

# MERLE NORMAN®



SPRING 2007

NEWS FROM ESSEX SQUARE

HOURS: MON. 10-6 TUES.-THURS. 10-7, FRI. 10-6, SAT. 10-5, SUN. 12-4

4240 East Towne Blvd., Madison, Wis. 53704

[www.merlenormanstudio.com/mn-8823](http://www.merlenormanstudio.com/mn-8823)

Phone/Fax: (608) 244-0408

## New "ZEN-SATIONS" turns Merle Norman into a beauty Shangri-La

LOS ANGELES — East meets west on the catwalk where kimono wraps and floaty pants are big trends. To complement fashion's airiness, makeup brings a fresh look to faces with a pretty palette of luminous shades. Merle Norman Cosmetics breezes into spring with "Zen-sations," a bliss-full collection of bright, sheer colors for 2007.

### LOOK TO THE LIGHT

Eyes set their sights on pastel gazes—from dreamy to dramatic. The first step to creating a smooth canvas for eye makeup application starts with new **Luxiva® Perfecting Eye Base**. Available in matte, natural-looking shades of **Wheat** and **Ginger**, this primer is a bare necessity for increasing the longevity of eyeshadow and liner. Lids are then ready for a dose of color and luster with **Luxiva® Lasting Eyecolor Trio**. There are two ways to glow: new **Earthly Delights** for a mix that goes beyond beige or new **Blissful Berries** for those who want the bright of way.

Lined and defined eyes complete the look. For a natural effect, choose the velvety texture of **Luxiva® Lasting Creme Eyeliner** in **Bronze**. For bolder smolder, rim eyes with **Automatic Definitive Eye Pencil** in new violet-laced **Grapeful**. Then finish by spotlighting the inner corner of the eyes with **Definitive Eye Pencil** in icy new **Silver Cloud**.

### GRACE YOUR FACE

Skin takes a glint from the season's radiant vibe. A key product to enhance a glow is a dewy skin illuminator. New **Luxiva® Luminizer** in **Bronze Babe** (a sheer metallic) and **Glowing Gal** (a see-



through nude-pink) is not as dark as a bronzer and not as matte as a foundation, leaving temples, brow-bones and cheeks with a pearly polish.

To maintain the status glow, cheek color blushes in lively hues that provide a pop of pretty color that's sweet, not severe. Try **Luxiva® Lasting Cheek-color** in new **Gingerly**, a flirty fusion of pink and coral, and new **Pink Bliss**, a shimmery soft rose.

### TALK FLIRTY

Glistening shades play up pouts, and Merle Norman has four new smile-worthy options! **Luxiva® Age Defying Lipcolor** in glazy **Pink Haze** and barely-there berry-toned **Sheer Delight** kisses lips with feel-good color, while **Luxiva® Vinyl Lipcolor** in high-shine **Radiant Raspberry** and ethereal **Pink Aura** is the glossiest way to update a look.

### TO HAVE AND TO HOLD

Simple and chic nails whisper femininity. Top tips with **Salon Formula Nail Color** in nearly nude **Teddy Bare**, or try a classic French manicure with new white-as-a-cloud **Dream** and heavenly-pink **Angel**.

## Go natural with new Luxiva Purely Mineral Makeup

Merle Norman has taken the concept of natural beauty to the next level with a new foundation—now available! Introducing **Luxiva® Purely Mineral Makeup**, a loose powder foundation made exclusively of pure minerals. It's free of preservatives, talc, oil and fragrance, leaving skin with a healthy luminosity. Used with the Makeup Artistry Blunt Brush, **Luxiva® Purely Mineral Makeup** buffs on smoothly for a flawless coverage and an airbrushed finish. Come in today to try it on for yourself!



DISCOVER JUST HOW BEAUTIFUL YOU CAN BE!

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(608) 244-0408  
ESSEX SQUARE  
Sally Hanson, owner  
[www.merlenormanstudio.com/mn-8823](http://www.merlenormanstudio.com/mn-8823)  
4240 East Towne Blvd.  
Madison, WI 53704

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Tune in each month to see our latest VIDEO spot—now online at [www.merlenormanstudio.com/mn-8823](http://www.merlenormanstudio.com/mn-8823).

## Get glowing with Luminizer

The new “light source” for spring is **Luxiva® Luminizer**, Merle Norman’s new seasonal illuminating highlighter. Mix with foundation for all-over sheen or apply over foundation highlighting cheekbones, bridge of nose, forehead and chin to create a “lit-from-within” luster.

### FAST FACT—THE SCIENCE BEHIND SHIMMER

*How do shimmery makeup products illuminate skin? They contain reflective particles that “catch” the light and cast a luminous glow over the entire face.*



## Receive a FREE gift while supplies last

Choose your shades! Now when you purchase two or more Merle Norman products, you'll receive a FREE four-piece gift. Enjoy convenient travel sizes of Definitive Eye Pencil, Luxiva® Supreme Lash Mascara, Luxiva® Lasting Eyecolor Duet, and Luxiva® Changing Skin Eye Complex. Select Definitive Eye Pencil and Luxiva® Lasting Eyecolor Duet in neutral shades of *Platinum* and *Candy/Stay Steel* or tawny shades of *Dark Brown* and *Bisque/Cola*. Cosmetic accessories not included. Offer valid while supplies last. Limit one per customer.



Look your best this spring with Merle Norman!

## Merle Norman launches new skin care line: MN for Men

Buying trends have shown that men are searching beyond their shaving cream for quality products that care for their skin. To meet the needs of this growing market, Merle Norman is excited to introduce **MN for Men**, a simple three-step skin care system.

The high performance line of products includes a cleanser, post-shave balm and moisturizer. **MN for Men Cleanser** is a foaming face wash that dissolves excess oil and impurities. **MN for Men Post-Shave Balm** is a fresh, light gel that calms and soothes skin after shaving. **MN for Men Moisturizer** is a lightweight moisturizer that provides time-released moisturization without a greasy feel.



## Exfoliated Lately?

When you exfoliate regularly, your skin care products will penetrate more effectively, fine lines and wrinkles will be less noticeable, and foundation will apply smoother and wear longer. Be sure to exfoliate every day.

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