

# the trend for natural cosmetics

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As we become increasingly concerned with what we put in our bodies, the next step is to ensure we put only the purest ingredients on our skin. Conventional make-up contains a whole host of 'evil' ingredients: 'traditional' lipsticks are created from a base of paraffin, (which can accumulate in the liver, kidney and lymph nodes) combined with colourings (which include Aniline - suspected of causing cancer). And if you wear lipstick everyday you eat approximately one a year!

For a safer, more natural approach choose 'Trend' from Lavera - the most comprehensive collection of natural make-up, with organic ingredients. Trend contains:

- NO synthetic preservatives, colours and fragrances
- NO irritating emulsifiers, tensides or additives
- NO petroleum ingredients
- NO animal tested products or ingredients
- Dermatologically tested ingredients, tested on human volunteers only
- Ingredients recommended for sensitive skin
- High content of herb and plant extracts from certified organic farming
- Eco-Friendly packaging

Trend combines subtle, stylish colours and slick packaging for a truly modern approach to natural make-up. Colours fall into two categories: warm and cool, so it is easy to choose products for your skin colouring.

## Lavera Trend product overview

### For face

Tinted Moisturizing Cream £8.50

Make-up Fluid

Concealer £8.95

Loose Powder £12.45

Compact Powder £10.65

Powder Rouge £9.50

### Lips

Lipsticks £8.95

Lipgloss £6.95 - "Product of the Year at BioFach 2001"

### Eyes

Eyeshadow £9.75

Eye Liner £5.25

Volume Mascara £8.90

For highlighting the face/body

Glitter Gel £6.95

Accessories

Sharpener £1.99

Trend allows you to disguise problem areas and highlight your best features, safe in the knowledge that your make-up will not be doing more harm than good.

Trend is available at stores nationwide, by mail order or you can buy online at [www.lavera.co.uk](http://www.lavera.co.uk). For stockists information call Tel: 01557 870 203

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Editor's notes:

For more information on Lavera, samples or photography, please contact Debbie Cain PR on Tel: 020 8325 9392 or e-mail [Debbie@debbiecainpr.com](mailto:Debbie@debbiecainpr.com)