

***jane iredale* cosmetics now available in Truworths**

Jane Iredale created *jane iredale* The Skin Care Makeup in 1994, as a natural, mineral makeup developed to enhance the beauty of the skin for professional makeup artists in the US film industry. Following a South African partnership, the range of natural makeup is now available from selected Truworths stores nationally.



Former Miss South Africa, Michelle Mountain (then Michelle Bruce) brought the product to South Africa after a long, international search for healthy, natural makeup. She says, "Since bringing the range to South Africa, I have seen the demand for these products steadily increasing among informed women around the country. Initially available only at beauty salons, spa and health stores, in time it became a priority to bring this natural approach to beauty within easy reach of all South African women.

"Truworths is the perfect choice as a retail outlet. We are thrilled that it was looking for a natural makeup range and agreed to having the company bring in fully trained consultants and makeup artists to assist clients. This will ensure that counters provide professional level information and advice as well as exemplary makeup applications and service."

For more information, go to www.strawberry.co.za, e-mail michelle@strawberry.co.za, call +27 (0) 21 930 4444 or follow on Facebook www.facebook.com/janeiredaleafrica.