



Left: Sheree achieves the Livinia elegance look by wearing Crème and Powder Foundation in Neutral, Mineral Eyeshadows in Blossom, Gold and Bronze, Lipstick in Ellie and Mascara in Black
Below: The Livinia line-up



LIVINIA *Mineral Makeup*

Livinia Mineral Makeup is being ranged by selected pharmacies, including Terry White and Soul Pattinson Chemists. Livinia, meaning purity, is a mineral makeup brand developed in 2007 by Debbie Valleri, a dedicated Beauty Therapist and Make Up Artist. Debbie has worked in the beauty industry for the past 18 years, and her passion,

enthusiasm and initiative led her to create her own brand Livinia Natural Skincare, from which the mineral makeup is a natural development.

Key principles in the brand's development

After formulating her own purely natural skincare range, Debbie wanted to complement the range with natural makeup, adhering to the same principles - that it needs to be environmentally friendly, suitable for sensitive skins and only contain ingredients that benefit the skin. She was very

mindful of the many clients she has met and worked with over the years, who wanted to wear makeup for their sensitive skin, but were concerned about the chemicals that conventional makeup contained which, they said, resulted in irritation to their skin. Debbie also recognised that her clients wanted their make up to look flawless and as natural as possible. After extensive research and development with Australian minerals, Valleri achieved a range of pure mineral makeup that is made of quality minerals and ingredients to bring out the natural glow of healthy skin.

The entire range is totally free from parabens, talc, bismuth oxychloride, dimethicone, carmine, FD & C dyes and artificial fragrances. It is also registered with the Vegan Society and accredited with 'choose cruelty free'. Until now the range was only sold in salons and spas.

Also just announced is Sheree Mutton as the face of Livinia Mineral Make-up and Skincare. Sheree is a journalism graduate from Illawong, NSW, who is no new girl to beauty – she's been working as a part-time pharmacy assistant at Soul Pattinson, Menai for the past five years while completing high school and her journalism degree at university.