



motives® | motives®  
by loren ridinger for La La

# *press***KIT**

FALL/WINTER 2013  
[motivescosmetics.com](http://motivescosmetics.com)

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# About...

## Loren Ridinger



Loren Ridinger grew up inspired by the world's most iconic, beautiful women. She aspired to embody the beauty and style of the likes of Jackie O and Princess Diana, but Loren always knew that such classic beauty could only be achieved through proper skincare and perfect cosmetic application. After years of using hundreds of cosmetic and skincare products without complete satisfaction, Loren set out to create her own line that would evolve classic beauty into ageless beauty with a customized approach. Loren truly believes that all women can be beautiful, even on a budget.

Loren created Motives® cosmetics so every woman, on any budget, could enjoy high-quality, custom-formulated cosmetics infused with antioxidants and vitamins that enhance true beauty and nourish the skin. While formulating Motives, Loren took into consideration the specific ingredients that can help the skin's natural ability to deflect lines and creases. This customized approach combines a selection of revolutionary foundations, powders and concealers to create the perfect canvas for the application of color to the eyes, cheeks and lips. Loren created a variety of colors and products from Custom Blend Foundations to Luminous Translucent Powders to Rich Formula Lipsticks, allowing women to easily create the look they want for any and every occasion or mood. Motives is about feeling empowered, beautiful and achieving goals, all at an affordable price.

After the launch of Motives, Loren went on to create Cellular Laboratories® advanced skin therapy. Cellular Laboratories goes beyond masking the signs of aging by utilizing patented technology to revitalize, renew and restore skin cells. The results are amazing. Cellular Laboratories has made looking young a reality through revolutionary ingredients delivering noticeable results. The Cellular Laboratories line includes the following products: De-Aging Crème, De-Aging Sunscreen Broad Spectrum SPF 50+, De-Aging C Serum, De-Aging Moisturizing Day Crème SPF 20, De-Aging Toner, De-Aging Eye Crème, De-Aging Body Balm, De-Aging Lifting Facial Masque, and Re-Birth Serum. Cellular Laboratories De-Aging Crème effectively reduces the appearance of facial wrinkles and brightens skin tone for a more youthful complexion. Cellular Laboratories Re-Birth Serum features Nano Claire GY — the world's first cosmetic-grade bioactive synthetic growth hormone-like material.

Loren strives to inspire women to live an ambitious lifestyle and infuse beauty into their daily lives with Motives and Cellular Laboratories. She has a distinct creative vision; her love of the skin, contours of the face, natural ingredients and individual beauty are a clear reflection of her customized approach. Loren hopes to inspire all women to feel beautiful, confident, expressive and glamorous in their own skin.

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# About...

motives®  
by loren ridinger

Motives® by Loren Ridinger, through revolutionary, cutting-edge technology, is a world leader in the customized cosmetics industry. Motives is worn by some of today's hottest celebrities and is a favorite of makeup artists, models and photographers. Motives by Loren Ridinger strives to empower people everywhere to look and feel beautiful inside and out, while providing thousands of consultants worldwide with an opportunity to live the lifestyle they have always dreamed of. For more information, visit [MotivesCosmetics.com](http://MotivesCosmetics.com), Loren Ridinger's blog, [My Fashion Cents](http://MyFashionCents.com), at [MyFashionCents.com](http://MyFashionCents.com), and Loren's World, a lifestyle and empowerment website, at [LorensWorld.com](http://LorensWorld.com).



# About... La La Anthony



La La Anthony has been making her own way since the age of 16, when she landed her first job at an Atlanta radio station. She has parlayed her charismatic personality and tireless work ethic into a successful media career, from her beginnings on radio, followed by television — first as a VJ with MTV, then as the star of the current hit reality show *La La's Full Court Life* on VH1 — and the silver screen, both on- and off-camera, appearing in the feature film *Think Like a Man* and in the upcoming sequel *Think Like a Man 2*. La La runs the entertainment company Krossover Productions, which produced the critically acclaimed documentary *Tyson*, winner of Regard Knockout Award at the Un Certain Regard event during the 2008 Cannes Film Festival. La La will also debut her first book in 2014 where she will offer up her personal advice on love and sex in *The Love Playbook: Rules for Love, Sex, and Happiness*.

# About... motives<sup>®</sup> for La La

Market America | SHOP.COM Senior Vice President Loren Ridinger and La La Anthony, actress and TV personality, created Motives for La La, a partnership between the two that brings the highest-quality cosmetics, uniquely formulated to exemplify their love of makeup through products and colors that will complement women everywhere with beauty in every shade. Motives for La La is part of the award-winning Motives<sup>®</sup> by Loren Ridinger line and emphasizes colors and products for African-American and Latina women, due to the lack of prominence many beauty lines place on ethnic markets.



*Loren Ridinger*

Partnering with a woman as talented and beautiful as La La is an easy decision for us. She embodies the qualities that Motives cosmetics is all about — passion, dedication, aspiration. We are really looking forward to bringing Motives for La La to the market.

*La La*

Every girl always tries to find that perfect color or shade that suits her personality, and now she can do it easily and affordably.



Featured on...

## HOT HOLLYWOOD WHAT'S IN MY BAG?

La La Anthony, 34, empties out her purse for Us

THE STAR OF LA LA'S FULL Court Life (VH1, Sundays, 10 P.M.) tries to keep Kyan, 6, out of the stashes

one and I won't realize it, then I'll throw it in my bag. It gets all over everything!"

**Freshen Up**  
"I carry Caress Body Wash. Tempting to clean my when the scent"

**Her Two Cents**  
"My wallet is full of change. I'm like, Why is this bag so heavy? Oh, yeah. It's the \$100 in quarters!"

**Bring on the Bling**  
"There's a lot of jewelry in my bag. It's great because it's so bothering me"



## COSMOPOLITAN

**WILD, TROPICAL COLORS YOU CAN WEAR ANYTIME, ANYWHERE**

**Real Talk: WHAT YOU SHOULD NEVER SAY IN A FIGHT**  
Page 116

**For Latinas**

"I REBEL AGAINST EVERYTHING, EVEN MYSELF!"  
Michelle Rodriguez

**FUN FEARLESS AWARDS**  
Page 75

## Lucky

**EXCLUSIVE!**  
How the [bleep] did they get so famous?  
Khloe Kardashian and sisters

**free stuff!**  
Tons of giveaways inside

**KHLOE KARDASHIAN WEARS MOTIVES BY LOREN RIDINGER ON LUCKY MAG COVER**

OCTOBER 12TH // 6 COMMENTS

Rob Schepky, the Kardashian's go-to hair and makeup guru, used **Motives by Loren Ridinger** on Khloe Kardashian for her Lucky magazine cover shoot. Khloe looks gorgeous and Rob Schepky is such a fantastic makeup artist... so happy to hear that he is using Motives!

Check out Khloe Kardashian wearing Motives on the cover of Lucky magazine below! Have you picked up this issue yet?

## LOOK FOR LESS!



## People



**HOT TRENDS**  
that won't go out of style



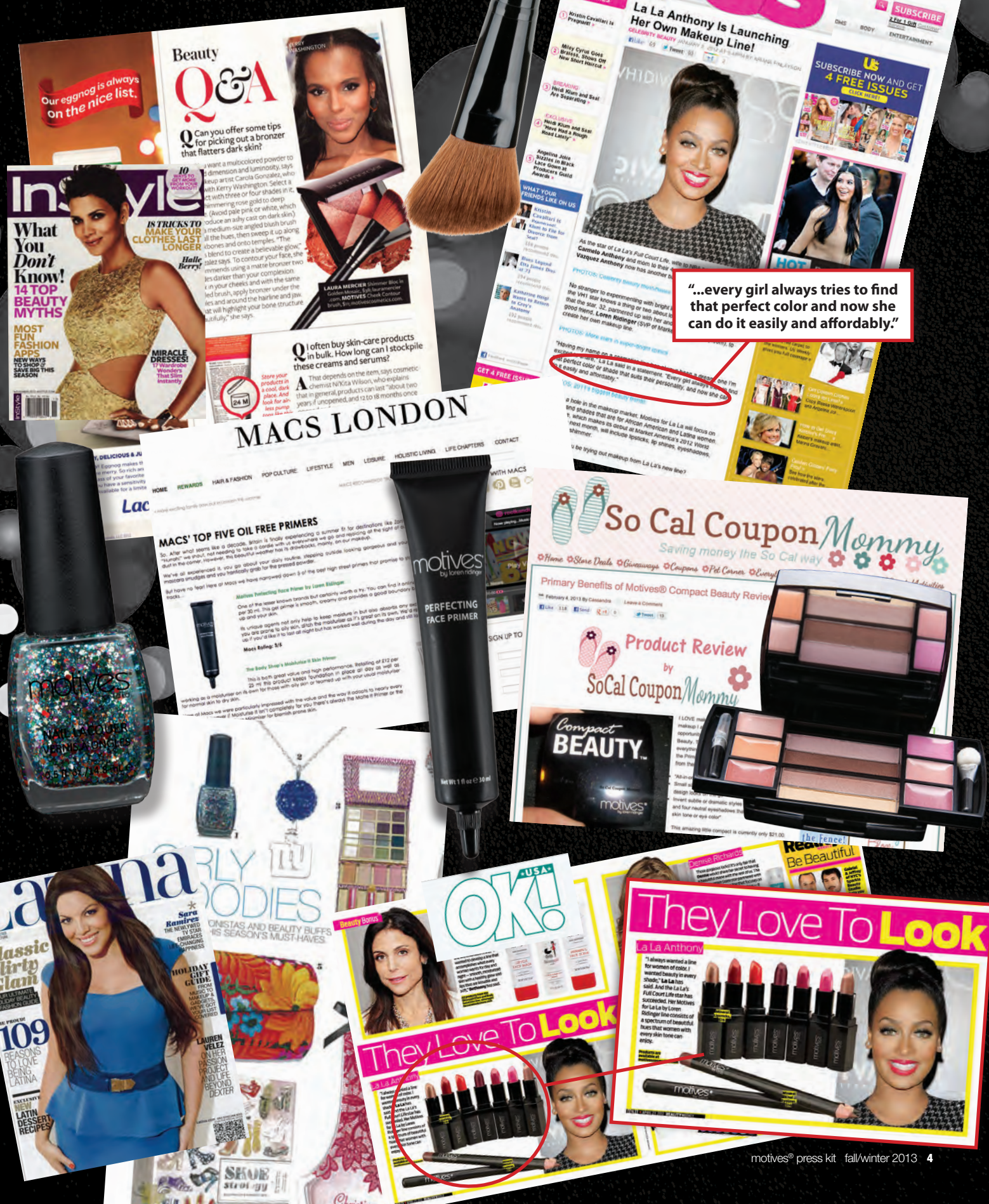
**MIRANDA LAMBERT'S BRIDAL PARTY MAKEUP DONE BY MOTIVES!**

MAY 15TH // 4 COMMENTS

Country superstars Miranda Lambert and Blake Shelton just tied the knot and how amazing is this... Miranda's bridal party had their makeup done by **Motives**! Thank you so much to Certified Trainer **Michelle Arizondo** and Team LaCalisto for letting me know about this! Pick up the latest issue of Us Weekly to check it out up close!



Featured on...



"...every girl always tries to find that perfect color and now she can do it easily and affordably."



Featured on...

12 lo in' EL NUEVO DÍA



# TESTIGO DEL GLAMOUR



## Secreto de belleza

Motives es la primera marca de maquillaje de la mujer latina que ha logrado ser reconocida a nivel internacional. Loren Ridinger, su creadora, comparte su secreto de belleza: la pasión por el maquillaje y la creatividad.



EXCLUSIVA  
la línea de cosméticos  
**motives**  
by loren ridinger

"A la gente le gusta jugar con maquillajes, porque saben que no existen reglas, juegan con colores, para verse hermosas". -Loren Ridinger

En el tiempo que han estado aquí ¿Les gusta Puerto Rico?

Loren Ridinger: ¡Me encanta! Me encanta! Quisiera mudarme, jajaj!

La La Anthony, y Loren Ridinger, nos relatan que la línea de cosméticos "motives" esta diseñada para todo tipo de edades y pieles. Van a corde a la temporada, ya sea calor o frío. Ya la línea "motives" esta en Puerto Rico. Chicas, es hora de estar bellas con esta magnifica, fresca y organica linea de cosméticos. Que esperas para conseguir tu "motives" hoy mismo.

## NOS ENTERAMOS



La La Anthony. Estaba grabando una película que saldrá en las salas de cines el 27 de septiembre de este año, que tiene como nombre "Baggage Claim". Y que grabará unos episodios de la serie *Law & Order* esta próxima semana.

En el 2004, LaLa formó parte del elenco de la película de comedia "Soul Plane" donde compartió "cast" con Snoop Dog.



La La Anthony & Loren Ridinger

¿Qué es el nombre 'motives'?

Loren Ridinger: Obviamente, tenemos una increíble marca de cosméticos que realmente promueve la belleza, creamos cada color que realmente la mujer que quiere sentirse bien, sin tener que gastar una fortuna; ya que es importante tener una excelente marca de maquillaje. Mi mejor consejo de belleza, es siempre quitarse el maquillaje al final del día, nunca quedarse con el maquillaje cuando vas a la cama a dormir.

Tengo una curiosidad... ¿Qué tipo de colores de maquillaje prefieres usar? ¿Cuál es tu favorito?

La La Anthony: Todo va a depender de la temporada en que te encuentres. Por ejemplo, en primavera - verano se utilizan diferentes colores y los puedes mezclar con colores pasteles. Lo importante es jugar con estos colores. Y a su vez, si está lloviendo tratar de asimilar los colores.

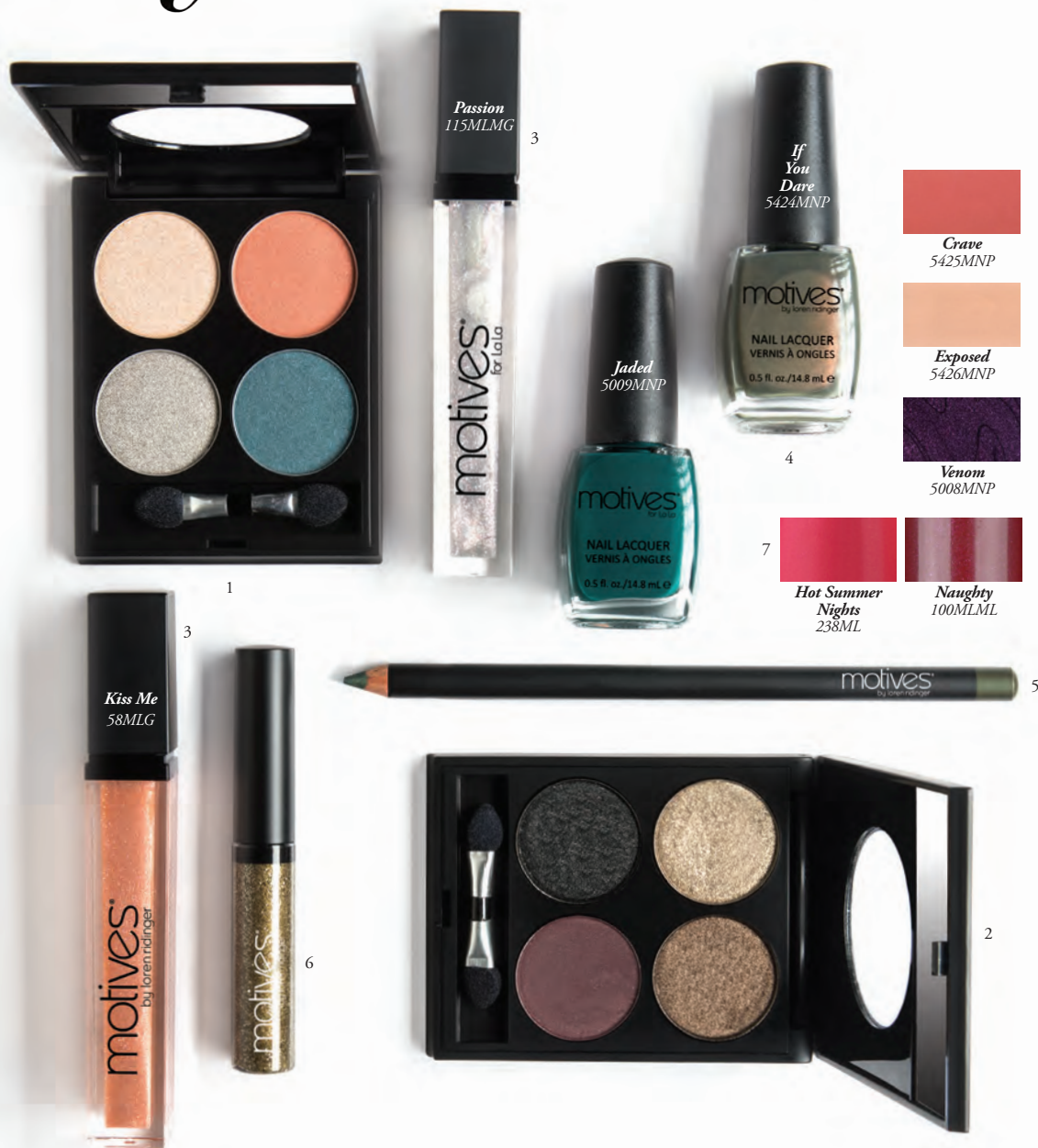




# modern day romance

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Get swept away in contemporary tales of love, passion and cosmetics with the Motives® Modern Day Romance Collection. Inspired by trends from the Fall/Winter 2013 runways, this collection features products that range from playful and feminine to edgy and fierce. Tell your story with the new Motives Modern Day Romance Collection!



1. **Motives Secret Moments Palette** Motives Secret Moments Palette features four metallic eye shadows that are playful and dreamy, taking you on an adventure of a modern-day romance. [Code PRESH12, \$34.95]

2. **Motives for La La Secret Fantasies Palette** Motives for La La Secret Fantasies Palette features four eye shadows that are contemporary and intriguing with a hint of punk, allowing for limitless possibilities. [Code 2013MLSF, \$34.95]

3. **Motives & Motives for La La Mineral Lip Shine** Add a little shimmer to your day with the new additions to the Motives and Motives for La La Mineral Lip Shine collection. With contemporary charm and hints of modern edge, these new Mineral Lip Shines are sure to transport you to your very own modern-day romance. [Codes Vary, SR \$17.95]

4. **Motives & Motives for La La Nail Lacquer** Motives® and Motives® for La La Nail Lacquer features five new colors from the modern and edgy Jaded to the perfectly nude Exposed. Complete your story with these contemporary, vogue shades. [Codes Vary, \$6.95]

5. **Motives Khol Eyeliner - Green Envy** A new addition to the Motives Khol Eyeliner collection, Green Envy provides fun, long-lasting color. Your passion awaits with this amazing new shade. [Code 43MEP, \$14.75]

6. **Motives Glitter Eyeliner - Gold Digger** The newest addition to the Motives Glitter Eyeliner collection, Gold Digger, allows you to create a look that is perfectly subtle or defiantly bold. Script your modern-day romance with this fierce new liner. [Code 101MGE, \$12.95]

7. **Motives Rich Formula Lipstick - Hot Summer Nights & Motives for La La Mineral Lipstick - Naughty** Featured Item: Add playful, rich color to lips with Motives Rich Formula Lipstick in Hot Summer Nights and Motives for La La Mineral Lipstick in Naughty. Achieve a feminine or edgy Modern Day Romance look for Fall/Winter 2013. [Code 238ML, \$14.95; La La Code 100MLML, \$17.50]

\*Add a "C" in front of the code number for Canadian orders online.



8. **Motives Holiday Quad** Designed specifically with this time of year in mind — the parties, first dates and late nights. From subtly glamorous to playfully flirtatious, these quads are perfect for wherever your holidays may take you. {Codes Vary, \$29.95}

9. **Motives Mineral Lipstick** These mineral-formula lipsticks add long-lasting color with essential hydration for show-stoppingly smooth lips. {Codes Vary, \$17.50}

10. **Motives False Eyelashes** Introducing five new styles with high-quality human hair and a clear strip that gives lashes instant length and volume. {Codes Vary, \$7.75}

11. **Motives Mineral Lip Shine** This mineral-based formula delivers sensational color with ultra shine and protection to achieve soft, beautiful lips. {Codes Vary, \$17.95}

12. **Motives Contour Compact** Perfect for beginners and professionals alike, Motives Contour Compact features three powders to contour, highlight and bronze, plus an easy-to-follow instructional guide on where to apply. {Code 101MSD, \$34.95}

13. **Motives Illuminating Lip Shine** These are sure to light up your look with their convenient mirror and LED light for the perfect shine day or night! {Codes Vary, \$13.95}

14. **Motives Mineral Blush** These mineral-based blushes provide exceptional sheer, lightweight application for cheeks that look natural and radiant. {Codes Vary, \$15.50}

15. **Motives Makeup Remover Towelettes** Motives Makeup Remover Towelettes gently cleanse the skin while removing makeup, dirt and oil in one easy step. {Code 01MEMT, \$6.00}



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