

ABOUT ADA COSMETICS

We proudly bring you Ada Cosmetics, the first mineral makeup company uniquely dedicated to providing every woman with makeup that matches their true skin color. Makeup for every woman and every color!

The name Ada (ah-dah) is the name traditionally given by the Nigerian Ibo to firstborn females. As such, the name has significant meaning to the developers and owners of Ada Cosmetics, both firstborn African American women. Aware that the unique needs of many women with skin tones across the color spectrum were not being well served by the mineral makeup market, the founders of Ada Cosmetics sought to create a company that served every woman of every color!

Ada's founders believe that makeup needs to be beautiful, safe, and worry-free, using only top quality natural ingredients! Ada's mineral makeup provides you with a natural look with a hint of glow that enhances your skin tones such that your skin appears healthy and beautiful. Ada wants you to look good by day and great in the evening!

Ada Cosmetics brings you a whole new world of naturally flattering, beautiful, and vibrant colors to compliment all skin tones, from the lightest of lights to darkest of darks. We've got your color!

Love Your Color™

Proud Signer of
The Compact for Safe Cosmetics
www.safecosmetics.org

ADA COSMETICS PRODUCTS

Foundations: Over 30 foundation shades from which to choose!

Blushes: We offer 16 gorgeous shades of blush in addition to our bronzers which can also be used as blush.

Lip Glosses, Glazes, and Sticks: Silky and moisturizing, in shades that enhance your natural beauty! Glosses contain organic and natural oils with wonderful moisturizing and healing properties!

Eye Shadows: A generous selection in a rainbow of colors. Available as Matte Shadows and Shimmer Frosts.

Mineral Powders: Our mineral powders are true "eye candy." These versatile powders are a staple of any complete makeup collection.

Mineral Veils, Bronzers, Body Shimmers: These accessories add a professional depth and spunk to any makeup application.

Additional Products: Mascara, Concealers, Eye and Lip Pencils, Cosmetic Brushes (specially designed for use with mineral makeup), Makeup Remover & Primer, and a complete line of exceptional Face & Body Care Products.



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Natural Healthcare Store

Phone: 800.721.1428
info@naturalhealthcaresore.com
www.naturalhealthcaresore.com



Natural Mineral Cosmetics

Makeup for every woman
and every color!

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WHAT ARE MINERAL COSMETICS?

Mineral cosmetics are made from crushed rocks and dirt from the earth, a concept that originated in Ancient Africa thousands of years ago. Today's mineral makeup contains the same minerals processed to remove any impurities.

Ada's loose mineral powders have no added fillers or synthetic (man-made) materials. This allows the skin to breathe and provides a weightless feeling and a healthy glow. Being strict about our ingredients, we guarantee a product that is not only clean, safe, and beautiful, but is also Doctor approved!

Your skin is your body's largest organ and it absorbs approximately 60% of what you put on it topically. Therefore, it's vitally important to use only the most natural health-promoting skin care and beauty products. All cancer-causing, toxic, synthetic, and chemical ingredients should be avoided. Additionally, dermatologists recommend avoiding known skin irritants such as Bismuth Oxychloride.

Ada's mineral makeup is 100% natural, hypoallergenic, won't clog pores, and provides a natural sunscreen! With Ada Cosmetics you can rest assured you've found the premier natural mineral makeup for every woman! The more you wear it, the healthier your skin will become. You'll truly...

Love Your Color™

HOW TO APPLY MINERAL MAKEUP

Foundations: Tap a small amount of powder into the lid and swirl your Kabuki brush into the lid. Tap the bottom of the handle with brush head facing upward on a hard surface. This settles the powder into the brush. Firmly spread powder on clean, dry skin to evenly blend pigments.

Blushes and Eye Shadows: Tap a small amount into the lid, swirl your shadow, mini bronzer, or powder brush into it. Apply and blend. Use some foundation to help blend if needed.

Mineral Finishing Veils: Tap a small amount into the lid and swirl your Kabuki or Powder brush into the lid. Tap bottom of handle and apply over entire face.

Body Shimmer / Bronzer: Use a Powder or Kabuki brush to dip into makeup as above. Lightly dust the powder onto your shoulders, cheeks, or entire body.

Mineral Powders: These powders have many uses. For Eye Shadow - tip the end of brush into powder, tap off excess and apply. For Eye or Lip Liner - moisten an angled liner brush with water, dip into powder or pour a little powder into jar lid or onto back of your hand, mix together in the lid or on the hand to achieve the desired thickness and apply close to the lashes or on the outline of the lips. For Lip Gloss - Dip lip brush into clear gloss and then into powder or a mixture of powders and apply to lips. For Nail Polish - use clear nail polish - moisten brush, dip into mineral powder and brush onto nails.

WHY USE ADA COSMETICS?

1. Variety of Selection! Uniquely developed and designed for woman of every color! With over 30 foundation colors from which to choose you'll improve the finished look of your skin with a true match to your natural skin tone.
2. Purity! Ada's makeup is talc-free, chemical-free, dye-free, Bismuth Oxychloride-free & hypoallergenic. It also provides a natural sunscreen protection of up to SPF 20. Ada is a proud signer of both the NIRC's "Truth in Labeling" pledge and the Campaign for Safe Cosmetics Pledge.
3. Doctor Endorsed! As a result of its high quality ingredients Ada has received multiple doctor endorsements supporting the safe, effective and therapeutic effects of their make-up products.
3. Best Prices! Ada Cosmetics provides its mineral cosmetics at the best price! As compared with the top brands you'll save 40% to 85%!
4. Superior Customer Service! Ada Cosmetics is a solution oriented, woman owned company. If it's not working for you, it's not working for us!
5. Variety, Versatility, & Abundance! We're constantly developing and setting new trends.