

jane iredale
BEAUTY WITH BRILLIANCE™

SUMMER 2015

MAKEUP NEWS



burn on vacation. Burns were bad, right? And 15 minutes in a tanning booth versus hours of time on the beach surely had to be better for you, right? If only I'd known. Tanning beds are straight UVA rays. (These are the rays that go deeper into the skin than UVB rays.) We were led to believe that UVA was safer because it didn't burn our skin.

Here I am, a 39-year-old mother of three beautiful children, an incredible husband, and a life filled with love, support and promise. And here I am with Stage IV melanoma cancer in my liver and brain.

Melanoma occurrence has gone up 700% since the 1970's, the same time tanning beds hit the scene. They now have studies that show 15 minutes in a tanning bed is equivalent to an entire day in the sun. Boy, were we misled.

So, is that golden tan really worth the risk? I have been through treatments that have made me gain 30lbs in a week from capillary leakage. I lost my mind and hallucinated. I've lost my hair and I am preparing to lose it again. My skin has been burnt, surgically cut into, and insanely speckled with moles. I've had conversations with my children asking me that if I died, "Why can't we die with you?" Surely, a tan can't be worth any of that?!

Learn from me. Make my experience worth something. Get an annual full-body scan, a good sunscreen and sign up for a spray tan.

Love to you,
Trinity

Trinity died on November 5, 2014. On a bitterly cold night, hundreds of people waited outside for two hours to pay their respects to her family.



Trinity Raifstanger
Rebecca Raifstanger Photography

Summer is especially welcome this year in the northeast after six months of excruciating winter. We're all looking forward to feeling the sun on our skins. It's a happy time. But this summer I can't help thinking about someone we lost last year. Someone who was very special in our community and died of melanoma at the age of 39. Her name was Trinity Raifstanger; she was beautiful and beloved. She was also extraordinarily brave and demonstrated that bravery in her determination to tell her story in the hope that it would help others. These are her words:

I was young. I loved makeup and hairspray and watched "Who's the Boss" for Sam's fashion advice. I also loved a good tan. There was nothing that a little sun-kissed look didn't help. It made you look... healthy. And living in New England, you were limited to just a few short months of warm weather, so the next best thing was to fake and bake.

Just about everyone I knew did it. I even remember going with my mother when I was in high school to get a base for our Florida vacations because having a base would ensure not getting a

It is so typical of Trinity to want to turn her suffering into something positive. I'm hoping that her words will make a difference especially to those young women who are the most vulnerable to UVA damage. I know that sunscreen language can be confusing

especially to those young women who are the most vulnerable to UVA damage. I know that sunscreen language can be confusing and over the years I've tried to sort it out for you although it's a moving target with different rules and language appearing at a dizzying rate. Currently, all sunscreens in the US must protect from UVB and UVA rays. However, unlike the rest of the world, the FDA does not allow an indication of how much UVA protection your sunscreen contains. You will only see the words "broad spectrum." The SPF rating refers to the amount of UVB protection in your sunscreen. An SPF 15 protects from 93% of UVB rays. You do not get double protection from an SPF 30. In fact, you only get an extra 4%. UVB rays are at their most potent in the middle of the day. UVA rays have equal intensity throughout the day. The higher the SPF the larger percentage of sunscreen chemicals have to be put in the formula. You will only get the protection that's advertised if you apply according to the directions and reapply frequently throughout the day.



We don't use chemical sunscreens. We use physical sunscreens, Titanium Dioxide and Zinc Oxide. They lay on the skin like hundreds of thousands of little mirrors reflecting and refracting the sun's rays. Our sunscreens are also water resistant to 40 minutes. We've tested our UVA ratings. All of them have a rating of *medium* except for Powder-Me SPF which has a rating of *high*.

We all think we look healthier with a tan but a tan is the sign of the body's attempt to protect itself *after* the damage has been done. I hope this helps. The main thing to remember is that there is no such thing as a healthy tan.

Talk to you soon,

Green tip

Two weeks ago, an agency of the World Health Organization issued a report concluding that Glyphosate, the key ingredient in Monsanto's Roundup, likely causes cancer in humans. 88,000 tons were used in the United States by farmers in 2007. Since the advent of "super weeds" (weeds resistant to Roundup), the use of Glyphosate has risen significantly. A recent study found Glyphosate residues in the main foods of the Western diet – sugar, wheat, and genetically modified corn and soy.

JANE'S FAVORITE RECIPE

I'm always looking for berry cobblers on menus but I never find one. So I made this one up. It's really easy and delicious. (serves 4 with some left over)

- One packet each of frozen organic berries – black berries, raspberries and strawberries (blueberries are fine, too). Put them in a baking dish and let them thaw.
- Mix in a few drops of vanilla extract. (I don't sweeten. If the berries are organic, they are sweet enough.)
- For the topping, in a Cuisinart, add two cups of unsweetened organic granola, half a cup of whole wheat flour, a pat of butter and maple syrup to taste. Pulse the ingredients until the mixture looks like bread crumbs.
- Spread it on top of the thawed berries and bake at 350 until it bubbles.
- Serve with sour cream or vanilla ice cream.

Did you know that...

According to The Skin Cancer Foundation website, indoor tanning is a \$5 billion a year industry. People who first use a tanning bed before age 35 increase their risk for melanoma by 75 percent, are 2.5 times more likely to develop squamous cell carcinoma, and 1.5 times more likely to develop basal cell carcinoma than non-tanners.

We have launched our hero product, LipDrink, in two new shades *Buff* and *Crush*. These moist, protective lip balms have broad spectrum sun protection and taste like lemon. Really, a summer must-have.

And if you want that golden shimmer on your skin without the damage, you can't do better than well...



And if you want that golden shimmer on your skin without the damage, you can't do better than Tanti's Golden Shimmer Face and Body Lotion. It was such a hit last summer that we've brought it back again. Use it as a highlighter on your cheek bones for sure but I also love it on my arms and legs. It looks especially beautiful in sun and candle light and pairs perfectly with Tantiasia Self Tanner & Bronzer for a sun-kissed look.

WHAT'S IN

- 1 Hair with major volume.
- 2 Soft nude lips.
- 3 Barely-there beauty.
- 4 Flashes of gold & silver.
- 5 The low ponytail.
- 6 Lower lash liner.



BOB'S BYTES

Jane's nephew, Bob, contributes the male perspective in 'Bob's Bytes'.

When the sunny days of summer are in full swing, those of us who spend the first part of the year dodging snowflakes become tempted to soak up as much Vitamin D as possible. Unfortunately, both my wife and I have learned the hard way about the perils of unprotected exposure to that great ball of fire in the sky. Back in the day, aloe provided the cooling cure. Now, SPF and a trusty hat keep the burns at bay. And as long as there are plenty of bronzers and fun ways to imitate the sun's radiant glow, my wife enjoys creating her own sun-kissed look — with no need for an emergency stash of aloe.

The buzz about jane iredale



Pink Lip Pencil
InStyle, April 2015

In the Beauty Q&A Section, a reader says, "I'm a woman in my 60s looking for some real life makeup tips. Help!" The expert explains that "As you age, you need bright lips to add pop and warmth," and the Lip Pencil is included as the editor's recommendation on how to add this pop of color, playing off a look seen on Helen Mirren.

Forever Peach Just Kissed Lip and Cheek Stain is featured on the "Beauty Scout" page as the "Smart Buy" of the month. The editor mentions that lip and cheek stains can be intimidating if they don't rub in well but *Forever Peach* "has avocado oil so it goes on with ease." She also adds "what's really great is that the high-tech formula reacts to your skin's pH level and adjusts to the right shade of coral for you. This one's a keeper."



Forever Peach Just Kissed
Lip and Cheek Stain
Woman's Day, April 2015

What sets us apart?



BRIDES editors selected Amazing Matte Loose Finishing Powder as the best of the best which will be announced in their April/May issue. BRIDES editors are the experts on the best products for engagement, day of—and beyond. They understand that engaged women live for beauty, try hundreds of products and should put your product on the top of their list.

HandDrink Hand Cream has received the Self Healthy Beauty Award as well as the 2015 Best of Natural Beauty Award in the Staff Favorites category from Better Nutrition Magazine.



COMING SOON



jane iredale – THE SKIN CARE MAKEUP, is a comprehensive line of mineral makeup developed to enhance the lives of women by delivering personal, natural beauty to lift her health and spirit. A responsible extension of skin care, each product is subjected to rigorous sensitivity and safety tests to ensure it is as good for the skin as it is beautiful to wear. Based in the beautiful Berkshires in Massachusetts, *jane iredale* is offered through fine spas and salons, resorts, apothecaries and medical offices in more than 40 countries. Visit janeiredale.com for more information about our company and brand.

28 Church Street | Great Barrington, MA 01230 | United States