



Makeup always too light or too dark for your skin? Don't compromise

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Maria Eugenia Price wants her cosmetics line, Mia Mariu, to evoke an emotion.

From the tiniest detail of each product name to the brush strokes on a woman's face, Price wants to spark memories in Latinas only a Latina could relate to.

The "caricias" from our first love to the "capricho" of adolescence.

"These products celebrate womanhood and allows Latinas to stay true to our roots and move on in this new world that we're in," said Price in a phone interview. "We wanted every shade to evoke a feeling, reflect and reinforce the identity."

Price, a native of Mexico City, says she created Mia Mariu when she felt her identity as a woman of color was masked by ill-fitting shades of foundation, eye-shadows and lip color.

What she didn't know was how many other Latinas felt the same level of frustration at the beauty counter.

"This goes back many, many years in terms of having these personal challenges not being able to find the right tone," she said. "I always knew if I ever formed a company, beauty would have to be a part of it."

After careful market research, focus groups and product development Mia Mariu was born.

The product line is not sold in stores but models the direct-sales style of entrepreneurship used by Avon and Mary Kay sold exclusively through a network of independent associates. Mia Mariu is the first network marketing company created and dedicated to serve and fulfill the beauty and health needs of Latinas.

However instead of pounding the pavement per say, Mia Mariu will ship directly and sell online, at miamariu.com.

The founder and CEO recently chose the Rio Grande Valley for women interested in joining the district sales team. She will host an information fair, today, at the Holiday Inn Express Hotel & Suites in McAllen and another June 25a the same location.

"Makeup is such a personal thing and it's such an emotional thing," Price said. "You get so overwhelmed when you see so many brands out there.

"We're literally transforming a person, not only externally but emotionally. We're not trying to be all things to all people. Those large brands are general brands and aren't able to come in and hone in on the work. We don't have 100 shades, we have six."

Price created this line of cosmetics and business venture to nurture and support the development of women as "mujeres de negocios", "mamas y esposas", and "hijas" by empowering them physically, emotionally, intellectually and financially.

Mia Mariu is anchored by the Mineral Crème Foundation: Tono Perfecto, \$22. Women can choose between vanilla, honey, wheat, cinnamon, anis or sambuca shades. These are specifically targeted towards Latina's with olive tones or darker skin.

The Crème Concealer, \$14 and Mineral Bronzer, \$15 also help contour a woman's face and bring life to drab skin.

"Women often say, 'this is the right color,' and then it turns," Price said. "When you get into darker tones, Dominican, women from Puerto Rico, those undertones are unique. A molatto woman can't assume she's going to wear a black shade. We're not homogenous as a Hispanic people."

First and foremost she believes that beauty begins on the inside. Starting with a well-nourished, healthy body, and that beauty then reflects on the outside through a beautiful complexion and a feeling of well-being, according to her company's mission statement. Poor diet, stress, caffeine and over-processed foods can all lead to a lack of balance in our nutrition causing external signs of aging, lack of luminosity in complexions and lack of vibrancy.

Mia Mariu also boasts the use of natural ingredients in their products, including nopal, revered in many Hispanic households for its healing ability. Products are also filled with antioxidants and natural fruit extracts like papaya, berries and green tea.

Exclusive, Natural, Simple, and Effective

- Created using traditional natural ingredients that our cultures have used for generations rich in vitamins and anti-oxidants.
- Made with the optimum natural and scientific combination to give you the best results.
- Simple, with multi functional benefits, to obtain maximum results without spending a fortune.
- Gentle light oil-free formulas that can be used by all skin types.

Prior to founding Mia Mariu, Price spent almost 20 years in Mary Kay and Home Interiors and Gifts. She considers the insight she gained from all of the women she

encountered a valuable asset to what she is doing today. The daughter of a Mexican diplomat, Price studied in Dallas and in Europe and holds a Bachelor of Arts in languages and a MBA in International Business from the University of Dallas.

"Mia Mariu embodies the passion, the feelings and that special warmth that exists within every Latina regardless of origin or generation-the response so far has been tremendous and we are confident that we've had a glimpse of the reaction we can expect across the country," she said.

On the Web: <http://miamariu.com>

The Mia Mariu recruitment fair will be held today at the Holiday Inn Express & Suites Airport/La Plaza Mall
1921 S. 10th Street, McAllen
10:30 a.m. to 12:30 p.m.
(Another similar fair on June 25)