



alison raffaele

*brand book 2013*



*live beautiful!*



alison raffaele

## *brand story*

It all began with Alison's desire as a professional makeup artist to help women discover and reveal for themselves the inherent, natural beauty which they possessed, but all too often could not see.

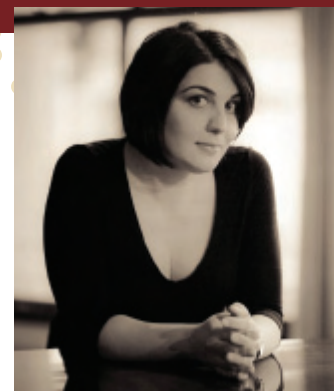
Launched in 2008, Alison Raffaele Cosmetics is the first makeup artist-developed brand to blend high performance, easy-to-use cosmetics with eco-friendly, treatment-oriented formulations. All of Alison's products are designed to create a healthy, flawless complexion, which serves as the canvas for any makeup look.

Her mantra "LIVE BEAUTIFUL!" expresses Alison's professional understanding that a woman's true beauty must come from within, and that it is best expressed through the pursuit of her dreams.



alison raffaele

## alison raffaele bio



Raffaele's passion for beauty surfaced in her youngest years. Drawing inspiration from music, fashion magazines and legendary make-up artists like Way Bandy, she experimented with looks and crafted her technique behind the beauty counter of the family business, Raffaele's Pharmacy. From 80's chiseled cheekbones to classic natural looks, Raffaele refined her skills on willing customers waiting for prescriptions and booked her first professional job while still in high school.

During her senior year at Fordham University, a photographer friend introduced Raffaele to makeup artist Bobbi Brown. "Bobbi was always an idol of mine and having the opportunity to work with her was a life changing experience" says Alison. Shortly after her graduation in 1992, Alison landed the coveted position as Brown's head assistant, accompanying her daily on photo shoots. Later that year, she also became the first national make-up artist and international trainer for Bobbi Brown Cosmetics. Raffaele spent three years with Bobbi fine-tuning her craft, and went on to amass a stellar portfolio of her own work through print and celebrity bookings. Her technique has graced many famous faces, including Gwyneth Paltrow, Jennifer Aniston, Sigourney Weaver and Giselle Bundchen. Raffaele's star continued to rise as a professional makeup artist, but she realized there were still dreams she needed to follow. In 2000, after nine months of research and development, Alison launched her first brand, Skin Alison Raffaele. Her True Concealer became an instant success among artists and clients, solidifying her as a product development specialist.

While pregnant with her daughter, India June, in 2008, Alison evolved her brand by removing the parabens, talc, mineral oil, fragrance and gluten from her formulas, and relaunched the brand as Alison Raffaele Cosmetics.

*"Being the daughter of a pharmacist, wellness has always been engrained in me, and when I became pregnant I realized the need to create products I could eventually trust on my own daughter's skin."*

Alison Raffaele Cosmetics is the culmination of Alison's dream to provide women with healthy cosmetic choices and produce eco-friendly products that integrate naturally derived anti-aging ingredients with high performance cosmetics.

Simply put, Alison's focus is to make unique products that wear beautifully on the skin, as well as deliver nourishing benefits from within, all formulated to draw out a woman's inner radiance and enhance her ability to "Live Beautiful!"

From blemish fighting peptides to time released antioxidants, Alison is involved with each ingredient and product she develops from start to finish.

Beyond her hands-on involvement with all aspects of her company, Alison remains strongly committed to her roots as a professional make-up artist. Whether working with clients at special events, doing television appearances, getting celebrities ready for the red carpet, giving lectures or working with young artists through the powder group, Alison is truly living her passion each and every day and teaching others to "Live Beautiful!".



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## brand overview

### Alison Raffaele Cosmetics Encourages All Women To “Live Beautiful!”

Launched in February 2008, Alison Raffaele Cosmetics was the first makeup-artist developed brand that recognized the industry’s need for high quality, professional products that were also committed to the health of the customer. Alison Raffaele Cosmetics are free of parabens, talc, mineral oil, fragrance and gluten. They were specifically designed for today’s conscientious consumer that wants safe, non-toxic cosmetic products, but does not want to sacrifice efficacy, luxury and quality.

*“As a makeup artist committed to developing cosmetics that truly make a difference in women’s lives, I firmly believe that health is the foundation of true beauty,”* says Raffaele.

*“The logic is simple: healthy skin just naturally looks better. That basic premise motivated me to develop a line of products that not only look good, but also help protect and improve the skin’s well-being with every application.”*

To that end, Alison developed a unique, proprietary antioxidant complex, Frutta di Vita™ Fruit of Life), which is based on three antioxidant powerhouses: Pomegranate, Goji Berry, and Resveratrol. The extracts from these fruits are blended together and naturally bio-transformed to provide the greatest level of protection against free radical damage.

*“It is the natural evolution of my line and a revolutionary approach to cosmetics. Formerly, the word ‘cosmetic’ indicated something that was superficial. Cosmetic improvements were surface only – just for show. Not anymore,”* said Raffaele.

*“My line of rejuvenating, health-promoting cosmetics is literally a natural for women who worry about wearing too much makeup in an effort to conceal acne or mask dark circles under their eyes.”*

It’s all been leading up to this: a line of products that are driven by passion and deliver on the promise of naturally enhancing the skin’s inherent beauty. It’s Alison’s personal promise, that you can Live Beautiful as you reveal the true essence of your soul!



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## face forward primers

1 FL OZ 30 ML  
SRP \$46.00

### FACE FORWARD PRIMERS

Skincare-based Primer with SPF 15

in **Acne Response** and **Age Response** formulas

- 100% Paraben, Talc, Mineral Oil, Gluten and Fragrance Free • Vegan
- Dermatologist Tested and Approved • Makeup Artist Developed • Not Tested on Animals

#### *Basic Facts*

##### **Acne Response Formula**

- Foundation primer + acne treatment + SPF 15
- Advanced blemish-fighting oligopeptides are clinically proven to treat and prevent acne faster and more effectively than the leading benzoyl peroxide treatment without irritating or drying skin - perfect for those suffering from adult acne

##### **Age Reponse Formula**

- Foundation primer + anti-aging treatment + SPF 15
- Unique antiaging hexapeptides are clinically proven to promote new collagen production, resulting in dramatically increased skin elasticity and a visible reduction of fine lines and wrinkles within four weeks

#### *Key Ingredients*

- Contains Alison Raffaele Cosmetics signature Frutta di Vita antioxidant complex (Pomegranate, Goji Berry and Resveratrol) to shelter skin from damaging free radicals
- **Zinc Oxide** is a natural, mineral-based sunscreen SPF 15 that provides broad spectrum UVA/UVB protection

#### *Application Techniques*

- Massage a pea-sized drop of primer into clean skin before applying foundation; may also be used alone without makeup



#### *About Alison Raffaele Cosmetics*

Launched in 2008, Alison Raffaele Cosmetics is the first makeup artist-developed brand to marry high-performance, easy-to-use cosmetics with eco-friendly, treatment-oriented formulations. Alison Raffaele products are designed to create a healthy, flawless complexion, which serves as the canvas for any makeup look. As a result, they have become an essential element in the kits of numerous professional makeup artists, particularly those working in HD.

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## reality base foundation

1 FL OZ 30 ML  
SRP \$38.00

### REALITY BASE FOUNDATION

#### Oil-Free Liquid Foundation

- 100% Paraben, Talc, Oil Free, Gluten and Fragrance Free • Vegan
- Dermatologist Tested and Approved • Makeup Artist Developed • Not Tested on Animals

#### Basic Facts

- Provides medium coverage with a healthy-looking satin finish
- Lightweight and clean feeling on the skin
- Long wearing
- Suitable for all skin types, safe for use on sensitive and acne-prone skin
- Matching **True Concealer** provides additional coverage for a seamless look

#### Key Ingredients

- Contains Alison Raffaele Cosmetics signature Frutta di Vita antioxidant complex (Pomegranate, Goji Berry and Resveratrol) to shelter skin from damaging free radicals

#### 7 Skintone-True Colors



#### Application Techniques

- Apply to clean skin, or over appropriate **Acne Response** or **Age Response Alison Raffaele Face Forward Primer**
- Choose the shade of **Reality Base Foundation** that is closest to the client's natural skintone, matching to the middle of her cheek – the correct shade will visually "melt" into the skin
- To cut ruddiness in the skin, one shade deeper may be used where needed
- May be applied with fingertips, **Foundation Sponges**, or **Foundation Brush**
- For the most natural-looking coverage, begin with less and then add more where needed
- Set with a setting powder such as **Transparent Finish Powder**

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## true concealer

6g NET WT 0.21 OZ  
SRP \$25.00

### TRUE CONCEALER

Lightweight, high-coverage concealer

- 100% Paraben, Talc, Mineral Oil, Gluten and Fragrance Free • Vegan
- Dermatologist Tested and Approved • Makeup Artist Developed • Not Tested on Animals

#### Basic Facts

- Designed for concealing under the eyes and blemishes
- Blends easily and provides natural-looking full coverage
- Lightweight and comfortable to wear – dries down to a powder-like finish
- Micronized pigments won't settle into fine lines
- Suitable for all skin types, safe for use on sensitive and acne-prone skin

#### Key Ingredients

- Enriched with **Aloe and Vitamin E** to calm and soothe skin
- **Sodium Hyaluronate** to hydrate the skin and encourage cell regeneration
- Contains Alison Raffaele Cosmetics signature Frutta di Vita antioxidant complex (**Pomegranate** and **Resveratrol**) to shelter skin from damaging free radicals

#### 7 Skintone-True Colors



#### Application Techniques

- Choose the shade of **True Concealer** closest to the client's natural skintone, matching it to the middle of her cheek
- For very red blemishes, go one shade deeper to help neutralize redness
- Concealer may be applied with the **Concealer Brush Duo**, **Foundation Sponges** or fingers
- Concealer is best applied in several thin layers, building coverage by gradually adding more
- Setting concealer with a loose setting powder, such as **Transparent Finish Powder**, will greatly extend its wear time

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## incandescence luminizer

6g NET WT 0.21 OZ  
SRP \$28.00

### INCANDESCENCE LUMINIZER

#### Brightening corrector and highlighter

- 100% Paraben, Talc, Mineral Oil, Gluten and Fragrance Free • Vegan
- Makeup Artist Developed • Not Tested on Animals

#### Basic Facts

- Designed for brightening around the eyes and highlighting the face — wakes up tired looking eyes, softens smile lines and gives skin a luminous, healthy look
- Provides a light touch of coverage with a subtle glow
- Ideal for those who feel that high-coverage concealers emphasize their fine lines

#### Key Ingredients

- Contains Alison Raffaele Cosmetics signature Frutta di Vita antioxidant complex (Pomegranate, Goji Berry and Resveratrol) to shelter skin from damaging free radicals
- Enriched with **Aloe** and **Vitamin E** to calm and soothe skin

#### Two Skin-Enhancing Colors

- Yellow for natural appearance
- Peach for extra brightening



#### Application Techniques

- To brighten the area: Apply to lower and upper eyelids; tap gently to blend
- To highlight bone structure: Apply to brow and cheekbones; gently tap to blend
- To lighten shadows around the mouth: apply to marionette lines; tap gently to blend
- May be used on bare skin, or layered on top of concealer for an added visual lift



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## transparent finish powder

JAR: 11g NET WT 0.38 OZ SRP \$28.00  
TO GO: 4g NET WT 0.14 OZ SRP \$46.00

### TRANSPARENT FINISH POWDER

Invisible face powder for  
all skintones and skin types

- 100% Paraben, Talc, Oil Free, Gluten and Fragrance Free • Vegan
- Dermatologist Tested and Approved • Makeup Artist Developed • Not Tested on Animals

#### Basic Facts

- Although powder appears white in jar, **Transparent Finish Powder** is completely clear on ALL skintones, from fairest to deepest
- Suitable for ALL skin types – will not build up or oxidize on oily skins and will not collect in the fine lines of more mature skins
- Ultra lightweight formula feels clean and comfortable on the skin
- Perfect for setting all liquid and cream cosmetics
- Will not change the color of other cosmetics
- Banishes shine and provides a natural matte finish
- May be reapplied as necessary

#### Key Ingredient

- Corn starch formula (**Zea mays starch 1**) for your healthiest skin ever

#### Application Techniques

- Apply after all liquid/cream cosmetics, and before all pigmented, powdered cosmetics
- Sweep on with our **Kabuki Powder Brush**, for a natural finish
- Press on with a velour powder puff for a matte finish
- Particularly useful for setting cream concealers, eye shadows and blushes

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## travel friendly tools

### TRAVEL FRIENDLY TOOLS

#### Basic Facts

- All Alison Raffaele brushes are made with 100% cruelty-free Takelon bristles
- All handles are made from FSC (Forest Stewardship Council) wood – for every tree used, another one is planted
- All Alison Raffaele brushes feature shorter handles for portability and come in their own reusable travel pouch
- Makeup Artist Developed

#### The Collection

- **Foundations Sponges:** SRP \$8.00 (includes 2 sponges) image not shown
- **Foundation Brush:** SRP \$34.00 This brush makes quick work of applying and blending liquid foundations and gel blushes
- **Concealer Brush Duo:** SRP \$27.00 (includes one large and one small brush) These brushes retain their shape, softness and strength when used repeatedly with moist cosmetics
- **Kabuki Powder Brush:** SRP \$50.00 The ultimate in cosmetic luxury, this plush 100% "faux chinchilla" premium Takelon bristle brush is ideal for applying and blending all types of powders. May also be used for buffing the surface of damp foundation and for blending gel blush
- **Blotting Tissues:** SRP \$10.00 (includes 100 tissues per pack)  
Unbleached and powder free, these super-absorbent paper tissues remove excess oil and perspiration from the skin without disturbing makeup.



#### Cleaning your travel friendly tools

- Wash brushes and sponges periodically with bar soap and water
- Rinse thoroughly until water runs clear
- Reshape bristles with a towel to remove excess moisture
- Lay flat to dry



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## *ingredient information*

### *About Frutta di Vita™*

Frutta di Vita™ is our exclusive anti-aging, antioxidant complex comprised of Goji Berry, Resveratrol and Pomegranate. A synergistic combination of high potency, high performance anti-aging naturals Frutta di Vita™ is the first concentrated Active of its kind to be incorporated into high performance cosmetics. This groundbreaking complex not only works to repair the visible signs of aging but also protects the skin from future damage.

Bio-transformed to insure maximum efficacy and ease of metabolism within the skin, Frutta di Vita™ delivers unprecedented levels of anti aging benefits never before seen in cosmetics. In other words, all three powerhouse antioxidants have been formulated so they can be immediately used within the living cells of the skin.

The complex works to deliver the highest amount of anti-aging benefit in a 12 hour time released formula. That means from the moment you apply your make up in the morning until you take it off at night, the product is working to keep your skin healthy and youthful.



*pomegranate*



*goji berry*



*resveratrol*



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## ingredient information

### A Bit About Aging

Most of the visible signs of aging result from the oxidation of healthy skin cells. Otherwise known as free radical damage this oxidation process is the result of a reaction between free radicals and chemicals we all have in our body. During this process free radicals attack healthy molecules within the skin in an effort to gain stability, creating a destructive chain reaction within our cells. Think of this as a rusting or decaying process where healthy skin cells are no longer able to function normally. Free radical damage results from unprotected exposure to daily elements such as pollution, UV rays and cigarette smoke. The end result is the breakdown of collagen, the appearance of fine lines and wrinkles, inflammation and redness, uneven pigmentation and a loss of elasticity. Simply put, skin loses its bright youthful glow.

### How It Works

Antioxidants end the destructive chain reaction caused by free radicals by scavenging or neutralizing them through stabilization and further preventing damage to healthy cells and tissues. Research shows that the topical use of antioxidants repairs damage and prevents further premature aging. In addition, antioxidants address inflammation, pigmentation issues and overall dullness to restore youthful luminosity. Our exclusive Frutta di Vita™ complex has been formulated with the most powerful and cutting edge antioxidants available today.



### Pomegranate

A powerhouse antioxidant and free radical scavenger, Pomegranate effectively regenerates skin cells in both the dermis and the epidermis. A strong source of vitamin C, Pomegranate also encourages synthesis of new collagen and elastin within the skin while giving strong protection against photo-aging. Pomegranate also contains ellagic acid, an antioxidant that helps to inhibit melanin production keeping age and sun spots at bay.



### Goji Berry

An anti-inflammatory that works to repair the skin from within while additionally functioning as a collagen builder. Goji Berry is also one of the richest sources of beta carotene which is a natural vitamin A or retinyl. Vitamin A increases cell turnover and promotes a more even skin tone. Goji Berry also contains high concentrations of stable vitamin C, one of the strongest free radical scavengers available and fatty acids, essential to proper cell function, high in amino acids and trace minerals. Goji Berry is a virtual skin super food.



### Resveratrol

A recent study shows that Resveratrol has 17 times the antioxidant ability as Idenone making it possibly the most powerful antioxidant available today. Resveratrol evens skin tone and lightens age spots, functions as an anti-inflammatory and works as a filter to effectively prevent photo-aging. Resveratrol also has the ability to heal previous skin damage from within and soothes inflamed sensitized skin.



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## ingredient information

### About Peptides

#### What Are Peptides?

Peptides are molecules that come together in short chains of amino acids and are held together by a peptide bond to form longer chains of proteins. As you might remember from high school biology, amino acids are often referred to as the “building blocks of proteins.” Because peptides form these protein building blocks they are readily utilized and absorbed by the skin on many levels making them a powerful, innovative and effective skincare ingredient.

#### How Do Peptides Work?

There are many different types of peptides available today and each peptide has its own individual purpose. Peptides serve as both skincare messengers and directors giving us the ability to positively affect cellular activity within the skin. Think of a peptide as a personal trainer for your complexion delivering critical anti-aging and skin perfecting information to your skin cells.

#### • Age Response Peptide

As our skin ages we begin to notice a loss of volume and elasticity, as well as the beginning of fine lines and wrinkles. This is due to the breakdown of the collagen and elastin support structure within the skin as a result of photo aging and the passage of time. As we age our skins' natural ability to produce and replace collagen is diminished. By stimulating this production we can increase the natural volume and elasticity of the skin while diminishing the look of fine lines and wrinkles. Simply put, our Age Response peptide signals the skin to act younger.

#### • Acne Response Peptide

Whether you are 15, 30 or 45 troublesome breakouts and acne flare-ups can be a frustrating and chronic skincare issue. Our new Acne Response Peptide primer employs a unique, effective and non-irritating approach to breakout management for men and women of all ages.

This Acne Response Peptide is an anti-microbial peptide derived from plant amino acids that gently works within the skin to stop the production of p. acne bacteria with no irritation or drying side effects. Combined with our exclusive Frutta di Vita™ antioxidant complex this anti-microbial peptide also functions as an anti-inflammatory to speed healing of active breakouts while working within the skin to inhibit future breakouts.