

RAINIE

MAGAZINE

ENTREPRENEURS, FASHION, TECHNOLOGY
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QUARTERLY

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LOREN RIDINGER

ENTREPRENEUR SUPERSTAR EMPOWERS WOMEN ALL OVER THE WORLD

RESEARCHED BY TAMALYN STEWART
AND CARLOTTA HARRINGTON

RECENTLY

named one of the Top 50 Most Motivational People on the Web by Under30CEO.com and with a website named to the Forbes list of the top 100 Websites For Women, Loren Ridinger redefines what it means to be a creative and unconventional entrepreneur. As the Senior Vice President of Internet retailing giants Marketamerica.com and SHOP.COM, creator of the award winning cosmetic line, Motives® by Loren Ridinger as well as the uber-luxurious skincare line, Cellular Laboratories™—Loren continues to make her mark in the beauty and fashion world. With close to 140,000 Facebook and Twitter fans and a top empowering blog for women, Loren inspires tens of thousands of women on a daily basis through her words and her products. Raine catches up with Loren to discuss her sought after Motives makeup line.

RAINE: WHAT SEPARATES MOTIVES BRAND FROM OTHER COSMETIC BRANDS IN THE MARKET?

LOREN: The Motives brand is about delivering exceptional makeup that doesn't sacrifice quality for price. Everything in the line is amazing to the touch and the variety of the line offered is extensive, reaching not only the consumer, but many celebrity makeup artists as well.

RAINE: HOW DID MOTIVES GET ITS START?

LOREN: I have had a love for makeup since I was a little girl! My mother loved makeup and was a big influence on me. So, I naturally started using makeup at an early age and loved playing around with my own color combinations and mixing colors. It was natural for me to create a line of my own. I wanted to create a line that would allow women to feel beautiful, so every woman could enjoy high quality, custom-formulated cosmetics. The Motives line is infused with antioxidants and vitamins that enhance true beauty and nourish the skin.

RAINE: HOW DID YOU COME UP WITH THE NAME MOTIVES?

LOREN: It was all about the motive of helping women look and feel beautiful, not only on the outside but the inside. Makeup is magic, when you look your best, you feel your best. That was the "motive".

RAINE: HOW DID YOU COME UP WITH THE FORMULA FOR THIS COLLECTION?

LOREN: I am used to having the best of the best and if I were going to launch a cosmetic line, it would have to be with the finest ingredients and production. While formulating Motives I also took into consideration the specific ingredients that can help the skin's natural ability to deflect lines and creases. This customized approach combines a selection of revolutionary foundations, powders and concealers to create the perfect canvas for the application of color to the eyes, cheeks and lips. I then tried every product on the market and partnered with a top manufacturer who promised to deliver unsurpassed quality, as well as exclusive formulas and colors...from there, Motives® by Loren Ridinger was born.

RAINE: WHAT IS YOUR INSPIRATION BEHIND THE COLLECTION?

LOREN: My inspiration is to empower women through beauty and business. Motives offers women the ability to look their best as well as the opportunity to generate an additional income by doing what they love and helping others look beautiful. I also want to share my passion with other women and allow others to provide input on creating beautiful looks no matter what their skin shade, color or background. Truthfully, there is no better feeling than seeing a woman's face after a makeover with Motives. That alone was enough for me.

RAINE: WHERE IS MOTIVES PRODUCED?

LOREN: In the USA.

RAINE: WHAT DEMOGRAPHICS ARE YOU MARKETING TO? WHO ARE YOUR CUSTOMERS?

LOREN: Motives® by Loren Ridinger caters to everyone, especially the woman who is everything to everyone. The entrepreneur with a crazy schedule, the very busy stay-at-home mom, as well as professional makeup artists, actresses and young professionals. Motives® by Loren Ridinger is an international brand which is sold in Canada, Philippines, Taiwan, Hong Kong, UK and Australia, in addition to the US.

RAINE: WHAT KIND OF MARKETING ARE YOU USING TO GAIN INTEREST? ARE YOU USING SOCIAL MEDIA?

LOREN: As an avid social media addict, I use Facebook and Twitter pages daily to connect with close to 140,000 of my amazing followers and friends. I also market Motives® by Loren Ridinger to women everywhere through my personal blogs MyFashionCents and Loren's World, which was recently named a Forbes' Top 100 Website for Women.

RAINE: WHAT IS THE PRICE POINT?

LOREN: Motives® by Loren Ridinger products range from \$10.00-\$35.00. We also offer a kit for professional makeup artists, which start at \$750.00.

RAINE: WHAT MOTIVES' PRODUCT SHOULD EVERY WOMAN HAVE IN HER MAKEUP BAG?

LOREN: Motives® No More Shine Setting Spray, Motives® Lustrafy mascara, Motives® Pucker Up Lip Plumper in Temptress and Motives® Liquid Powder Mineral Foundation with SPF 15.

RAINE: WHAT ARE THE 5 BIGGEST MISTAKES WOMEN MAKE WHEN SHOPPING FOR MAKEUP?

LOREN:

- Buying products they don't necessarily need
- Mismatching the shade of their skin with the wrong shade of the makeup
- Often buying something for the look of it but not for the functionality for their skin
- Purchasing the wrong color lipstick hence throwing off the entire look of someone's face
- Wearing too much foundation and powder...Always the biggest mistake

RAINE: IF SOMEONE HAD PROBLEMS WITH BLEMISHES AND WANTED TO COVER THEM UP, WHICH OF YOUR PRODUCTS WOULD YOU RECOMMEND AND WHY?

LOREN: Motives® by Loren Ridinger Correction Perfection concealer because it has a precision tip wand that allows you to hide dark shadows, create highlights all while covering up a blemish. It is so smooth and creamy that it never cakes.

RAINE: HOW WOULD A WOMAN QUICKLY CHANGE HER MAKEUP FROM DAYTIME CASUAL TO NIGHTTIME ELEGANT?

LOREN: Add a smoky eye using Motives Luxe Precision Eye Line in Noir; add additional Lustrafy mascara and a pair of false lashes, (Bombshell is my favorite!) these three things adds elegance to anyone's look! Also, a metallic eye shadow adds a sexy and flirty complement to anyone's outfit. Lastly, for the lips to stand out, a shiny gloss preferably Motives® Pucker up Lip Plumper in Temptress finishes the look off for the perfect nighttime elegance.

RAINE: WHAT'S ONE SENTENCE THAT WOULD BEST SUM UP THE MOTIVES BRAND?

LOREN: The Motives brand is about feeling empowered to achieve your dreams while looking and feeling your best all the time.

RAINE: WHERE CAN OUR READER FIND MOTIVES COSMETIC PRODUCTS?

LOREN: Motives® by Loren Ridinger is available for purchase through motivescosmetics.com as well as through personal motives consultants all over the world.