

Engineer Turned Makeup Artist Creates Mineral Makeup Line for All

Source: Leah Patterson/Etniq Mineral Cosmetics

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Etniq Minerals, the creation of makeup artist and former engineer Leah Patterson, answers all women's need for versatile, safe, and long-lasting makeup. Etniq combines vibrant colors and unique formulas to compliment every woman's skin tone.

Makeup artist Leah Patterson believes there's no reason to sacrifice healthy skin when trying to look good. That's the thought behind her line, Etniq Mineral Cosmetics.

Patterson, a Chicago native and Howard University chemical engineering grad who focuses on holistic beauty, has created high-quality eyeshadows, foundations, blushes and bronzers that are good for skin.

"Minerals protect the skin from sun damage and environmental elements," she says. "The ingredients actually adhere to the skin so you have perfect coverage all day. It doesn't clog pores and you can even sleep in it without worrying!"

Etniq uses non-organic materials that stave off bacteria, mold and fungus, extending the products' usefulness beyond the shelf life of many others. Mineral makeup can help even out skin tone, cover acne and scarring, and blemishes. If you've got an active lifestyle, Etniq is for you, she says.

"I wanted to create a mineral makeup line with bold colors and a funky uniqueness that would stay in place while dancing, swimming and exercising." An aesthetician, Patterson studied at Dudley's Beauty College and owns Soul Revival Mobile Spa for in-home services and private parties. She's taught wellness seminars for about five years, created a line of specialty herbal hair and body products, and works as wellness editor for BellaOnline.

Etniq launched in March 2007. She's hoping to create a new era of hip, multicultural, holistic beauty with it. Individual prices range from \$5.25 to \$24.50. Makeup kits are available from \$15.00 to \$85.00. Orders can be placed online at <http://www.etniqminerals.com>. Etniq information and news can be found at <http://www.etniqminerals.blogspot.com>.

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About Etniq Mineral Cosmetics: Etniq Mineral Cosmetics is a mineral makeup line that combines fun and funky with total sophistication and never forgets that true beauty begins with a beautiful canvas - radiant skin. Etniq offers a range of colors for all skin tones - including women of color. Etniq Minerals offers a speciality herbal skin care line and an herbal baby hair care line as well.

Category	Fashion, Beauty
Tags	mineral makeup, women of color makeup, cosmetics, beauty, safe makeup, chemical free makeup, holistic beauty
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