



NOT ALL MINERALS ARE CREATED EQUAL.®

When I began my career in the professional cosmetic industry over 15 years ago, I realized that there were a lot of brands out there but that it was hard to differentiate between any of them. In my daily interaction with clientele, I also began to notice an increase in consumer awareness. Clients started to demand “natural” products. They wanted to know exactly what they were applying to their skin.

The category of mineral cosmetics, while not a new technology, is an example of how this shift has changed the marketplace. Now I am pleased to introduce the next generation of mineral make-up, a brand that is natural beyond minerals® ...a cosmetic line which has been “stripped” of parabens, artificial oils, dyes and fragrances. I am pleased to bring you *stript* .

Launching this brand has been an enlightening experience. Our exhaustive search for the most natural, high performance ingredients has proven that not all minerals are the same. Some brands utilize parabens and other synthetic preservatives. While parabens are highly effective and commonly used, they are indeed synthetic and are believed to mimic the hormone estrogen and can disrupt normal hormone functions.*

In an attempt to satisfy the preservative-free niche, other brands have elected to offer 100% natural minerals using no preservatives. The problem with these cosmetics is that they are prone to cross-contamination and microbial growth.

stript is unique in that we are committed to developing premium mineral cosmetic products which contain natural ingredients. But for us, product safety is also a priority. That's why we offer products with **Natural Broad Spectrum Microbial Growth Inhibitors**** the cutting edge in safe yet 100% natural, vegan, paraben-free cosmetics.

We invite you to experience an eco, health and socially conscious brand that is also devoted to maintaining an edge of sexy femininity. Could you ask for anything more? *stript* —Where PURITY and PASSION unite!®

Gina Austin, Founder and Creative Director

* Parabens are currently under scrutiny in medical research within and outside the U.S. From CFSAN/Office March 20, 2006. For More Information: <http://www.cfsan.fda.gov/~dms/cos-para.html>

** Naticide® a registered trademark of Sinerga is a vegetable origin fragrance. Plantservative Wsr originates from Singapore and is a fully active liquid preservative isolated from Lonicera Japonica (Japanese Honeysuckle).