test our formulas on animals.

“Being able to help the environment and also to cut down on the harmful chemicals I’m exposing myself to is very important to me. It helps me and it helps the environment. You can’t beat that.”

Karen M.



Your RAWMINERALS DISCOVERY KIT

Everything you need to achieve a look of natural perfection

You will receive:

2 Shades of Foundation

Ultra-fine foundations of natural crushed minerals glide on with a weightless, silky feel and blend perfectly into skin. A single application seamlessly covers imperfections such as dark spots, redness and acne. Natural, extremely versatile colors make it easy to find your ideal shade.

Mineral Glow

These skin-enhancing minerals give skin an instant look of natural, sun-kissed radiance. The natural color complements all skin tones and provides a youthful glow that lasts all day.

Active Veil

Sheer, translucent minerals set foundation and give skin a look of airbrushed perfection. Designed to work perfectly with RAWMINERALS Foundations, Active Veil provides an even, flawless finish that lasts all day.

Maximum Coverage Foundation Brush

The secret to flawless application, this professional-quality brush is specially designed with densely packed, silky bristles for quick, easy application.



Concealer Brush

The feather-soft bristles and tapered, oval tip are perfectly designed for exact control and complete coverage of blemishes, broken capillaries, scars, acne, age spots and freckles.



Multi-Tasking Retractable Brush

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.



YOUR HOW-TO GUIDE

to Flawless, Radiant Skin

Find Your SHADE

Your Discovery Kit contains two shades of foundation that you can blend to get the perfect shade for your skin.

- To find your color, brush each foundation shade separately onto your jaw line.
- You may find that one of the foundation shades is a perfect match for your skin. If so, apply as described. Then, go to www.SignatureRAW.com and select "Customize Your Foundations" to receive two jars of that foundation shade in future shipments. (See page 20 for more about your SignatureRAW benefits).
- If you find that neither shade is a perfect match for your skin, gradually mix the two shades. When the color matches your skin tone along the jaw line, you've found your shade.

What if you find you've selected the wrong shades?

If mixing your foundation shades doesn't do the trick, simply contact us so we can find the right shade for you. We want you to be completely satisfied and to have the best experience possible. RAW Natural Beauty consultants are available Monday through Friday from 7 a.m. – 4 p.m. PST at 1-866-603-9149.

APPLICATION IN 3 EASY STEPS

Applying RAWMINERALS is **as easy as 1-2-3**. The light-as-air minerals go on sheer, allowing you to build coverage, and blend effortlessly into skin to cover imperfections. One application is all it takes for an airbrushed complexion that glows from morning to night without touch-ups.



A little goes a long way!



That is all you need for
your entire face!

STEP 1 Active Mineral Foundation

- Begin with cleansed, moisturized skin. Allow moisturizer to fully absorb before applying mineral foundation.
- Pour a small amount of foundation from the jar into the lid. Remember: A little goes a long way!
- **Touch** your Maximum Coverage Foundation brush to the minerals and swirl it around until the brush “takes up” the minerals.
- **Tap** off excess.
- **Blend** over your face by moving the Brush in a circular motion around the cheeks, nose, chin and forehead and anywhere you desire flawless coverage.
- If you prefer more coverage, continue to apply foundation as needed.

TIP

Spot-cover imperfections

Using the Concealer Brush, **touch, tap and blend** foundation to problem areas such as broken capillaries, under-eye circles and blemishes.

Use as eye shadow base

Using the Maximum Coverage Foundation Brush, **touch, tap and blend** to eyelids to set a base for shadow and to brighten eye area.





STEP 2 Mineral Glow

- Pour a small amount of Mineral Glow from the jar into the lid.
Remember, a little goes a long way!
- **Touch** your Multi-Tasking Retractable Brush to the minerals and swirl it around until the brush “takes up” the minerals.
- **Tap** off excess.
- **Blend** with a light dusting all over your face or just sweep a bit over your nose, cheeks, chin and décolletage for a light, alluring glow.

TIP

To achieve a natural, sun-kissed appearance

Apply Mineral Glow to spots where the sun naturally hits, like the bridge of your nose, forehead and cheeks.



STEP 3 Active Veil

- Pour a small amount of Active Veil from the jar into the lid.
- **Touch** your Multi-Tasking Retractable Brush to the minerals and swirl it around until the brush “takes up” the minerals.
- **Tap** off excess.
- **Blend** by applying lightly to the entire face, neck and chest to set foundation in place.

TIP

Use Active Veil as a primer

Apply a sheer dusting of Active Veil as a primer before foundation to ensure even coverage. Be sure to apply after Mineral Glow as well to set makeup.

Complete your look with the
RAWcolor Collection



The RAWCOLOR Collection is the perfect complement to RAWMINERALS. This advanced color cosmetics line provides everything you need to complete your beautiful, flawless look everyday.

Using the finest, natural ingredients, RAWCOLOR is enhanced with our proprietary active botanicals to help improve your complexion over time. Imagine, color cosmetics that are actually good for your skin.

Plus, like all RAW Natural Beauty products, RAWCOLOR is formulated using safe, healthy, eco-friendly practices. Ingredients are bought from sources practicing sustainable agriculture and extracted through methods that minimize chemical processing.

The result is high-performance color cosmetics that deliver stunning results and the guarantee of natural, safe, hypoallergenic ingredients from eco-conscious resources.

Discover the full line
of RAWCOLOR products at
www.RAWNaturalBeauty.com



Welcome to
**SIGNATURE
RAW**

Your passport into the world of RAW Natural Beauty

Your RAWMINERALS order comes with some very gratifying perks, including free membership in SignatureRAW, a special program for customers who have a passion for our products and our philosophy. Membership in SignatureRAW enhances your RAWMINERALS experience. Here's a look at some of the great benefits you will receive by going to www.SignatureRAW.com:

- Save over 40% off the retail price of select RAWMINERALS kits and 10% off single-product purchases. As long as you remain a SignatureRAW member, you'll never pay full price.
- Create a customized selection of RAW Natural Beauty products. Many women find that their skin tone changes slightly with the seasons. With SignatureRAW, you can change foundation shades at any time to ensure you always have a perfect color match for your skin.
- Choose a personalized delivery schedule that fits your needs. Get a fresh supply of RAWMINERALS every 30, 60, 90 or 120 days — even select the exact date of your next shipment.
- Enjoy all sorts of exclusive benefits, including sneak peeks and special offers on our latest products.

It's all yours with your complimentary SignatureRAW membership, and you can find it all online.

Visit www.SignatureRAW.com
to start enjoying your benefits right away!