

# J.lynne



mineral makeup



natural cosmetics



purely beautiful,  
naturally you™

## J.Lynne Cosmetics Press Kit



# J.lynne

..... about

J.Lynne Cosmetics is a hip, young, vibrant indie beauty company in Chandler, Arizona. Our passion lies in helping women discover their pure beauty, all naturally!

Since 2005, J.Lynne Cosmetics has been bringing beauty back to nature with high-quality, affordable, handcrafted cosmetics that are completely free from chemicals, synthetics, fragrances, and unnecessary ingredients. All of our products are cruelty-free, and our loose powder minerals are vegan-friendly. The J.Lynne Cosmetics collection includes mineral foundations, blushes, eyeshadows, eyeliners, natural lipsticks, lip glosses, and more.



..... meet jess



Jessica Lynne Miller is the namesake and creator of J.Lynne Cosmetics. She began researching and developing her line of mineral makeup products after years of using cosmetics that irritated her sensitive, acne-prone skin. With the launch of J.Lynne Cosmetics in January 2005, Jess brought her dedication to pure and natural cosmetic solutions to the world. Her desire is simple -- to create high-quality products that will help her customers feel "purely beautiful, naturally you!"

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702





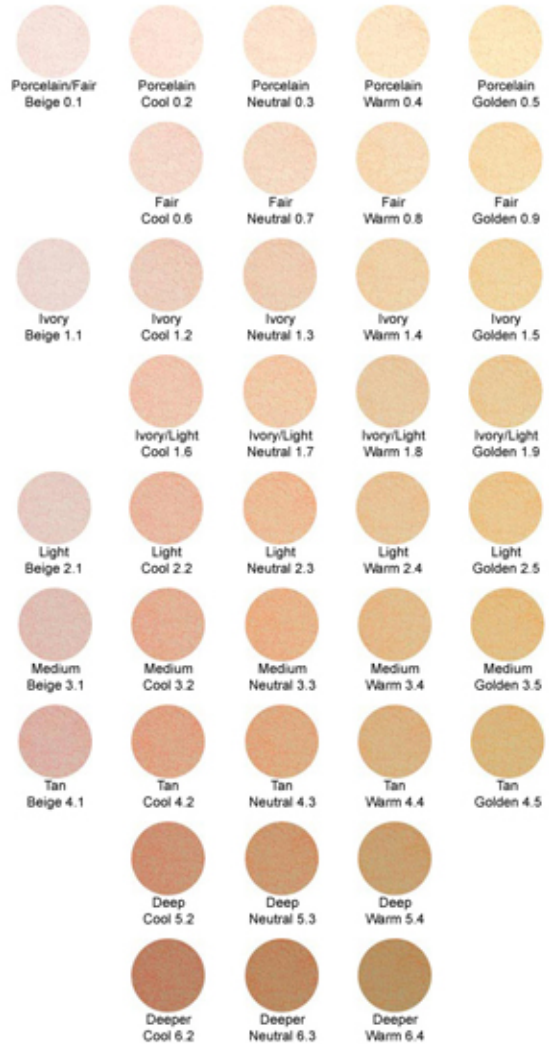
# J.lynne

## products

### Mineral Smooth Powder Foundation



J.Lynne's smooth, light-weight, all natural mineral foundation combines the benefits of a loose powder with the full coverage of a liquid. But unlike traditional liquid and creme foundations, our mineral foundation contains no synthetic, chemical, or filler ingredients. It feels soft, silky, and breathable on your skin -- never heavy or mask-like. We formulate our Mineral Smooth Foundation with pure titanium dioxide and zinc oxide, which provide completely natural sun protection and excellent coverage for every skin type -- dry, normal, combination, oily, or sensitive. Available in 39 unique skin tone shades. (MSRP: \$18.00)



J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702

# J.lynne

products

## Mineral Matte Priming Powder



Porcelain/Fair



Peach



Ivory/Light

J.Lynne's Mineral Matte Priming Powder is a fabulous all-natural alternative to traditional foundation primers. It uses the natural oil-control properties of minerals to give your skin a smooth canvas for mineral foundation application. By gently drawing excess oil from the skin, those with moderate to very oily skin will notice less oily breakthroughs, less shine, and less need for touch-ups throughout the day. It also works beautifully as a setting and finishing powder. (MSRP: \$12.00)

## Mineral Finishing Powder



Translucent



Porcelain/Fair



Ivory/Light



Medium/Tan



Deep



Rose



Peach



Golden



Lavender



Mint



Golden/Green

You've created the perfect canvas with J.Lynne mineral foundation -- now give it that lasting, air-brushed finish with our multi-use, multi-purpose, *multi-fabulous* mineral powder! We think of it as the ultimate all-in-one face powder. Our Mineral Finishing Powder is wonderful as:

- A setting and finishing powder.
- A sheer bronzing or color-correcting powder.
- A soft, diffusing powder to tone down eyeshadow and blush colors.
- A blending powder, to lighten or deepen mineral foundation shades. (MSRP: \$12.00)

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702



# J.lynne

## products

### Mineral Glow Illuminating Powder



The soft, illuminating, air-brushed look of pure beauty ... That's what J.Lynne's Mineral Glow Illuminating Powders will bring to your skin! Imagine the warm glow of candlelight, and how it seems to make your skin look softer, smoother, and lit with a natural, youthful glow. Our loose mineral powders create that same look of warmth, using pure mica pigments to lend a soft color to your skin. Use these silky powders on your face, neck, and decolleté ... Try them as sheer eyeshadows or blushes ... The results are positively glowing! (MSRP: \$12.00)

### Soft Silk Mineral Blush



J.Lynne's Soft Silk Mineral Blushes offer a touch of soft, pure color that will help every woman enhance her own true, natural beauty! Created with soft, silky, all-natural minerals and pigments, our loose powder mineral blush colors range from soft and subtle to lush and rich -- and all may be applied lighter or deeper depending on your skintone. Available in the Original, Latin Rhythms and Fountain Of Youth Collections. (MSRP: \$9.00)

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

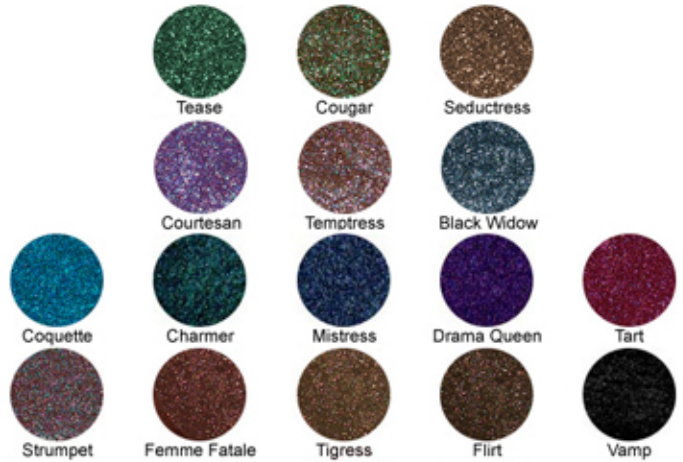
Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702



# J.lynne

## products

### Ultra Intensity Mineral Eyeliner



J.Lynne's Ultra Intensity Mineral Eyeliners are mysterious, bold and dramatic, framing your eyes with sultry colors designed to bring out the true intensity of your gaze. Whether you're a "Seductress" or a "Flirt", these deeply pigmented and dramatic eye makeup colors will define your eyes and leave your admirers breathless! Simmer Collection shades are luxe and shimmering, full of rich color and sparkle. Smoulder Collection colors are deep and mysterious with a beautifully rich luster. (MSRP: \$8.00)

### Multi-Dimensions Mineral Eyeshadow



Like prisms catching the light, J.Lynne's Multi-Dimensions Mineral Eyeshadows are made up of pure, shimmering colors that are anything but ordinary! Full of sparkle and ready to dazzle with color and light, all of our shades have been designed to showcase the unique vitality, warmth, and beauty of your gaze! Available in our Original and Sugar & Spice Collections. (MSRP: \$8.00)

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702

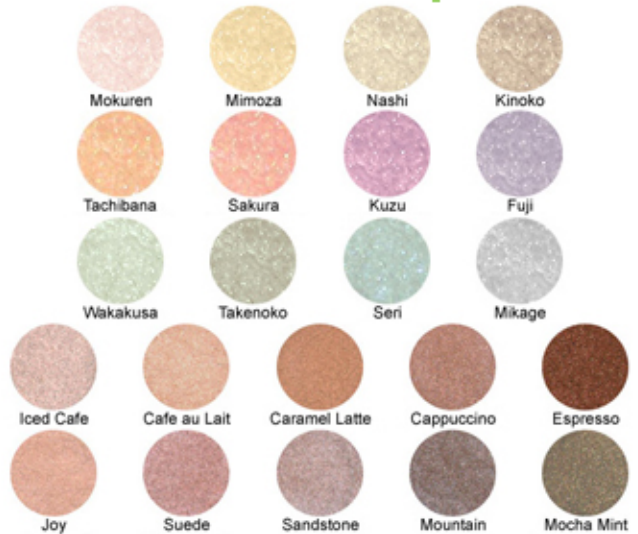




# J.lynne

## products

### Satin Pearls Mineral Eyeshadow



From soft to vivid, smoky to deep -- J.Lynne's Satin Pearls Mineral Eyeshadows encompass a wide range of shades, created to compliment your eyes with true, lasting, and lustrous color! With their smooth, silky texture and beautifully luminous, softly shimmering finish, Satin Pearls Mineral Eyeshadows are as luxurious as satin, with the true luster of a pearl. (MSRP: \$8.00)

### Plush Velvet Mineral Eyeshadow



Plush Velvet Mineral Eyeshadows are J.Lynne's version of the classic matte eyeshadow, created with lush minerals and unique pigments for a soft, velvety finish. These eyeshadows blend together beautifully, and also work well as base colors for our Multi-Dimensions and Satin Pearls mineral eyeshadows. Create a soft eye palette or apply with a damp brush for bold color. Either way, these velvet-soft eyeshadows will give you the look of true, classic beauty! (MSRP: \$8.00)

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702



# J.lynne

## products

### Smooth Color Lip Cream



What do you get when you combine the lush, lasting color of a lipstick with the moisture and feel of natural lip balm? J.Lynne's Smooth Color Lip Cream! The perfect marriage of smoooooth, rich lip color in a convenient, lip balm style tube. With a formula featuring ultra-moisturizing shea and mango butters, avocado oil and Vitamin E, and a kiss of natural sweet orange flavor, Smooth Color Lip Creams will give you lip-loving color that lasts, all naturally! (MSRP: \$6.00)

### Gloss FX® Natural Lip Glaze



The ultimate long-lasting, glossy-shine, all natural lip gloss is finally here! J.Lynne's Gloss FX® Lip Glaze brings pizzazz to your pout with lush, juicy colors that give your lips an incredible dose of shine, color, and moisture. Think your lips are in need of some special effects? Give 'em Gloss FX® and shine like a star! (MSRP: \$12.00)

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702





# J.Lynne

..... products

## Natural Care Lip Balm



J.Lynne Natural Care Lip Balm is available in six varieties:

- Coffee** - Rich coffee butter, cocoa butter & a hint of natural vanilla oil.
- Lemon-Lime** - Ripe, refreshing flavor of lemon and lime essential oils.
- Original** - Unflavored with extra Vitamin E for healing dry/chapped lips.
- Peppermint** - Minty & cooling with pure, natural peppermint oil.
- Sweet Orange** - Delicious, fresh citrus from natural sweet orange oil.
- Vanilla** - The intoxicating scent and light flavor of pure vanilla oil.

Let nature's finest ingredients give you lips that are soothed, smooth, and kissably soft! J.Lynne's Natural Care Lip Balm is formulated with a luxurious blend of beeswax, oils, butters, and Vitamin E and is completely free of synthetic colors and flavors. What you get is an all-natural lip balm filled with the pure, healing power of nature! (MSRP: \$3.00)

## Professional Mineral Makeup Brushes & Accessories



Seeking a flawless foundation finish, the softest blush application, or the ultimate eyeliner brush? Look no further! Here at J.Lynne Cosmetics, we know that high-quality makeup brushes can make a world of difference when it comes to using our mineral makeup. That's why we're so pleased to offer a complete selection of professional-style foundation, powder, eyeshadow, and eyeliner brushes at affordable prices. They're the ideal tools to complete your look with J.Lynne mineral makeup!

We also offer a Liquid Foundation Primer, Eyeshadow Primer, and Eyeliner Sealant which work perfectly with our loose powder minerals to create beautiful, lasting makeup looks. Empty cosmetic jars and J.Lynne gift certificates are also available for purchase.

And because we enjoy thanking our customers for choosing J.Lynne, we offer an exclusive Birthday Club and Customer Referral Program, where they can earn free gift certificates toward future purchases!

J.Lynne Cosmetics • [www.jlynnecosmetics.com](http://www.jlynnecosmetics.com)

Media Inquiries:

Joel & Jessica • [press@jlynnecosmetics.com](mailto:press@jlynnecosmetics.com) • (480) 840-1702

# J.Lynne

press

We welcome press and media inquiries, and we are happy to provide product samples and information, high-resolution photographs, and interviews. Please email [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) with your request.

J.Lynne products have been featured in a number of print and online publications, websites and blogs, including:



Your products work wonderfully, are natural, they last a long time, and are reasonably priced. The customer service is friendly and shipping is timely. Thanks for supplying an eco-alternative that gives you a bang for your buck! - Andrea, Tennessee

This is the best quality, most allergen free makeup ever made. My dermatologist was impressed as she claims I have one of the most sensitive skins she has seen. It is so light, looks so natural, yet covers redness. Thank you Jess. - Louise, Virginia

Absolutely the BEST of all Mineral Makeup on the market! My 40+ skin loves it! Simply beautiful skin without the shine I had with other products. Thank you J.Lynne for a wonderful well priced product. - Donna, Texas

I have just recently started using J.Lynne and am in love with the products! I tried several different mineral make-up lines to find something that wouldn't cause further irritation, and WOW does J.Lynne stand out!! It has been a virtual godsend. Thanks for creating such spectacular products and providing such great service. I'm a very happy customer. - Jamie, Washington, DC

I've tried 17 different lines and happy to say my search is over ... J. Lynne won hands down! I love your products! - Tammy, North Carolina

J.Lynne Cosmetics • [www.jlynne.com](http://www.jlynne.com)

Media Inquiries:

Joel & Jessica • [press@jlynne cosmetics.com](mailto:press@jlynne cosmetics.com) • (480) 840-1702

