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# *Winalite's Healthy Lipstick*



## ***Contains:***

- Ester C
- Shea Butter Oil
- No heavy metal
- No colored pigments

★  
*Our Love  
Your Health*  
★

Rose

Citrus

Lavender



*Winalite's Healthy Lipstick*



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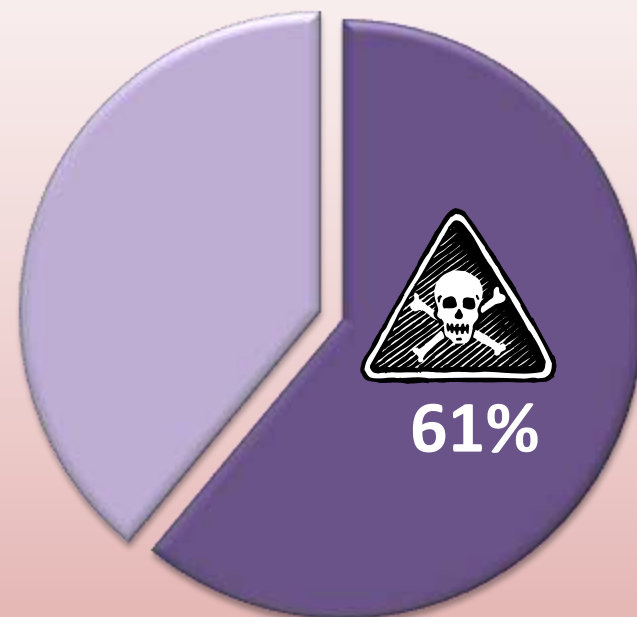
# The harmful effects of typical lipstick

October 2007

Campaign for Safe Cosmetics in the  
USA tested 33 brands of Lipstick

## The result:

61% of lipsticks contained  
*dangerous and alarming  
levels of lead*



<http://www.safecosmetics.org>

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# The harmful effects of typical lipstick

- CSC Test included some of the top-selling brands.
- Lead is not listed on lipstick ingredient labels



**2009 - FDA** released a follow-up study

- Heavy metal content was up **4 times higher** than the last report
- Average lead content was **10 times higher** than the FDA standard for Candy

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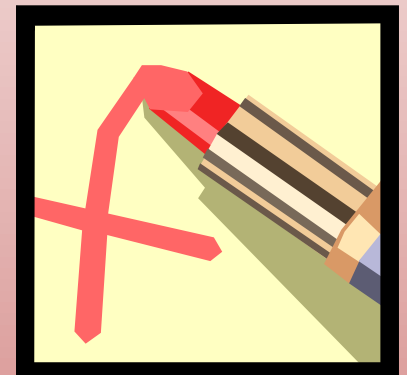
<http://www.safecosmetics.org>

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***Over the course of a lifetime,  
the average woman  
ingests 7 pounds of lipsticks.***

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# What is Lead (Pb) ?

- A form of Neurotoxin
  - can cause problems such as lowered IQ
- **NO** safe level of lead exposure



# Who's vulnerable?



- Everyone
- But particularly pregnant women and young children

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Mark Mitchell  
M.D., MPH,  
President of the Connecticut Coalition  
for Environmental Justice.

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# How to test for Heavy Metal?

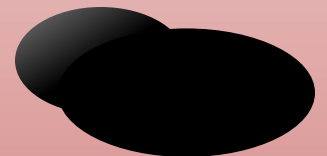
## What you need:

1. 1 piece of Aluminum tin-foil
2. 1 non-Winalite red lipstick  
(the redder the better)
3. 1 piece of tissue

## Direction:

1. Draw a ● with red lipstick, on to a piece of aluminum tin-foil  
(Approximately ½" in diameter)
2. Rub the ● lipstick mark with the tissue
3. In about 10 seconds, the ● will become a **black smudge.**

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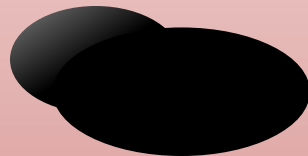
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# How to test for Heavy Metal?

## Why the black smudge appears?

In order for the typical lipstick to get the **bright red color**, Iron Oxide is used.

The rubbing of Iron Oxide, with aluminum tinfoil creates an oxidization effect, hence the black smudge.



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Iron Oxide is most commonly known as **RUST**



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TM

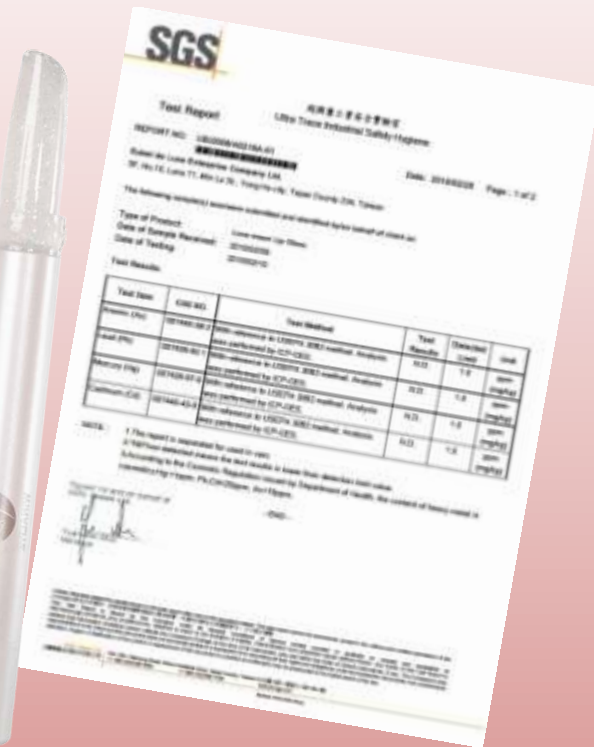
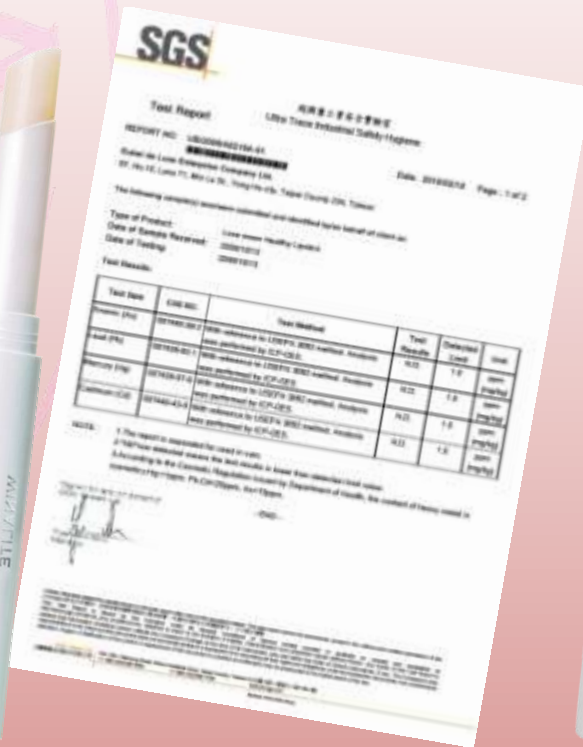
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## SGS Certified: Contains NO heavy metal

Test Item	Test Results
Arsenic (As)	N.D.
Lead (Pb)	N.D.
Mercury (Hg)	N.D.
Cadmium (Cd)	N.D.

N.D. = Non-Detected



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# **Ester C**

Ester C is an advanced form of L-Ascorbic Acid (Vitamin C), with many benefits.

## **Benefits include:**

- Quicker absorption
- Stomach friendly
  - Neutral pH (Vitamin C is acidic)
- Provides powerful antioxidant support
- Longer retention

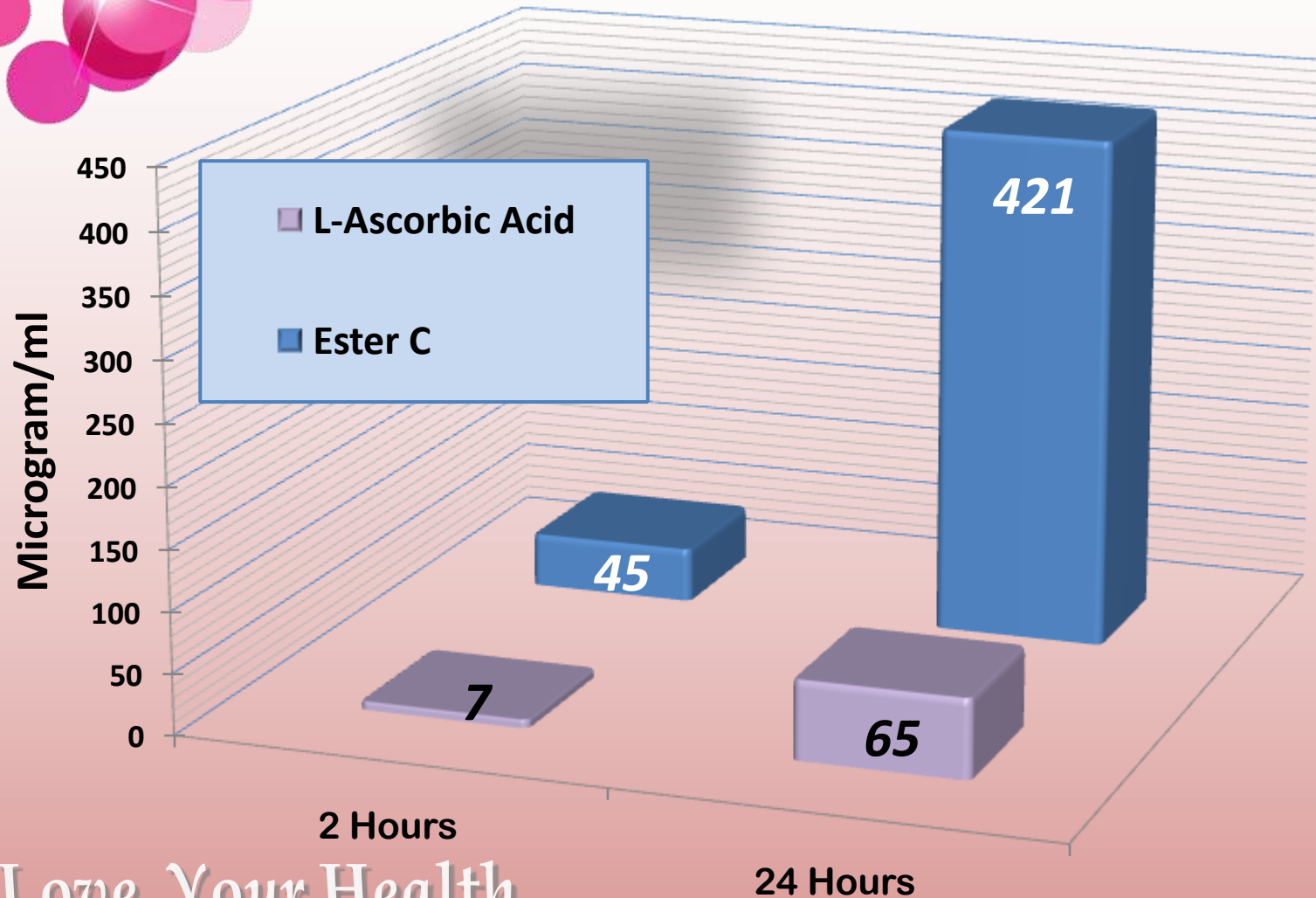
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# Ester C



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**Ester C**

**Blocks UVA & UVB**

**Skin Cells**

**Lightens Skin**

Reduce the effects of melanin

**Revitalize Cells**

**Accelerate productions of collagens**

Collagen degradation = wrinkles

**Anti-Oxidant**

Prevents cell damage from free radicals

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# Shea Butter Oil

An extract from seeds of the African shea tree  
(*Butyrospermum parkii*).

## Benefits include:

- Superior against signs of aging
- Moisturizer – nourishes lips
- Protection against heat damage
- Soothes irritation
- Edible – substitute for Cocoa Butter)



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# **Bixa Orellana**

## **Seed Extract**

An abundance of Vitamin E is extracted from the seed of Bixa Orellana; commonly known as Achiote, a small tree located in Uruguay.

### **Benefits of Vitamin E:**

- Antioxidant
- Protects against UV
- Sun protection and sun burn treatment
- Reduce the appearance of lines and wrinkles



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*Get the lips*

*you've always wanted...*

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\*Results may vary slightly