

Younique Products Ingredients

All Younique Products are cruelty-free

Moodstruck Minerals Pigments/Concealers/Blushers: 100% natural, chemical-free, mineral-based pigment powders, free of talc, oils, preservatives, perfumes, synthetic dyes, and parabens.

Titanium Oxide –

- Naturally occurring mineral used in pigmentation of our shadows
- Has a brightening effect
- Protects against damaging UV light

Zinc Oxide -

- natural element derived from soils and rocks
- White powder used a lightening agent
- Highly effective at blocking UV rays that damage skin
- Water resistant quality (which is what makes them "sweatproof")
- Fights and prevents acne (while this may not be important for shadows it will be in our concealers!) :)

Mica -

- a finely ground mined mineral that has a translucent or reflective properties to it
- Comes in a variety of natural colors and is used to add natural color to our cosmetics
- Provides a natural "shimmer" to our shadows

Iron Oxide -

- Naturally mined mineral composed of iron and oxygen
- Has a signature red or rust color to it (used to add natural color to cosmetics)
- Non-toxic and highly water resistant

Bismuth Oxychloride -

- Commonly used mineral in cosmetics – it is possible that people with overly sensitive skin may have a slight irritation to Bismuth, but it is not harmful in any way.
- Has a white pearly sheen that gives makeup a frosted or pearlescent glow. Without this ingredient, makeup can often look dull or flat.

3D Fiber Lashes: (many people with sensitive eyes or normally cannot wear mascara usually do well with this product)

Transplanting Gel -

- Green tea collagen full of antioxidants – provides volume and natural shine to your lashes.
- Water
- Natural Propolis – provides the sticky glue component. Comes from bees (bees gather plant materials and sap and mix with pollen to create this Propolis ingredient to use within their hives.) It is known to have natural healing benefits, antibacterial protectant, and contains vitamins and minerals.
- Brazilian Palm Glue – extracted and refined through pressing and crushing that turns the palm glue into an oil (liquid) and helps with the sticky nature of the transplanting gel. It also helps resist oxidation and rancidity (a natural preservative).
- Black Iron Oxide – natural black powder mineral that adds the black pigment color to the gel.

Fibers –

- 100% natural fibers taken from the dried green tea plant.

Glorious Face & Eye Primer:

- Elastin - a protein already found in the skin and tissue of the body. It helps to keep skin flexible but tight, providing that bounce-back reaction if skin is pulled. It is most often listed as an ingredient in “anti-aging” skin care products. It is typically harvested from either cows or birds and is said that it should promote better skin elasticity and helps the skin to better hold in moisture. So it's basic purpose is to boost skin strength; smooth the appearance of wrinkles; and perk up loose skin.
- Dimethicone - derived from its mother element, silicon or silica. Silicon is a natural occurring element and scientists have made great breakthrough in combining silica with other natural elements like carbon, oxygen and hydrogen to form a polymer. It is this polymer called Dimethicone that is in Glorious. It is a silicon-based organic polymer and is widely used in skin-moisturizing lotions and other skin care products. It is also widely used in shampoos because "dimethicone makes hair very shiny and slippery." In a nutshell the main purpose of Dimethicone prevents water loss and protects your skin, and allows makeup to bond to skin and stay put all day.
- Trehalose - natural substance also known as mycose. Trehalose is found in animals, plants, and microorganisms. In animals, trehalose is found in high amounts in shrimp, and also in insects, including locusts, butterflies, grasshoppers, and bees, in which blood-sugar is trehalose. It is actually an edible substance and has a sugary taste on its own. It is an ingredient often found in eye drops to relieve dryness of the eyes, so this is another ingredient that is proven to be very

safe around eyes. It is actually added to Glorious to work in conjunction with and stabilize the next ingredient – Vitamin E.

- Vitamin E - a fat-soluble vitamin and antioxidant. That means it is absorbed by the fat, or lipids, in your cells. Vitamin E is one of the most powerful antioxidants, but here is what is important to remember -- your body can NOT produce it on its own, which means you have to make sure you're getting enough of this valuable nutrient both in your diet and in your skincare products. It's been proven that eating foods high in vitamin E and taking vitamin E supplements can't get enough through your food intake can help prevent premature aging of your skin and damage to your skin. Studies show that putting vitamin E on your skin help your skin stay healthier and more supple by ensuring you get enough of this antioxidant vitamin.
- Hyaluronan - responsible for smoothing your skin out by temporarily filling in any holes and wrinkles in your skin. Hyaluronan is something that is already naturally found in our bodies, specifically found in our tissue and cartilage. The average human has about 15 grams of Hyaluronan in our body. Hyaluronan helps to secure moisture and creates this fullness effect—or youthful-looking skin by repairing tissue. *Hyaluronan* is also a major component of skin, where it is involved in tissue repair. Topically applied, which of course our Glorious Primer would be – this Hyaluronan ingredient helps to form an air permeable layer and penetrates into the outer layer of the skin, essentially boosting the elasticity and hydration of the skin. The protective barrier on the skin locks in moisture, which gives the skin a youthful appearance. As we age, skin moisture can drop significantly, our skin dries out -- which creates aging-like effects on skin appearance as it loses its elasticity. I really think this is one of those magic ingredients that makes Glorious feel so wonderful to the touch on our skin. Scientists and chemists refer to Hyaluronan as a “smart nutrient” simply because it can adjust its moisture absorption rate based on the humidity—relative to the season and the climate.
- Butylene Glycol - organic ingredient that makes our product extremely soluble. It is non-toxic, hypo-allergenic and is typically used in cosmetics and food preparations to keep the product liquefied and soluble. It's considered very safe by the FDA and is also considered to be an organic preservative which helps give a two-year shelf life to our Glorious primer.
- Silk Crosspolymer - is what gives the primer the desired silky feeling when you touch it. It's gives a very smooth and silky texture and acts as a skin conditioner. This is really its main and only purpose, but is really what gives its silky smooth texture.

1. NATURALLY-BASED PRODUCTS

Every single one of our products are considered naturally-based and a majority of them are considered all-natural. The National Ingredient Resource Center (NIRC) considers a product "all-natural," if it contains at least 95% of ingredients that fits their criteria for natural ingredients. The other 5% may come from ingredients that do not meet their criteria for natural, but do not contain synthetic fragrances, artificial colors, or harmful fillers.

Younique uses mostly natural and/or organic ingredients, as well as also using some synthetic ingredients. Sometimes it is necessary to use a non-toxic synthetic ingredient (s) when no equivalent can be found in nature. While the idea of using 100% all natural products may seem appealing, it is not practical and does not necessarily mean they are safe. In fact, failure to include effective preservatives in a product can lead to health problems, such as skin infection. It is necessary to use some type of synthetic non-toxic preservative (s) to ensure the products you use are safe. The recent negative publicity surrounding the use of parabens may give the impression that all synthetic preservatives are toxic or carcinogenic, when in fact, they are not. In an ideal world, we'd be able to pluck the leaves or seeds from a plant or tree, crush it up and mix into our products and come up with a safe and effective preservative. In reality, this is not feasible. Some natural preservatives are originally plant derived, but must undergo a chemical process to convert them into a viable and effective compound strong enough to prevent and combat bacteria and fungus. A balance must be struck between effectiveness and gentleness - in other words, a preservative, which is not only non-toxic, but one that won't cause skin irritations or allergic reactions.

There are many synthetic ingredients that are considered to be safe and non-toxic. Conversely, there are all-natural ingredients, which can be considered toxic, and you wouldn't want to use. From our perspective and in our research, it is more important for a product to be safe and non-toxic rather than a 100% all-natural and organic. With that in mind, here is how our products fair in relation to that – pretty amazing facts really!

* BB Flawless is 93% +/- Natural

* Awake Facial Cleanser is 98% +/- Natural

* Brilliant Moisturizer is 93% +/- Natural

* Glorious Face & Eye Primer is 96% +/- Natural

* Moodstruck Minerals (including Concealers, Blushers, Matte and Shimmer Pigments) are all 100% Natural

* 3D Fiber Lashes – Transplanting Gel is 87% +/- Natural and the Green Tea Fibers are 100% Natural

* Refreshed Rose Water is 93% +/- Natural

You can take pride in the fact that these percentages are way above industry standard and are quite impressive!

2. GLUTEN-FREE PRODUCTS

The following Products ARE Gluten-Free:

Moodstruck Concealers

Moodstruck Blushers

Moodstruck Pigments

Glorious Primer

3D Fiber Lashes

Lucrative Lip Gloss

Brilliant Moisturizer

Awake Facial Cleanser

BB Flawless

The Following Products are NOT Gluten-Free:

Refreshed Rose Water (Hydrogenated Starch Hydrolysate)

3. VEGAN PRODUCTS

The Following Products ARE Vegan:

Moodstruck Concealers

Moodstruck Blushers

Refreshed Rose Water

BB Flawless

The Following Products are NOT Vegan:

Moodstruck Pigments (Carmine)

Brilliant Moisturizing Gel (Pearl Powder - oysters)

Glorious Primer (Elastin)

3D Fiber Lashes (Collagen)

Lucrative Lip Gloss (Beeswax)

Awake Facial Cleanser (Stearates)

4. NUT BYPRODUCT

BB Flawless does have Shea Butter in it. The Food Allergy Research and Resource Program reports the shea nuts are a tree nut, but that they do not belong in the list of commonly allergenic tree nuts. It is the oil from the shea nut that is used. The oil contains little protein, which is what triggers the allergic reaction. The risk of a reaction to the Shea Butter is considered to be extremely low to those who do have a nut allergy. Most people with nut allergies do not have a problem using Shea Butter, but it should be noted for those with extreme cases.