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A MEDIUM-SIZED GROUP NEWSPAPER

# Mía Mariú

Cosmetics company caters to Hispanics



By Larissa Miranda  
El Paso Times

EL PASO — Mía Mariú, a new company featuring beauty products designed specifically for Latinas, will be available to El Paso women Thursday.

The direct-sales company will sponsor an El Paso launch party at the Camino Real Hotel so that women can see the products for themselves. Company founder and chief executive officer María Eugenia Bermudez Price will be on hand to meet with customers.

"I think every Latina woman I talked to expressed how difficult it was for them to find makeup that would naturally match their skin tone," she said. "We did research and studies for many months and focused ourselves on creating a color cosmetics line that met the needs of Latinas of different backgrounds."

The line debuted in May, and its products include mineral foundations, lipstick and even health supplements for the heart. All of the products are made from natural ingredients and enriched with vitamins and anti-oxidants. They contain no chemical fragrances, binders or talc.

Mía Mariú also includes a skin treatment line made from natural ingredients such as yucca,



Interested sales associates can buy a Business Tool Starter Kit, which includes a training guide, for \$85.

**Make plans**

- ▶ **What:** Mía Mariú El Paso product launch party.
- ▶ **When:** 5-7 p.m. Thursday.
- ▶ **Where:** Camino Real Hotel, 101 S. El Paso St.
- ▶ **Information:** 210-270-9530.

A hydrating lipstick from Mía Mariú sells for \$14.



shipped directly to the customer.

"I really wanted a system that allowed Latinas to become successful entrepreneurs," Bermudez Price said, adding that associates can set up a Web site where customers can place orders.

"We took the direct sales model to the next level, using technology and simplifying the job for associates which maximizes their earning capabilities," she said.

At Thursday's event, women will get a chance to sample Mía Mariú products, learn professional makeup techniques and discuss business opportunities.

Lisa Andrade, who was recently promoted to Mía Mariú's first district manager in San Antonio, is an El Paso native. She said she persuaded the company's founder to promote the product in El Paso. It has previously launched in Houston, Los Angeles, Chicago and Miami.

"María Eugenia is such an inspiration that I immediately thought to bring her vision for Mía Mariú to the women in El Paso," Andrade said. "The products are incredible, and this is a remarkable business opportunity."

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The \$42 limited edition touch-up kit includes three mineral shadows, lip gloss and Magic Satin powder.

ocotillo, aopal and agave. "We use ingredients that have been known in our culture for centuries as having healing properties," Bermudez Price said. In addition to the cosmetics line, Mía Mariú offers natural supplements and vitamins.

The products are not sold in stores. Instead, they are sold through a network of independent sales associates, much like Avon and Mary Kay. However, once ordered, the products are