



motives® | motives®
by loren ridinger for LaLa

*press*KIT

SPRING/SUMMER 2013
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 Cleansing Emulsion, 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, accelerates rhythmic skin cell turnover and brightens skin tone for a more youthful complexion. Cellular Laboratories Re-Birth Serum features Clairsome P-9 — the world's first cosmetic-grade bioactive synthetic growth hormone-like material that supplements and replenishes the growth hormones naturally produced in the body that have been lost due to aging. It effectively reverses the aging process of the skin.

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.



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, Loren Ridinger's blog, [My Fashion Cents](http://MyFashionCents.com), at MyFashionCents.com, and Loren's World, a lifestyle and empowerment website, at 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.”* In addition, La La completed her off-Broadway run in *“Love, Loss and What I Wore.”* 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.

About... motives[®] 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[®] 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.



“ 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. ”

Loren Ridinger

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

La La Anthony

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Product Review
by
SoCal Coupon Mommy



THE MAGAZINE ABOUT SHOPPING AND STYLE

Lucky

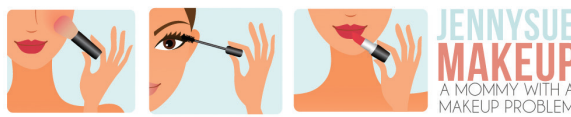
EXCLUSIVE!
How the [bleep] did they get so famous?
Chloé

EXCLUSIVE!
How the [bleep] did
they get so famous?
Khloé
Kardashian
her sisters
it all
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**HOT
TRENDS**
that won't go
out of style

motives® press kit spring/summer 2013 **3**

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Monday, January 14, 2013

Product Review: Motives Cosmetics

My box of "Motives Cosmetics" couldn't have come at a better time, as I have been feeling a wee bit bored with my current products. Gasp! This is kind of a big deal since I own a gazillion products in my makeup kit - I should honestly never get bored. Motives isn't heavily advertised from what I've seen, but it certainly should be so that more people could know about it. My look I created using the following products will confirm why.



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ABOUT ME

JENNIFER OF JENNY SUE MAKEUP

ATHENS, GEORGIA, UNITED STATES

I am passionate about beauty products and what they can do for a woman's self confidence. Besides being a freelance makeup artist in the Athens/Atlanta GA area for over 11 yrs, my most important job is being the best wife & mother I can be to my husband and 3 children. My blog is an outlet for me to share my love for the art of makeup. My goal is to take the confusion and intimidation factor out of beauty products and to show women easy tricks on applying makeup for everyday life. Since blogging is very personal, I cannot leave out my love for my family. They influence and inspire my daily life and even determine how good my makeup looks on any given day! I'M A MOMMY WITH A MAKEUP PROBLEM.

VIEW MY COMPLETE PROFILE

Just Arrived - The Hold Me Baby Bag!



WATERCOLORS

Create your own story in color with Motives and Motives for La La Watercolors. Inspired by spring/summer 2013 runway trends, Motives Watercolors features subdued pigments that add a pop of color to any look. Express your creativity and experience a watercolor fantasy with Motives and Motives for La La Watercolors.



Motives® for La La Muse Palette

Inspired by spring/summer 2013 runway trends. Features four vibrant mineral eye shadows that are perfect for any look.

1. Motives® for La La Muse Palette
Code: 2013MLEP | \$29.95

Motives® & Motives for La La Mineral Lip Shine

Two new sensational colors have been added to the wonderful lineup of lip shines offered by Motives and Motives for La La.

9. Motives® for La La Mineral Lip Shine — Rose Glaze
Code: 114MLMG | \$17.95
10. Motives® Mineral Lip Shine — Peach Glaze
Code: 59MLG | \$17.95

Motives® Lip Crayon

Define your lips with Motives Lip Crayon's amazing staying power and color retention.

2. Motives® Lip Crayon — Coral Kiss
Code: 40MLP | \$14.75
3. Motives® Lip Crayon — Pink Lady
Code: 41MLP | \$14.75

Motives® Fantasy Palette

Add a soft pop of color to any look. Features four new mineral eye shadows inspired by spring/summer 2013 runway trends.

11. Motives® Fantasy Palette
Code: PRESH9 | \$29.95

Motives® for La La Mineral Khol Eyeliner

A seasonal addition to the Motives for La La Mineral Khol Eyeliner collection, Myst provides an intense, long-lasting color that glides on smooth and exact.

4. Motives® for La La Khol Eyeliner — Myst
Code: 13MLKE | \$15.00

Motives® Rich Formula Lipstick

SPECIAL FEATURE: Motives Rich Formula Lipstick in Papaya Whip, Frosty Coral and Red Coral provides even coverage with daring color.

12. Motives® Rich Formula Lipstick — Papaya Whip
Code: 219ML | \$14.95
13. Motives® Rich Formula Lipstick — Frosty Coral
Code: 231ML | \$14.95
14. Motives® Rich Formula Lipstick — Red Coral
Code: 237ML | \$14.95

Motives® & Motives for La La Nail Lacquer

Motives and Motives for La La Nail Lacquer features four new seasonal colors.

5. Motives® Nail Lacquer — Daydream
Code: 5422MNP | \$6.95
6. Motives® Nail Lacquer — Fierce
Code: 5423MNP | \$6.95
7. Motives® for La La Nail Lacquer — I'm Peachy
Code: 5006MNP | \$6.95
8. Motives® for La La Nail Lacquer — Illusion
Code: 5007MNP | \$6.95

**Products highlighted in pink are part of the Motives for La La collection.*



Motives® Beauty Weapon

An essential weapon in any woman's beauty arsenal, this palette features nine hot eye shadows and two tempting lip glosses with an easy-to-follow tutorial on how to achieve your favorite looks.

1. Motives® Beauty Weapon
Code: PRESH8 | \$49.95

Motives® Bronzing Lotion

A perfect, buildable, streak-free glow is possible with this lightweight, non-oily formula. Hydrate and moisturize to achieve a natural glow.

2. Motives® Bronzing Lotion
Code: 100MST | \$24.95

Motives® Brow Perfecting Gel

Master shape, color and definition with precision gel to achieve beautiful, natural-looking brows.

3. Motives® Brow Perfecting Gel — Taupe
Code: 100BPG | \$15.95
4. Motives® Brow Perfecting Gel — Dark Brown
Code: 101BPG | \$15.95

Motives® Mineral Dual Foundation

Get flawless-looking skin and buildable coverage with this aloe-infused formula. The perfect wet/dry foundation is within reach.

5. Motives® Dual Foundation — Neutral Medium
Code: 100MMF | \$29.95
6. Motives® Dual Foundation — Neutral Light
Code: 101MMF | \$29.95
7. Motives® Dual Foundation — Neutral Rose
Code: 102MMF | \$29.95
8. Motives® Dual Foundation — Neutral
Code: 103MMF | \$29.95

Motives® for La La Liquid Foundation

Moisturize, conceal and provide your skin with a foundation that stays true to color for a flawless complexion.

9. Motives® for La La Liquid Foundation — Golden
Code: 17MLMF | \$24.95
10. Motives® for La La Liquid Foundation — Caramel
Code: 18MLMF | \$24.95
11. Motives® for La La Liquid Foundation — Deep
Code: 19MLMF | \$24.95

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