

# **LD Emani Cosmetics Media Coverage Report**

March 20, 2015

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**Hartley PR**

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This document contains the media coverage received for Emani Cosmetics.

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## Broadcast

### CFJC News Kamloops

On *February 24*, CFJC News Kamloops aired a segment on its midday news regarding Emani Cosmetics with Emani founder and LD Cosmetics manager.

## Online

### Straight.com

On March 18, The Georgia Straight mentioned Emani cosmetics in one of its articles

**London Drugs** (various locations), Emani Vegan Cosmetics can now be found on store shelves. The plant-based brand from California includes bronzers, lipsticks, and foundation. To prep the skin for makeup, start with the Perfect 10 Primer Serum (\$35 for 40 millilitres). The product contains 10 organic extracts, such as camomile and witch hazel, to help tone and moisturize the face.

To view article online, please click [here](#)

### Vancouvervogue.com

On March 11, vancouvervogue.com posted an article regarding Emani cosmetics as well as an interview with Emani Owner Michelle Doan.

## Beauty Spotlight: Vegan Makeup from Emani Cosmetics

I recently had the opportunity to sit down with the founder of **Emani Cosmetics**, Michelle Doan, to talk about vegan cosmetics and sensitive skin. Growing up with acne problems myself in my teens, I completely understood Michelle's own personal struggle with cystic acne and the difficulties of wearing makeup with irritable skin. It was her own frustrations that inspired her to seek out a beauty alternative that didn't cause her sensitive skin to break out. The solution? Working one-on-one with world-renowned chemists, Michelle developed a line of clean, glamorous makeup that is free of skin-irritants and harmful ingredients such as petrochemicals, nano-particles, artificial dyes, parabens, or fillers. In fact, **all Emani products are cruelty-free** and composed entirely of vegan ingredients!

I was really impressed with the level of coverage the Emani products we tested offer. Most often, you're caught in a choice between covering up your blemishes with cakey makeup, or trying to let it heal with no makeup at all. Michelle said she wants women to take off their Emani makeup at the end of the day and have even more beautiful skin than before they put it on in the morning. Every girl's dream! The ingredients (like you'll see in the Perfect 10 Primer in the video) are meant to nourish your skin, while Emani's range of foundations and concealers nourish *and* let you create buildable coverage that doesn't look cakey!

You can now find Emani Cosmetics at **London Drugs**, so check it out for yourself!

To view article and video online, please click [here](#)

The header features a navigation menu with categories: CHOOSE CITY, BLOG, BEAUTY, FASHION, CULTURE, DINING, DECOR, TRAVEL, KIDS, CONTESTS. It also includes the Vitamin Daily logo, a search bar, and social media icons.

MARCH 23, 2015

### NATURALLY BEAUTIFUL

Organic, vegan and even gluten-free—these are the big buzz words in beauty today. We've uncovered four skin-care and makeup lines that fit the earth- and health-friendly bill perfectly.

**da lish cosmetics:** The truthful tagline for this Toronto cosmetics collection is "uncomplicated beauty." Created by "real girl" Melanie Cruickshank, **Da Lish's** antioxidant-rich makeup and skin care is produced with as many locally sourced, natural ingredients as possible—without the use of phthalates, parabens, petrochemicals, GMOs, gluten or sulfates. Plus, you can see exactly how natural the product really is, because the percentages are posted right on the box. [dalishcosmetics.com](http://dalishcosmetics.com)



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Whistler Village Inn and Suites - Whistler



**pai skincare:** For skin that's highly prone to irritation, this collection of organic products claims to have "one of the cleanest ingredients policies on the market," plus a refund policy that guarantees full protection for your wallet. We tested **Pai's** Camellia & Rose Gentle Hydrating Cleanser (\$70), and saw some seriously stunning results. Bursting with omega-3 and vitamins A, B and E, it's no wonder this wash replenished



**emani vegan cosmetics:** Suited to even "the most discriminating skin," **Emani** products contain no petrochemicals, nano-particles, dyes, parabens, talc, gluten or otherwise "junky" ingredients. Founded in 1998 by Michelle Doan, this beauty line is meant for fashion-forward, eco-conscious women who are as passionate about their Prada as they are about recycling. One of our faves from the collection is the Perfect10 Primer Serum—100 per cent vegan and super velvety in texture, its plethora of good-for-you organic extracts prepped our skin for ultimate foundation application.

[emani.com](http://emani.com)

To view the full article online, please click [here](#)

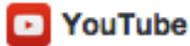
### CFJC Kamloops

On February 24, Emani Cosmetics owner Michelle Doan and London Drugs cosmetics manager Amanda Manholt sat down with CFJC to talk about the new product line



**Emani** @EMANItweets · Feb 24

Great day in sharing Emani in British Columbia!... [fb.me/1DB462y3A](https://fb.me/1DB462y3A)



To view the video, please click [here](#)

## Facebook

### Emani

On February 25, Emani Cosmetics posted on Facebook regarding their visits to the LD stores at Brentwood Town Centre and Downtown Vancouver.



## Emani at Brentwood Town Centre

February 25 at 4:02pm · 🌐

Loving the beautiful London Drugs



Like · Comment · Share · 👍 2

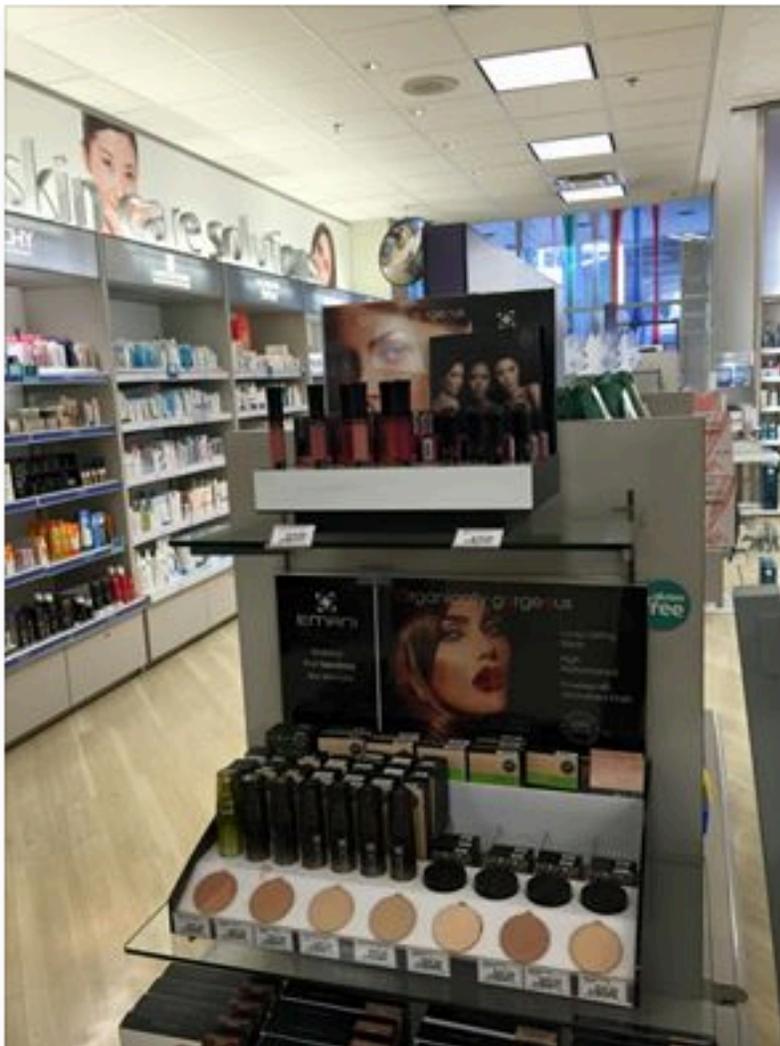


**Emani at London Drugs Granville & Georgia**

February 25 at 10:57am · 🌐



What an incredible store in the heart of Downtown Vancouver.



Like · Comment · Share · 👍 3 ➦ 1

To view post online, please click [here](#)

On February 24, Emani made a Facebook post regarding their visit with CFJC Midday Kamloops and mentioned Michelle Doan and Amanda Manholt of LD.



**Emani with Michelle Doan**

February 24 at 2:01pm · 🌐

Girl-makeup talks are my favs! Got to spent morning at CFJC in Kamloops, BC talking about Emani Vegan beauty with Susan Edgell and Amanda Manholt from London Drugs



Like · Comment · Share · 👍 6

To view post online, please click [here](#)

## Twitter



**FayeSmithMakeup** @FayeSmithMAKEUP · Mar 11



#thankyou @londondrugs #beautydepartment  
for sending me all of these #emani  
#vegancosmetics to test...  
[instagram.com/p/0G9nk7xKIO/](https://www.instagram.com/p/0G9nk7xKIO/)

← ↻ ★ 1 ...



**Emani** @EMANItweets · Feb 25

Loving the beautiful London Drugs [fb.me/1qWwfAhLb](https://www.facebook.com/1qWwfAhLb)

← ↻ ★ ...



**Emani** @EMANItweets · Feb 25

What an incredible store in the heart of Downtown Vancouver.  
[fb.me/40R50t36a](https://www.facebook.com/40R50t36a)

← ↻ ★ ...

Emani retweeted



**London Drugs** @LondonDrugs · Oct 18

RT @LDCosmetics: Lovely meeting @emanitweets founder Michelle Doan, new #vegan line for #LDBeauty



← ↻ 1 ★ 2 ⋮

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**Catherine Tse** @TseWords · Mar 14

Testing #vegan #makeup from #Emani for nxt @bcliving article. ❤️ the #matte #foundation . #whatigottoday @emanitweets



← ↻ ★ 1 ⋮

[View more photos and videos](#)

# Instagram

O



**fayesmithmakeup**

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1 week ago · 📍 Faye Smith Makeup & Hair  
#thankyou @londondrugs #beautydepartment for sending me all of these #emani #vegancosmetics to test out! I wore a full face of #emanicosmetics today and I must say...I like it!

📍 photography4uca, debra.trojanowski.d, elliemaedoll and 29 others like this.



**fayesmithmakeup**

#vegan #cosmetics #products #beautyprofessional #makeupguru #beauty #beautyproducts #londondrugs #crueltyfree #greatskin #goodcosmetics



**iuliagnewfoto**

Nice ! 🙌



**k\_d325**

Let's work together text me! (508) 404 3413



**fayesmithmakeup**

@k\_d325 can you email me please?

Contact@fayesmithmakeup.com



**londondrugs**

Enjoy @fayesmithmakeup!!!



Leave a comment...





**beautybuzz411**

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1 week ago

VEGAN BEAUTY

Makeup that functions like skincare @emanigram No animals were harmed in the making of this product or photo[] #happystpatricksdays #happystpattysday #stpattysday #gogreen #stpatricksdays

♥ beautybuzz411, myclosesetec, underknstruction and 33 others like this.



Leave a comment...



**beautybuzz411**

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3 days ago

Building a Solid Foundation

Love This♥No Junk ingredients here! Designed for the most sensitive skin, EMANI is 100% Vegan & Cruelty Free. Check out @ldcosmetics for the full line. Makeup you can feel good about, conscious beauty! #Blog #liveauthentic #vancity #vancouver #igersvancouver #westcoast #makeup #fashiondiaries #igcanada #instastyle #stylist

♥ wordsbyav, thecoophaus, tolemarjana and 43 others like this.



**beautybuzz411**

#instagood #me #tbt #cute #photooftheday #instamood #iphonesia #picoftheday #igers #beautiful #instadaily #summer #instagramhub #follow #igdaily #tweegram #vegan #crueltyfree #nottestedonanimals #liveauthentic #instalike #vegancosmetics #motd #makeupmonday #monday #mondays #makeupmondays



**bgreenslade**

@crissyzach weren't you looking for products like these?



**crissyzach**

@bgreenslade YUP



Leave a comment...

