beauty with a conscience

THE LATEST FROM CULT SKINCARE BRAND **PRIORI** IS A RANGE OF ECO-FRIENDLY MINERAL MAKEUP THAT NOT ONLY LOOKS FLAWLESS BUT IS ALSO GOOD FOR YOU. JESSICA RULE REPORTS.

In today's social climate, preserving nature and minimising our carbon footprint is at the fore, so it's no surprise that leading brand Priori has followed suit with the introduction of their eco-friendly CoffeeBerry Natureceuticals Perfecting Minerals range. It protects and nurtures skin and is made and packaged without negatively impacting the environment.

This is the first skin caring mineral line containing CoffeeBerry extract, a natural potent anti-ageing botanical. It battles free radicals that cause skin ageing, while acting as a lightening agent to promote skin luminosity. It also offers broad-spectrum protection against the sun's ageing UVA and UVB rays – a must-have in the harsh Australian sun.

The CoffeeBerry Perfecting Minerals range includes six shades of foundation, an enhancing bronzer, a concealer and a finishing touch powder to set your look.

The six CoffeeBerry Perfecting Foundations are versatile and can be applied lightly for a natural sheer cover, or layered for full flawless coverage. The unique properties of the non-comedogenic and non-acnegenic formula makes it ideal for those with skin conditions such as acne, rosacea, hyper-pigmentation, broken capillaries, sun damage, blemishes, scars, birthmarks, varicose veins and dark circles.

Besides instantly perfecting the skin's appearance, clinical results show a reduction in skin redness, dryness and an overall improvement in the appearance of the skin within two weeks. It has also been shown the Perfecting Foundations can actually improve the skin's appearance long term. In addition, the special light-diffusing minerals help to reduce the appearance of fine lines and wrinkles for a smoother, more perfected complexion and a dewy glow.

The ingredients are so pure they can even be used straight after treatments such as chemical peels and laser resurfacing. Key ingredients are Mica, Titanium Dioxide, Zinc Oxide, Iron Oxides and CoffeeBerry Extract.

CoffeeBerry Perfecting Concealer camouflages skin imperfections with the stroke of a brush, and also provides a wonderful base for eyeshadow. Achieve a radiant summer glow year-round with the CoffeeBerry Sun Kissed bronzer and set the look with Finishing Touch buffed over the top for a stay-fresh look with a 'light as a feather', naturally perfected finish.

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Paraben free and clinically tested (not on animals!) this eco-friendly brand with cruelty-free brushes achieves the killer combination of smoking hot makeup, guilt free. CoffeeBerry Perfecting Minerals cares for your skin around the clock, making it a multi-tasking mineral line – it's a no-brainer for your beauty bag. **acsm**