

BARE ESSENTIALS

san francisco

bareMinerals Heroes

Retail Price: \$59

Value Price: \$156

What is it?

Leslie's vision around this collection is that bareMinerals and bareMinerals customers are Heroes. Three Hero customers created the three new colors; bareMinerals Freedom Eyecolor, bareMinerals Fearless Eyecolor, and bareMinerals Pure Charm Blush. bareMinerals customers are fearless and motivate Leslie to deliver the power of bareMinerals. bareMinerals are heroes because all minerals are not created equal. 100% pure bareMinerals only uses the purest, highest quality mineral found in the earth and are free of preservatives, fillers, chemicals or binders. With 100% pure bareMinerals comes power to change your skin, power to enhance your appearance, and for many bareMinerals devotees, the power to change how you feel about makeup. The bareMinerals in this collection are like the heroes who use their natural powers to save the day with beauty.

Features and Benefits:

9-piece bareMinerals Heroes Collection includes:

- **30-Day RareMinerals Skin Revival Treatment** – Powerful blend of nutrient-rich, 100% pure RareMinerals harvested from untouched, virgin soil restore and re-energize your skin while you sleep, so you can wake up to a more radiant glow and to clearer, brighter, younger-looking skin. Containing no preservatives and zero irritants whatsoever, it's ideal for all skin types from dry to acne-prone, including the most sensitive skin conditions, like rosacea.
- **bareMinerals Fearless Eyecolor** (black spruce) - Beautiful alone, it also adds rich contrast when layered. Wear it dry for sheer illumination or "foiled" wet for an opaque wash of high sheen.
- **bareMinerals Freedom Eyecolor** (muted teal) - Naturally pearlescent, this shade can be worn dry for sheer illumination or wet for a smooth opaque wash of high sheen called "foiling".
- **bareMinerals Pure Charm Blush** (powerful pink shade) - This creamy, 100% pure bareMinerals blush buffs on like silk and can be layered several times over with other bareMinerals without ever losing its feather-light feel.
- **Mineral Veil** - Buff it on over your bareMinerals and watch it miraculously minimize the appearance of fine lines and pores, as it rids unwanted shine. It's completely sheer and versatile enough for all skin tones.
- **Bunny Buxom Big & Healthy Lip Polish** (playfully pink) - Infused with 100% pure bareMinerals, it naturally creates the look of fuller lips with a luminous high shine and sheer color. The tingly and cooling sensation reminds you that your lips are getting a power boost, while a deep infusion of antioxidant Vitamins A and E help keep lips soft, smooth and protected.
- **Eye Defining Brush** – This perfectly angled brush flawlessly details and blends in the contour crease, putting the focus on the framework of your eyes.
- **Tapered Shadow Brush** – This multi-tasking brush applies color to small areas like the lid and its tip can also be used to expertly buff liner shadow along the lash line.
- **Full Flawless Face Brush** – This plush, full-tapered brush delivers the ultimate complexion luxury when applied in broad sweeping strokes all over the face for medium-to-full coverage with bareMinerals Blushes and All-Over Face & Body Colors.

Application Tips:

The Look: Heroic Beauty

- Start out your power look by applying 100% pure **bareMinerals SPF 15 Foundation** (not included).



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- Empower your eyes by buffing a light wash of **Freedom Eyecolor** all over the lid from the lash base up to the eyebrow using the **Eye Defining Brush**.
- Using just the tip of the **Tapered Shadow Brush**, line the upper and lower lash lines with a power punch of **Fearless Eyecolor**. Go bolder by buffing around the outer corner for more intensity.
- For a fresh and naturally radiant glow, lightly sweep **Pure Charm Blush** over the apples of the cheeks with the **Full Flawless Face Brush**.
- Kiss lips in a cushiony layer of **Bunny Buxom Big & Healthy Lip Polish** to feel the tingling power of plumping.
- For ultimate, all-day staying power, buff on a sheer sweep of **Mineral Veil** using the **Full Flawless Face Brush** to give your complexion long-lasting freshness.

Great products to link with the Heroes collection:

Flawless Radiance



bareVitamins Prime Time Eyelid Primer



Big Tease Mascara



Available at: Bare Escentuals Boutiques, BE.com, Macy's, Nordstrom and spas/salons in June

Pre-launch at Nordstrom in Murray, Utah for one day only (May 10)