

# SUSAN POSNICK

C O S M E T I C S

For Client Approval/dr 1

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## Susan Posnick Biography

### VISION

**Susan Posnick Cosmetics... *makes beauty simple for the woman on the go.***

Susan Posnick seeks to provide active women, their mothers, and their daughters with a complete line of multi-purpose products that combine the ease of function with innovative packaging.

Our products are designed to simplify women's lives, giving them more time for family, friends, business, and leisure activities, while making them feel naturally beautiful.

Susan Posnick Cosmetics are compact for travel; they are the products that go with you, be it around the corner or around the world.

Susan Posnick Cosmetics is for the woman who wants to put her best face forward in the least amount of time.

### WHO IS SUSAN POSNICK?

Susan Posnick has been a celebrity makeup artist for more than 20 years, working extensively in film and print, with an impressive client base including superstars Cindy Crawford, Rene Russo, Diane Lane, Amber Valletta, and Holly Hunter -- just to name a few.

In 1999, Susan developed skin cancer on her face and began looking for a product that would offer sun protection, yet not melt off in the heat. She was never a fan of foundation and powder—at least not on her own skin. Until that time, everything available on the market involved multiple layering for protection. First you applied the moisturizer, then the sun screen, then the foundation, then the powder. Ten minutes later, it would all begin to melt off.

She went on a personal mission to find an alternative and ended up at a cosmetics trade show. There, Susan encountered a chemist who was experimenting with a mineral foundation containing sun protection. Upon receiving samples of the product, she knew she had found something unique—but it would require additional development and formulation. The idea for **COLORFLO** was born.

From that point, Susan set about working with manufacturers to not only develop the highest quality mineral product available, but also to source convenient packaging in which to house it. Susan Posnick Cosmetics was formed in 2000 and launched in January 2002 in Dallas, Texas.

Susan Posnick's work has been featured in the pages of VOGUE, BAZAAR, SELF, and ALLURE; seen in over 1000 television commercials and feature films, music videos and album covers; and admired by fashion designers and other industry professionals.

Among her many professional achievements, Susan has received the Fashion Group International's 2004 Rising Star Award, and has been included in Who's Who among American Women. But most notably, Susan Posnick, CEO and Founder of Susan Posnick Cosmetics, has been credited as an innovator in the field of mineral makeup.

**AND NOW.....**

Today, Susan Posnick Cosmetics can be found in spas, upscale boutiques, apothecaries, and medical clinics in the United States and internationally in Europe and Asia

***“My vision for Susan Posnick Cosmetics is to give women the best quality products in the most innovative packaging possible and to... make beauty simple.”***

Her line consists of mineral foundation and blush, concealer pencils, long-lasting mascara and brow gel—with multipurpose lip and eye products launching in early 2007 to... complete the face. The line will always be compact, both for the retailer and the customer—everything you need in one small cosmetic bag that goes with you anywhere and everywhere.

**Susan Posnick Cosmetics truly does... make beauty simple.**

Susan Posnick Cosmetics are sold exclusively through prestige MediSpas, dermatologists, plastic surgeons, and other licensed skincare professionals and, are distributed by Nordic Selfcare Institute. For further information, please visit [www.nordicselfcare.com](http://www.nordicselfcare.com).

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