



**Please join Jodi Usher on July 10th, 2013
@ The Fashion Institute of Technology in NYC!
PRE-CONFERENCE WORKSHOP #2**

“ Healthy Skin & Mineral Make Up ”

Got skin? In this hands-on workshop you will gain a better understanding of skin types and why it is so important for people to take better care of the largest organ in their body.

Learn to do a skin care analysis and the basic techniques for proper cleansing, neutralizing, protecting and moisturizing skin while you give yourself a Skintelligence facial!

10 a.m.-12 noon

The afternoon training will focus on the amazing components of the Motives mineral makeup system and how to customize color, coverage and finish with additives that treat your skin while you wear them.

1p.m. - 3p.m.

\$75 daily registration fee includes a travel skin care kit , supply costs and access to workshops #2 & #3.

REGISTER @ <http://fitsustainablefashion.eventbrite.com>



Oil free - Talc-free - Paraben free - Gluten free





About the Workshop Leader:

Jodi Usher is a natural talent who studied in Wilfred Academy of Hair and Beauty Culture Inc. Successfully competing in hair competitions while in school, Jodi was recruited to become a student teacher at Gordon Phillips Beauty School in Philadelphia, Pennsylvania and was on a path that she chose with her heart and spirit. While there, she rewrote the entire curriculum, which became the standard for all of their schools. Jodi joined Minnesota-based Aveda as a teacher hired to open the Jean Madeline Institute – the first Aveda concept school in the city of Philadelphia. In 1987, Jodi opened her first salon in Northeast Philadelphia, which specialized in “Rock and Roll” hair. She developed a widespread reputation for her edgy hair design and was sought out for bands, album covers and photo shoots. Jodi also developed a specialty in corrective color work – a niche within the hair industry. She won multiple hair-cutting competitions and became a platform artist for Goldwell.

As a result of a tragic accident, Jodi’s right arm was shattered and she lost the tool she had depended on for her livelihood. She had to pull herself out of the darkest abyss she’d ever been in and began to rebuild her body, mind and spirit. During this time, she was introduced to the Motives line of custom blend cosmetics and learned makeup application techniques including mixing of custom mineral color matching. She was named top consultant, then National Trainer and then became the Director of Training for Motives Cosmetics with Market America Corporate. Jodi completely redesigned the Motives training materials and education program, built a highly successful business through Motives and continues to be an inspiration to multiple teams of make-up artists and salon owners nationwide. Jodi has discovered the best she can be on her own terms and in her own unique way. Today, she is financially and physically strong, living the life that she’s chosen and confidently walking in faith on her journey unscripted.

Key Ingredients Found in Skintelligence® Travel Kit:

Skintelligence Hydra Derm Deep-Cleansing Emulsion:

Aloe Vera

Aloe vera comes from the leaf of the aloe plant. Aloe vera helps to keep the skin moisturized and rejuvenates the skin, leaving it looking smooth and firm.

Allantoin

Allantoin has anti-irritant properties, which help to clean, protect and soothe your skin.

Allantoin is odorless, safe, non-toxic, and non-allergenic in both natural and chemically synthesized form. When sold on its own for use in homemade soaps, lotions, and bath products, allantoin is a white, crystalline powder. Allantoin is moisturizing and keratolytic, meaning that it causes [keratin](#) in the skin to soften. This property helps skin to heal more quickly and to bind moisture more effectively, making products containing allantoin useful for [dry skin](#) and for healing [wounds](#), burns, and scars. It is also effective against sunburn, chapped lips, cold sores, [diaper rash](#), and similar skin irritations.

Chamomile Extract

Chamomile is well known for its antioxidant and soothing properties. Chamomile helps to cleanse and protect, calm and soothe your skin.

Lavendar Extract

Lavendar has calming benefits for the skin. These benefits help cleanse and protect the skin, while also helping to support normal skin tone and balance, and promote healthy skin cell growth.

Geranium Extract

In addition to its cleansing action, geranium helps to maintain the balance between dry and oily skin, supports healthy circulation in the skin, and calms skin, leaving your skin feeling invigorated.

Skintelligence Daily Moisture Enhancer:

Dandelion Extract

Dandelion extracts contain a number of antioxidant and polyphenolic compounds, including luteolin. The compounds have been reported to protect against oxidative stresses, support normal antioxidant enzyme status and have soothing properties.

Bee Pollen Extract

Bee pollen contains a variety of vitamins, minerals and amino acids. Additionally, bee pollen extracts contain a number of antioxidant compounds. Together, these components make bee pollen extract an effective protector and nourishment for your skin.

Bladderwrack Extract

Made from seaweed, it contains trace minerals, amino acids and other vital nutrients.

Bladderwrack extract has skin softening properties, promotes healthy blood circulations, and helps to balance and remineralize the skin.

Ginseng Extract

Made from the root of the Panax Ginseng plant and possesses skin-soothing benefits. Ginseng extracts can help protect the skin from photaging, soothe dry and irritated skin, and support healthy skin collagen.

Horsetail Extract

Horsetail extract is rich in saponins, flavonoids and plant-based silica. These natural plant compounds help to support healthy skin circulation and connective tissues, making your skin feel smoother, firmer and invigorated.

Aloe Extract

Aloe vera comes from the leaf of the aloe plant. Aloe vera helps to keep the skin moisturized and rejuvenates the skin, leaving it looking smooth and firm.

Avocado Oil

Avocado oil is an oil that is easily absorbed by the skin and transported deep into the tissue. Its wonderful hydrating properties make it ideal for dry, sun damaged or mature skin.

Hydrolyzed Mucopolysaccharides

A complex of proteins and amino acids derived from plant extracts that moisturizes and lubricates the skin by binding moisture to the cells. These lubricating moisturizers can help maintain the skin's collagen, elasticity, flexibility and texture.

Ergocalciferol (Vitamin D)

An important fat-soluble, antioxidant vitamin that promotes healthy skin.

Allantoin

Allantoin has anti-microbial and anti-irritant properties, which help to clean, protect and soothe your skin.

Geranium Extract

In addition to its cleansing action, geranium helps to maintain the balance between dry and oily skin, supports healthy circulation in the skin, and calms irritated skin, leaving your skin feeling invigorated.

Lavendar Oil

Lavendar extracts are good sources of antioxidant phenolic acids and flavonoids that give lavender antioxidant and soothing benefits. These benefits help cleanse and protect the skin, while also helping to support normal skin tone and balance, and promote healthy skin cell growth.

Skintelligence pH Skin Normalizer:

Horsetail Extract

Horsetail extract is rich in saponins, flavonoids and plant-based silica. These natural plant compounds help to support healthy skin circulation and connective tissues, making your skin feel smoother, firmer and invigorated.

Calendula Extract

Calendula extracts are derived from pot marigolds, and have antioxidant and soothing properties. The properties of calendula help to calm and soothe irritated skin, as well as help the skin maintain a softer, smoother appearance.

Lemongrass Extract

Derived from the aromatic lemongrass plant, lemongrass extracts help to cleanse and protect your skin. Additionally, lemongrass has great properties that help maintain the skin's normal oil balance.

Cherry Bark Extract

Cherry bark extract comes from the bark of the wild cherry tree, and is reported to have moisturizing and conditioning benefits for the skin, helping to make your skin feel smoother and more toned.

Clove Extract

Extracts from the flower bud of the clove plant have antioxidant and antiseptic properties that help to cleanse the skin and maintain a healthy, balanced skin condition.

Bee Pollen Extract

Bee pollen contains a variety of vitamins, minerals and amino acids. Additionally, bee pollen extracts contain a number of antioxidant compounds. Together, these components make bee pollen extracts a wonderful way to rejuvenate and nourish your skin.

Skintelligence Alpha 24™ Triple Revitalizing Complex:**Mixed Fruit Acids**

Fruits contain natural acids known as alpha-hydroxy acids. These alpha-hydroxy acids are natural exfoliants that help remove dead skin cells. Alpha-hydroxy acids also help moisturize and rejuvenate the skin.

Chamomile Extract

Chamomile is well known for its antioxidant and soothing properties. The properties of chamomile help to cleanse and protect, calm and soothe your skin.

Comfrey Extract

Comfrey extract helps protect and comfort your skin. Comfrey extracts are also sources of numerous vitamins and minerals to help nourish your skin.

St. John's Wort Extract

St. John's Wort extracts are rich in flavonoids, tannins and other antioxidant polyphenols. The antioxidant properties of St. John's Wort help to protect and soothe your skin.

Ginseng Extract

Made from the root of the Panax Ginseng plant and possesses skin-soothing benefits. Ginseng root extracts are rich in natural antioxidant and soothing components like saponins and ginsenosides. Studies have reported that ginseng extracts can help protect the skin from photaging, soothe dry and irritated skin, and support healthy skin collagen. These benefits help keep the skin looking soft, smooth and more youthful.

Hyaluronic Acid

Hyaluronic acid is naturally present in our skin, but the amount decreases as we get older. Including hyaluronic acid in your regular cosmetic routine helps to keep your skin hydrated and supple, and helps reduce the appearance of fine lines and wrinkles.

Vitamins A

Vitamin A is a fat-soluble vitamin that is part of a family of compounds, including retinol, retinal, retinyl palmitate and beta-carotene. Vitamin A helps to support healthy skin and improve the contour of dry, rough skin. It is absorbed throughout the skin, helping it to remain soft, supple and improve its water barrier properties.

Vitamin E

Vitamin E is a family of related compounds called tocopherols and tocotrienols. The vitamin E family is well known for its antioxidant capabilities, protecting the skin by neutralizing oxidative free radicals. Additionally, vitamin E moisturizes and soothes the skin and enhances skin smoothness. These actions help give your skin a healthy and more youthful appearance.

Skintelligence Skin Perfecting Complex:

Sodium Hyaluronate

A vital moisturizer and lubricant present in the interstitial spaces between the epidermal cells. Helps to promote the normal repair of skin cells. Promotes elasticity, flexibility and tone to the skin.

Hydrolyzed Mucopolysaccharides

A complex of proteins and amino acids derived from the hydrolysis of plant extracts — the essential constituents of every living cell. Moisturizes and lubricates the skin by acting as tiny "blotters" which bind moisture to the cells. The presence of these lubricating moisturizers works to maintain the skin's collagen, resulting in the maintenance of elasticity, flexibility and texture.

Iniferine (Antioxidants)

A group of vitamins, minerals and enzymes that help protect our bodies from the formation of free radicals. The way in which free radicals are normally kept in check is

by the action of free radical scavengers (antioxidants) that are naturally manufactured by our bodies in the form of enzymes and low molecular weight sulhydryl compounds, which perform vital functions. These antioxidants neutralize the free radicals. Iniferine is imported from France and considered one of the most effective blends of antioxidants, formulated exclusively for use in skincare products.

NaPCA (lactic acid)

It is highly water-absorbing and at high humidity dissolves in its own water of hydration. Application of this compound to the skin as a humectant increases skin softness.

Allantoin

Allantoin has anti-irritant properties, which help to clean, protect and soothe your skin.

Dandelion Extract

Made from the leaf and the root. Used as a skin refresher and rich in vitamins A and C.

Carrot Extract

Has antioxidant properties and is rich in vitamin A and beta-carotene.

Lemon Grass Extract

Distilled from the leaves of lemon grasses. Used in the preparation of cosmetics and perfumes for its fragrance.

Violet Extract

Violet blossoms have been primarily used for natural coloring and fragrances.

Nayad

Helps reduce the appearance of wrinkles, promotes normal skin thickness and color, and reduces roughness and dryness.