



Long before there was any training available in cosmetic chemistry, Irene Patsalides dreamed of learning to develop outstanding beauty products. After speaking to women who were dissatisfied with over-priced, mediocre beauty products, Irene became determined to create her own products that were both affordable and effective. After completing a four-year degree in pharmacology, and years of hard work and extensive research, Irene has developed her own range – Mirenésse. Receiving national distribution through Myer/Grace Bros department stores within just four months of its launch, Irene's dedication has finally allowed women to receive the products they have always deserved. She has also received five 'prestige category' nominations for this year's *New Woman* beauty awards.

Using the latest technology in skin science, Irene directly oversees each and every ingredient and process used in the development of Mirenésse products. Living in a harsh Australian environment, Irene was acutely aware of the need to protect the skin from the sun's harmful rays. To ensure optimum skin health and the prevention of premature ageing, Irene incorporated a sunscreen into Mirenésse foundations to shield skin from UVA and UVB rays. Also included in the Mirenésse foundation formula are pure-plant extracts to nourish the skin, and anti-oxidant vitamins to combat free radicals.

The success of their best-selling product – The Mirenésse Secret Weapon Mascara – has been somewhat overwhelming for Irene and her partner, Andrew Naumoski. The secret to the success of the mascara, she says, lies in the unique water-based formula that sets around each eyelash. Irene says once you apply the mascara, it won't budge until you want it to, making it perfect for teary brides! Like all Mirenésse products, their mascara is suitable for those with sensitive skin and eyes, and is non-irritating for those who wear contact lenses.

Each of the 20 Mirenésse lipshades contain Plant Phytosphingosine ceramides, which plump and firm the lips and provide all-day hydration.

"Lipsticks that are designed for staying-power often have a high content of talc, which is why they become 'caked' on the lips," explains Irene. "We've developed lipsticks that stay on all day by using a lot of high-quality pigment and moisturising oils."

Irene recommends brides use Mirenésse Emulsion Pact – an all-in-one concealer, powder, sunscreen and foundation – in conjunction with their Two Way Cake for an all-day flawless-finish complexion. ■