

# The Body Shop Reveals a New Make-up Range, Nature's Minerals

THE BODY SHOP.

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**Press Release Summary: The Body Shop has unveiled a new make-up range, Nature's Minerals, inspired by the natural world's abundance of ingredients.**



Press Release Body: **The Body Shop**, a leading global retailer of cosmetics and toiletries, has unveiled a new make-up range, **Nature's Minerals**.

The collection is clinically-proven to be perfect for those with sensitive skin, free of preservatives, fragrance, and oils – and ideal for those with sensitive skin.

The new [make-up](#) range comprises a long-lasting foundation with SPF25 to help protect skin from sun damage, four fresh fabulous cheek colours and six sensational pearlescent eye shades, each contained in jars which include recycled content, with a mesh sifter for easy distribution.

Pure mineral powders have been carefully selected by [The Body Shop](#) to deliver adjustable coverage for a light, naturally radiant finish, offering 'barely-there' make-up with a slightly pearlescent formulation for healthy-looking skin.

**The Nature's Mineral range** also includes a Foundation Brush, Blusher Brush and Eyeshadow Brush, 100% free of animal hair.

**The Nature's Minerals Foundation SPF25** is oil free, dermatologically-tested, non-comedogenic and free from potential irritants like preservatives and fragrances. The Foundation is made up of ingredients including Mediterranean clay and kaolin, which together ensure amazing staying power, Sericite to promote lustre and mica based pearls for a natural healthy looking glow.

**The Nature's Minerals Cheek Colour** range is an enduring, blendable powder blush created from pure minerals providing a weightless feel when applied to skin. Choose from: Pink Quartz, Golden Terracotta, Warm Copper and Brown Topaz.

**Nature's Minerals Eye Colour** from The Body Shop provides customers with six up to the minute shades. All the shades in this range have been ophthalmologically tested, and are suitable for wearers of contact lenses, as well as those with sensitive skin. Choose from: Platinum Shimmer, Radiant Graphite, Golden Emerald, Pink Opal, Bronzed Amber and Molten Bronze.

**About                      The                      Body                      Shop:**

The Body Shop International plc is the original ethical cosmetics company, now operating across more than 2,500 stores in over 60 markets worldwide. The Body Shop has constantly sought out wonderful natural ingredients from all four corners of the globe to bring you products bursting with effectiveness, to enhance your natural beauty. We strive to use our planet's resources wisely, searching for outstanding natural materials and ingredients from across the globe to include in our range of products. We continue to lead the way, sourcing sustainable palm oil, introducing 100% recycled packaging, and raising funds and awareness to help prevent the spread of HIV/ AIDS, and continuing to support marginalized communities around the world through our [Community Trade](#) fair trade programme.

For over 30 years [The Body Shop](#) has believed that business has the power to make the right kind of difference to the world. Our unique philosophy continues to drive everything we do, allowing our customers around the world to become 'activists', simply by choosing from our range of products. As **Dame Anita Roddick** said: "*Activism isn't listed on The Body Shop labels as an ingredient, but it is there as surely as the bergamot and hemp oil*".

**Web Site:** <http://www.thebodyshop.com/global>

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