



the Powder Room

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January Newsletter

Happy New Year! We're so excited for all that 2022 has to offer. Still, the cliché of "a new year, a new you" is not something that you're going to hear at The Powder Room – we're all about doing positive things every day to better yourself for a better you all the time, not just as another oft-ignored New Year's resolution. From skincare to makeup to healthy living products, we have the best goods to help you embrace the most fabulous you that you can be. This month's focus is to help you winterize your pretty skin to give you great skin throughout these upcoming winter months. Nothing makes makeup look better than stunningly radiant skin – the canvas is just as important as the paint. As always, we can help you achieve the skin of your dreams with perfect treatments and products from the likes of Plasma Pen, FACTORFIVE, Miriam Quevedo, Leland Francis, and Cara Cosmetics just to name a few! So pamper your pretty selves and ring in the New Year by letting the experts at The Powder Room be your guides in the quest for the best skin of your life!

Kelly's Picks

Winterize Your Skin

Glacial White Caviar Oxygen Masque & TWENTY-NINE BOTANICAL SERUM

Caviar for your face, girls? Yes, please! Luxurious and highly effective, miriam quevedo's **Glacial White Caviar Oxygen Masque** uses advanced technology to deliver a triple-action treatment that profoundly detoxifies and stimulates cutaneous breathing to oxygenate and revitalize your pretty skin. This lovely bubble liberating mechanism and Tissue Respiratory Factor oxygenates and restore skin to leave it soft, fresh, and reborn. Perfect for all skin types, this next-gen powerhouse gives you anti-aging results to visibly minimize fine lines and wrinkles while firming and plumping up your complexion, leaving your skin soft, fresh, and reborn. This gem perfectly primes your skin to receive the benefits of our other favorite, leland francis' **Twenty-nine Botanical Serum!**



We found 29 reasons for you to start using leland francis' botanical serum, and they all end with you having amazing-looking skin! Twenty-nine Botanical Serum is a natural, proprietary blend of twenty-nine active botanicals that work continuously to help protect and brighten your complexion. This serum packs a punch of anti-inflammatory ingredients like arnica, turmeric, and vitamin E oils; this powerful concentration soothes and evens skin tone while simultaneously boosting collagen and correcting sunspots and wrinkles. These 29 botanicals will balance, hydrate, renew, and nourish your pretty skin. To apply the Botanical serum, gently press 4-8 drops onto your freshly-oxygenated face and neck morning and night, or mix it with your Cara foundation for a visibly dewy glow! Restore a youthful aura by adding the Oxygen masque with 29 Botanicals, and you'll be on your way to Winterizing your skin!

Get The Glow

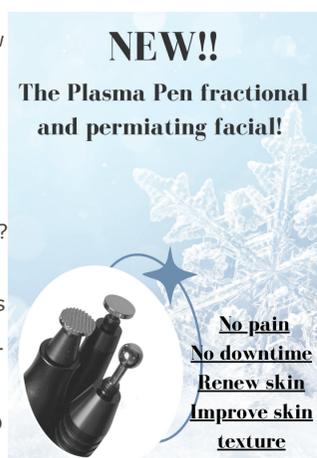
Now that you've hydrated and treated your skin with a decadent caviar facial and luxurious botanical serum let's finish that Winter Glow! Priming your skin with the best products should always be your go-to before adding the next layers of fabulousness – enter our newest makeup line, **CARA® Cosmetics**. Start with Perfecta Base Foundation, which soothes, protects, and perfects all-in-one steps. This high-coverage, oil-free formula will smooth your skin in seconds, minimizing the appearance of large pores and skin imperfections while camouflaging post-laser surgery, redness, bruising, and scarring. Follow your foundation with strobing and **illuminating Skinshimmer** that will transform your skin from matte to extraordinary in seconds! Lightweight and glowing, this gorgeous, weightless liquid highlighter can be applied alone or with your favorite CARA® foundation. This sexy Skinshimmer is sure to draw attention where you want it, so stop in and explore your endless Winter Glow possibilities!



Karli's Korner Treatment Specials

NEW!! Plasma Pen Facial

We pride ourselves on constantly upping our game to bring you the latest non-invasive treatments with remarkable results. New this month from Plasma Pen are three interchangeable tips that infuse the skin with transdermal serums for a profound boost of collagen and elastin production. Thus, creating a tighter, smoother, and healthier complexion with fewer fine lines and wrinkles. Our rejuvenating treatment tips use the same plasma energy as the original probe, with no downtime. If you want to treat those leftover summer wrinkles and dry, sagging skin with technology that uses no incisions, no stitches, and no bandages? Look no further than The Powder Room! The world's most advanced, non-invasive skin lifting and tightening rejuvenation treatment, the Plasma Pen imparts energy in the air and creates a plasma stream that hits the skin and tightens the tissue. The plasma stream never actually touches your skin but hovers over it to make the science of collagen stimulation and regeneration. Your facial will be finished with the new FACTORFIVE sheet mask, infusing your skin with growth factors and anti-aging LED treatment for the ultimate anti-aging facial. The revolutionary Plasma Pen will give you unbelievable-looking skin with lasting results. Treatments are sold individually or in packages of three and six, depending on skin condition and desired outcomes. Schedule your treatment today for instantaneous and long-lasting results, all without fillers, surgery, or downtime!



Karli's Korner Product

Factor Five

For those of our lovelies who haven't yet fallen in love with FACTORFIVE, we want you to start your love affair this winter season! At its core, FACTORFIVE humanizes aging. Created by Stanford-trained scientists, their products deviate from traditional methods of anti-aging skincare and focus on the five signs of skin health – aging, wrinkles, sun damage spots, tightness, texture – to promote your best cellular activity. FACTORFIVE's unique formula combines human-derived stem cell growth factors with well-known ingredients like aloe, copper, and citric acid to painstakingly create the most effective anti-aging skincare line on the market. Their patent-pending products assist in replacing and boosting the factors that decrease with age and will help your pretty self prevent and fight the five big visible signs of aging. Rather than hype, FACTORFIVE relies on innovation, so fall in love this winter with their entire line, and you'll see excellent results in as little as four weeks!



Cara's Confidential

Best You in 2022

Professional Makeup Lessons

Forget the old New Year, New You mantra this month and let the professional makeup artist Cara McGuire of The Powder Room teach you to bring out the BEST you in the New Year. Using her years of training and expertise, Cara will use your lesson to teach you how to use the best skincare products for your skin type and concerns. She will also show you the latest tips and tricks to up your makeup game from ho-hum to WOW! We're flexible with any form of lesson to give you the confidence to explore new and different ways to apply your makeup. These lessons will benefit anyone from a novice to a self-described expert! We can tailor each session to meet your individual needs, Cara can show you everything from skincare to finishing spray and arm you with the tools and knowledge to be your best self. Whether it's a natural look for every day or a glamorous look for a big event or special evening out, Cara will cover it all and more. Sign up now and begin your 2022 with some new tricks up your pretty sleeve!

Makeup Lessons

Be the best

YOU

in

2022



New Year Must-Haves

For some of us, having drawers and drawers of makeup is a dream, but in reality, there are a few essential items every woman needs in her makeup collection.

A great concealer: An all-around go-to product used to cover blemishes, resolve pigmentation issues, or as an eyeshadow base, and can also be used as a foundation (in a pinch).

Matte bronzer: Perfect to warm up your complexion without being too shimmery, try as a great natural contour, and can also be used as a transition shade on your eyes.

Cream Blush and Highlighter: Restore the natural flush and glow to your skin without looking heavy or cakey by using cream blush and highlighter; can also be used as a cream eyeshadow for a natural monochromatic look in seconds.

Waterproof eyeliner: Perfect for tight-lining (if you don't know what tight-lining is, it's a game-changer!) and all-day wear, waterproof eyeliner will transform your eye makeup routine.

Mascara: Never, ever, ever forget mascara! Every girl needs a wardrobe of mascaras! not just one, but several.

It is a must. We don't own one pair of shoes and just like shoes, We need the right ones for every occasion.



**And, as always, don't forget to pamper your pretty self!
Love, Kelly**