

## E-zine Article

### Subject Line: Tarte's matchless finish

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Are you still looking for lightening in a bottle? For those elusive solutions to your pressing beauty issues? Hoping the hottest new thing on the market is *it*?

You know that thing they said would give you head-turning lips or eyes, or flawless coverage? We love the stuff. But it's a pricey habit.

We test them. We critique the finished look. EPIC FAIL! Waisted money...and time. Disappointed again.

Fling that thing into your pile of cosmetic lies and get what's real.

*Tarte High Performance Naturals* show your best face. Supreme quality that highlights your beauty *and* solves your beauty issues.

#### **Get glam. Not gaudy**

You won't look chalky, clownish, or grey...like you're wearing inferior makeup. Because you're not. Its youth-enhancing properties are natural and mineral-rich.

The packaging is eye-catching glam. Application is easy and flawless.

#### **Trending and High performing? With *Tarte Cosmetics*, you can have both!**

Carrie Underwood, Kerry Washington, and Demi Lovato wear *Tarte*. Oprah gave it her coveted stamp of approval.

#### **Some of Tarte's Top-Selling Products:**

- **Frxxxction stick 3-in-1 exfoliating cleanser - vegan friendly formula is an exfoliator, cleanser, and face mask that draws out surface oil and reduces shine**
- **Tartiest lash paint mascara - for 2700% more lash volume**
- **Amazonian clay foundations, powders, eyeliners, and cheek stains – contain softening and anti-aging properties that promote youthful-looking skin**
- **Shape tape contour concealer - vegan friendly, creamy concealer for radiant coverage and contouring**
- **Empowered hybrid gel foundation – pore-less, full coverage gel foundation with skin- smoothing hyaluronic acid**

## **She changed the game**

Founder Maureen Kelly wanted to create a cosmetic brand that would give a long-lasting, natural, flawless finish. With eye-catching, sexy packaging. And she succeeded. Tarte is a shelf-worthy brand with retailers like Sephora and Ulta. She makes regular appearances on QVC demonstrating Tarte's most popular products.

*Tarte* is a favorite among women and teens. We are discovering that more natural, less pricey brands are effective for a flawless look. This smart *and* trendy choice is kinder to the body and the environment.

## **What sets *Tarte* apart**

Many of *Tarte's* products are infused with Amazonian Clay. During a trip to Brazil, Maureen discovered the women use it for soft, youthful skin. Who's not looking for that?

***Tarte High-performance Naturals* is lightweight, no-fuss radiance. The products are pure and cruelty-free. You can feel good about what you're wearing.**

It's a great choice for sensitive skin.

"Tarte is a leader in healthy, eco-chic beauty, offering cruelty-free cosmetics infused with skinvigorating™ ingredients like superfruit and plant extracts, vitamins, minerals, essential oils and other naturally-derived ingredients." - Maureen Kelly, CEO and Founder

**Try it today. Set the foundation with the super popular, ultra performing *Shape Tape Contour Concealer*.**

Download our [contouring tutorial](#) to your email and receive a 20% discount code for your next ***Tarte* purchase.**

Adler, Carlye. "Tarte Cosmetics: A PhD Drop-Out Shakes Up the Beauty Biz." *Times*. Small Business. Sept. 15 2010. Web. July 12 2017.