

New Canadian Cosmetics Firm receives its 11th Endorsement

Chilliwack, BC (December 2007)

Outside/In Cosmetics has launched their line of all natural mineral cosmetics and skin care designed environmentally and health conscientious consumer.

Products will be provided in a wide range of skin tones mirroring the multicultural diversity found across Canada. Outside/In embraces all ethnicities and wants to outwardly express the appreciation for the beauty unique to our country.

Founded in September 2007, by Vancouver borne, Consuelo Clarke, this Canadian owned company has gained certification from **PETA, Vegan Action** and the **International Correlation Against Animal Testing** including: Animal Alliance of Canada, American Anti-Vivisection Society, American Humane Society, Beauty without Cruelty, U.S.A, Doris Day Animal League, The Humane Society of the United States, New England Anti-Vivisection Society, and European Coalition to End Animal Experiments.

“We like to think of our products as food for your face.” states President, Consuelo Clarke “We wouldn’t drink milk that lasted for 18 months sitting on your counter so, why should we be feeding our skin products laden with preservative, chemicals and synthetic ingredients?”

Outside/In is committed to providing high quality, cruelty free, vegan cosmetics and skin care products free from preservatives and educating customers of risks involved with using synthetic products. All products are made in Canada and raw ingredients are sourced domestically, when available.

Mineral Makeup includes Foundation in 16 shades of colours, Blush, Bronzer, 36 shades on Eye Shadow and Eye Liners, Lip Gloss and Lip Balm.

Skin care lines, available in two formulas, are prepared with Organic Oatmeal, to hydrate skin and sooth irritated skin, Aloe Vera, known for its ant-inflammatory features, and Organic Hemp Seed oils to assists in cell regeneration.

Product will be available to purchase online, through select retailers and independent sales managers.

About Outside/In Cosmetics

Outside/In Cosmetics is a Mineral Makeup and Organic Skin Care company headquartered in Chilliwack, BC, Canada. For more information, visit www.outsideincosmetics.com

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