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Minerals Mate™ Tackles No. 1 Complaint About Mineral Makeup: *The Mess!*

Like an artist who paints, you also get a larger surface for your brushes

ATLANTA (April 25, 2012) – Giving you more room to manage your minerals and a place to store “leftovers,” the **Minerals Mate™ Application & Mixing Tray** solves the No. 1 problem with mineral makeup: *the mess*. And, it makes makeup application more hygienic.

It’s the the next logical step in makeup-application tools, given the popularity of mineral makeup and the importance of cleanliness in our makeup routine.

3 key benefits of Minerals Mate™:

- 1) less makeup mess*
- 2) more room to manage makeup*
- 3) more hygienic makeup application*

Minerals Mate provides users of mineral foundations, treatments, blushes and eye shadows a larger surface area for working with the loose powders. And, while it was created for minerals because of the many techniques for applying them, it also can be used with traditional powders and pigments, and works beautifully with a sponge for liquids and creams.

“For applying minerals, the container lids are obvious but they’re not practical,” said Molly Badgett, who custom-designed the patent-pending Minerals Mate tray as an alternative.

Minerals Mate trays feature seven wells to accommodate all sizes of sponges and brushes, from the smallest eyeliner tip to the largest kabuki brush. Three large wells are for foundations, blushes and other all-over treatments; four small wells for specific-area products and eye shadows. Two trays also feature a full set of caps for cleanly covering any minerals left over from an application.

“There’s no need to put leftover minerals back into the container or toss them, which keeps your main supply cleaner and reduces wasted product,” says Badgett. Also helping to keep your makeup routine more hygienic: the wells of the tray are smooth, with no threads seen on screw-tops that can hide bacteria.

The Minerals Mate tray comes in three designs. Two are made of dense, glass-quality melamine and are available in two beautiful designs. There’s “Red at Play,” with its red-on-white design, and

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“Double Platinum,” a black-on-charcoal design. The wells of these surprisingly break-resistant trays can be covered using the caps that come with the trays for cleanly storing any leftover makeup. A third tray, the “Muddy Mate,” is made of white, lightweight plastic and actually absorbs oils from your makeup brush, getting dirty enough to prove it. Muddy Mate does not come with well caps, as daily cleaning is encouraged.

All three Minerals Mate trays have thumb rests that double as brush-washing surfaces, and the wells can be used to clean brushes, too. The Minerals Mate trays can be washed with soap and water or a moist, all-purpose towelette or wipe. The melamine trays can be placed on the top rack of the dishwasher.

Minerals Mate is available online at www.mineralsmate.com, at more than two dozen online mineral makeup retailers across the U.S., and at online megastore, www.shop.com. For more information about Minerals Mate products, visit www.mineralsmate.com, or e-mail Molly Badgett at info@mineralsmate.com; high-res product photos are available. For an electronic copy of this press release, see the April 2012 entry at www.mineralsmate.com/in-the-news/.

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