



Loren Ridinger and La La Anthony Launch Motives Cosmetics “Modern Day Romance” Fall/Winter 2013 Collection

Market America/SHOP.COM revealed the new Motives and Motives for La La collection – inspired by the 2013 runway trends – in addition to new offerings from the award-winning cosmetics brand to a crowd of over 20,000.

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Playful. Edgy. Fierce. Passionate. These are the themes that Motives by Loren Ridinger evoked today when the cosmetics line launched its Fall/Winter 2013 makeup collection, Modern Day Romance.

The unveiling took place in front of 20,000 eager attendees at Market America|SHOP.COM 2013 International Convention in the company’s hometown.

Modern Day Romance is inspired by the hottest Fall/Winter 2013 runway trends, and includes products from both the award-winning Motives by Loren Ridinger and Motives for La La lines.

“This is one of my favorite collections we’ve launched because of its versatility,” Ridinger declared. “Passion and romance are universal, as is beauty. The women that wear Motives and Motives for La La cosmetics are contemporary women with passion – for romance, for life, for success. Modern Day Romance encapsulates all of that emotion.”

Ridinger and La La Anthony, actress and star of VH1’s hit show *La La’s Full Court Life*, personally directed the selection of the new products based upon the newest, hottest trends they both love. Modern Day Romance – with eye shadows, eyeliners, lip shines and nail lacquers – feature complementary, contemporary colors that can be used to create incredible looks.

“We all have a beauty story to tell, and Modern Day Romance helps you tell your story,” Anthony said. “The passion that Loren and I have for makeup and beauty really come through in this collection.”

In addition to Modern Day Romance, the cosmetics line also added expansions to each of the Motives and Motives for La La lines that cover the makeup needs for every woman: Face, eyes, cheeks, lips and nails. All of these offerings, as well as the Modern Day Romance collection, were featured on stage at Market America|SHOP.COM 2013 International Convention during a runway show featuring Miss North Carolina USA 2013 Ashley Mills.

All of the products introduced today are available for purchase online at <http://www.motivescosmetics.com> and <http://www.SHOP.COM>.

About Motives by Loren Ridinger®

Motives by Loren Ridinger, through revolutionary and 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 <http://www.MotivesCosmetics.com>, Loren Ridinger’s blog, My Fashion Cents, at <http://www.MyFashionCents.com>, and Loren’s World, a lifestyle and empowerment website, at <http://www.LorensWorld.com>.

About Market America, Inc. & SHOP.com

Market America, Inc. is a product brokerage and Internet marketing company that specializes in One-to-One Marketing. Its mission is to provide a robust business system for entrepreneurs, while providing consumers a better way to shop. Headquartered in Greensboro, NC, the company was founded in 1992 by President and CEO JR Ridinger and has generated \$4.3 billion in accumulated sales. Market America employs nearly 700 people globally with operations in the United States, Canada, Taiwan, Hong Kong, Australia, United Kingdom and Mexico. Through the company’s shopping website, SHOP.COM, consumers have access to over 40 million products, including Market America exclusive brands and thousands of top retail brands. By combining Market America’s entrepreneurial business model with SHOP.COM’s powerful comparative shopping engine, Cashback program, Hot Deals, social shopping integration and countless other features, the company has become the ultimate online shopping destination.

For more information:

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