


  
 Shabbos Makeup
   
 Always beautiful



## ON SHABBOS, YOU'RE THE QUEEN!

You're holding this magazine. You've waited so long for this moment. Finally, after the long stretch of preparing for Yom Tov, you're sitting in your new clothes, and maybe this time, you allowed yourself a piece of jewelry or a new pair of shoes. But what about makeup?

Let me guess...If this article catches your attention on Erev Yom Tov, the makeup is probably still neat and pretty. If you're reading it the next morning, after a night's sleep,

chances are that the professional look from the day before has become a blend of colors. In another few hours, that will become peeling remnants of color.

And this is all with the assumption, of course, that you made yourself up as always on Erev Yom Tov, with 20 layers from the companies that promise you the best — and that you haven't heard about the premium mineral makeup line from "Shabbos Makeup," which is permitted for use on Shabbos, l'mehadrin!

### Who?

Yael Cohen Shor is an authority in the field of makeup and skin care in the chareidi sector. She directs the Yossi Biton Makeup School in Bnei Brak, is the owner of the Stylish chain, and is the entrepreneur behind the development of the international "Shabbos Makeup" brand. For many years she worked on an initiative that carries the mehudar kashrut of Beit Yosef

### A Bit about the Brand

Shabbos Makeup is, as it sounds, makeup for Shabbos.

Or more precisely, makeup permitted, l'mehadrin, for use on Shabbos and Yom Tov.

In fact, it's not only Shabbos makeup! It's also premium mineral-based makeup, without chemicals and toxins, and made only with ingredients good for the skin. Hence, many women use it on a daily basis as well. It's light, and hardly felt on the skin, allowing it to breathe. The makeup is excellent for the treatment of acne and pigmentations; most importantly, it contains natural antioxidants and UVA filters.

### The Concept

Applying makeup on Shabbos is prohibited because of two melachos: Tzoveia (coloring) and Memareiach (smearing).

When using Shabbos Makeup, you don't transgress either of these.

Tzoveia: The subject of coloring applies to long lasting colors. The products used by Shabbos Makeup are not long lasting, and they dissolve within a few hours of application. There is therefore no question of Tzoveia.

Memareiach: Smearing is an action done only when there's a moist component in the substance.

All the permitted products made by Shabbos Makeup are made of natural mineral powder, and do not contain any fluids — not even the slightest percentage — such as oil, silicon, or any other liquid that could create a problem of Memareiach.

### How Did the Idea Develop?

As a director in the chareidi sector and from working on a daily basis with thousands of chareidi women, it was impossible to ignore their basic need to use makeup on Shabbos and Yom Tov according to halachah.

We women want to look our best. I've met women who thought there's no problem applying powder (a serious issur!), and women who avoided going to events on Shabbos because they couldn't wear makeup.

I decided to dedicate myself to resolving this issue with the highest-level makeup that offers the option for any woman to make herself up on Shabbos, b'hiddur.

### Challenges along the Way

Wow! It was a journey filled with obstacles.

I felt the yetzer hara constantly trying to delay the process and to make me despair. I do brand development as a profession, and it has never been this challenging.

More than six years of development, traveling to factories in America, and dealing with Health Ministry regulations, factories that closed during corona, formulas that changed constantly, not to mention the huge monetary investment.

I'm pretty sure anyone else would have given up.

But every time I almost gave up, I remembered the women who told me they can't resist on Shabbos. I held on to that vision of what this brand could bring to them, and the chillul Shabbos it would prevent. That gave me strength to go on.

### Experiences from the Production Line

Our products at Shabbos Makeup are mineral based and healthy for the skin. As such, the production experience is extrasensory.

A lipstick made of pomegranate or beet extract, blushes from special mica powder. Every new product was cause for joy.

Our makeup production line is overseen by mashgichim and rabbanim. Mashgichim from Badatz Beit Yosef carefully supervise the entire production process.

### Reaping the Fruits

Since the line has started marketing, there has been resounding feedback from all over the world. Our website receives orders from Panama, Africa, America, Russia, Hong Kong, and India! It's so moving to see how many women needed this product, and how much feedback and gratitude we receive each day.

The most exciting thing is to hear from women who aren't religious at all, who heard that they're not allowed to wear makeup on Shabbos, and decided to start keeping at least this, because there is a high-quality healthy solution for the skin. I'm so happy that finally, any woman who wishes to apply makeup on Shabbos can do it with hiddur. Although Shabbos Makeup is certified by Badatz Beit Yosef, rabbanim from other circles and denominations have already given their approval as well.

### Where?

The brand is available on our website, [www.shabbosmakeup.com](http://www.shabbosmakeup.com), and is sold in Israel exclusively at the 'Stylish cosmetics' stores: 12 Shamgar, Jerusalem. Beit Shemesh, Beitar Illit, Bnei Brak, and Ashdod. It is available in America, in Flatbush and Boro Park. Website orders are delivered worldwide. A team of professional makeup artists on the website matches the makeup to each client.

**10% discount on online purchase with the code SHABBES10**