



ENHANCING THE HUMAN EXPERIENCE  
MAKEUP ARTISTRY

# OUR PHILOSOPHY



**The Little Black Dress For The Face.** That's what we create at Simply Moore. A look that you can create all by yourself, that brings out the best, most beautiful expression of your life, your personality and your individual look. Our goal is to help you identify your best features, bring them out and enjoy every moment with confidence, beauty and grace.

We believe the key to real beauty is self confidence. When a woman feels confident about the way she looks, there is nothing in a bottle or on a brush that can top that. Whether your life includes attending balls or ball games, you deserve to always look and feel spectacular.

At Simply Moore, we take the mystery out of makeup, showing you how to quickly and easily make your own features shine. A Simply Moore personal consultation is 100% about you. We want to make being beautiful less intimidating and more fun! The result is an individual, extraordinary you.

Our associates are highly qualified artisans personally trained by owner Michael Moore. Each one of us is dedicated to providing you with the tools and the expertise to create – and maintain – an easy look that is uniquely, wonderfully you.

With decades of experience and no loyalty to a single product line, we are able to draw out your natural beauty and help enhance the human experience. Discover Simply Moore and let us help you look and feel beautiful everyday... regardless the dress code.

# PERSONALIZED MAKEUP LESSONS

With a private, personalized make-up lesson we give you the tools and teach you the techniques to make your features shine, and to put your best face forward every day.

In order to make sure you are properly equipped with what looks and works best for you, we ask that you bring all of your current make-up and skin care products with you to your appointment. We will go through each product together to best determine its suitability for your new look. With no allegiance to any particular product line, we realistically and thoughtfully create a new, improved you.

Individual makeup lessons last from 90 minutes to two hours. At your appointment you can expect...

- An evaluation of your current products, makeup habits and lifestyle to better determine what works for you and what does not
- To identify your best features and learn how to work with them
- A comprehensive, interactive lesson to guide you towards the new you
- A detailed "how to" information sheet to recreate your new, improved look anytime, anyplace

Michael: First hour, \$125. \$75 for each additional half hour

Associate\*: First hour, \$100. \$50 for each additional half hour

*\* Our associates have each worked in the industry for several years and have their own lists of celebrity clients in television and print. After joining the Simply Moore team, they each go through an additional training program with Michael Moore prior to accepting clients.*



# THE BRIDE



You're planning the perfect day down to the last detail, so don't forget the most important detail of all... you. For your wedding day and every day, your makeup should uncover your unique beauty, not cover it up.

At Simply Moore, we help you create a sophisticated and spectacular you, from one-on-one instruction you can take anywhere, to techniques specifically for designed to photograph beautifully, to day-of-the-event application.

For weddings, Simply Moore requires an initial consultation to determine the desired look for the bride, including a practice application. The initial bridal appointment lasts about an hour and is required to ensure there are no surprises on your wedding day. Initial Bridal session includes assessment of your desired look, identification of best features and how to achieve the look and the practice makeup application. Wedding trial: \$65

We are also happy to provide wedding day application for the bride and her attendants...

Michael: Bride, \$125. \$90 for each attendant  
Associate: Bride, \$90. \$75 for each attendant

We also offer out-of-studio or location wedding services. Please call for pricing. Please schedule your bridal appointments well in advance.

# ADDITIONAL SERVICES

## REFRESHER LESSONS

About a month after initial consultation, a refresher lesson is a great way to reaffirm what you learned in your lesson, ask questions that you may have, and a great opportunity to get new tips and trends of the season. \$100

## BROWS

If your face is the picture, the eyebrows are the frame. It is important to have the right brows to frame your face... your picture of beauty. Simply Moore believes in tweezing the brow rather than waxing to ensure a natural shape. Voted "Top of the Town" in *5280* magazine. \$35

## SPECIAL EVENTS

For a special event or a fun night on the town, Simply Moore can create a look suited just for you and the occasion. A makeup application is designed to give you a little something extra that you wouldn't normally do on a daily basis. A Special Event session lasts about an hour. \$75

## PHOTO SHOOTS

From the runway to the family portrait, Simply Moore is available for half and full-day photo shoots. Half day \$350. Full day \$700. Call for more details.

## PRODUCT CONSULTATION

We're happy to shop with you for the products that are right for you. With no loyalty to a particular brand, this is an relaxing and fun way to simplify the shopping experience and learn how to make smart makeup choices on your own. \$100 per hour.



# GROUPS&CONSULTATIONS



## GROUP SEMINARS

Perfect for a Girls' Night Out, a wedding shower, special occasions or company functions, Simply Moore can design the right type of instructional seminar for groups from six to 300. Please call for pricing. We will create a class that includes...

- Informational overviews
- Personalized instruction
- Tactical demonstrations

## CORPORATE CONSULTATION

Simply Moore has developed countless customized training programs for cosmetic retailers and salons nationwide. If you are involved in the industry and want to make a difference with your clients, too, we welcome the opportunity to help you in any way we can. Our unique training program emphasizes understanding the sales cycle while creating customer confidence. Please call for pricing. Some of our clients include Bobbi Brown, Estee Lauder, Chanel, and Guerlain, among others. Our training programs are designed to help...

- Grow product sales and increase business
- Increase cosmetic and/or beauty routine adoption

## PERSONAL APPEARANCES

Michael Moore is also available for personal appearances, product promotion and in-store and/or corporate events. Please call for more information.

# REALMAKEUP

Simply Moore Real Makeup is custom blended especially for you... your skin tone, type and texture. The Simply Moore Real Makeup line consists of liquid, cream, and powder foundations, concealers, bronzers, a foundation primer and a full complement of eye, cheek and lip colors.

All of our products have been carefully developed by Michael Moore himself, tailored for each individual client, one at a time. Our products are minerally-based, preservative-free, all natural and good for your skin. Our uniquely mixed mineral makeup comes straight from Mother Earth, free from toxic elements, harsh fragrances or synthetic dyes.

Dermatologists have long touted the benefits of natural mineral makeup products. It is even safe to use after anti-aging treatments like chemical peels or microdermabrasion. Our products have a minimum SPF of 15, with the option to further enhance the sunscreen level up to an SPF of 30.

Perfect for any skin type, Simply Moore Real Makeup enhances, calms and even improves your skin, regardless your particular skin issues. From acne-prone to sensitive to "age-advanced," Simply Moore Real Makeup is blended for you while you wait, to create a beautiful, healthful and natural you.

We are also proud to offer the full line of Sanitas Skin Care products. Formulated in Boulder, Colorado, Sanitas Skin Care products are blended specifically for our harsh Rocky Mountain environment. Sanitas products are pharmacist-formulated, physician strength, biogenic formulas packed with active skin care ingredients to help liven up your skin beautifully and safely, from the inside out.



# ABOUT MICHAEL MOORE



Having worked in high fashion and celebrity circles for years as a make-up artist and stylist, Michael Moore quickly discovered a common theme among the countless women who sat in his chair . . . many were intimidated by make-up and uncomfortable with putting their best face forward.

With that in mind, Simply Moore was born. Michael's goal was to take the mystery out of make-up and help women feel better about themselves. With years of experience on red carpets, backstage of Fashion Weeks, and with celebrity clients around the globe, Michael has perfected techniques to help every woman he works with see her best features, while showing her tricks of the trade to improve what she doesn't like. The first Simply Moore studio, located in the Cherry Creek North area of Denver, opened in 2003.

The evolution of this simple, yet powerful philosophy skyrocketed with the inception of Real Makeup, Simply Moore's custom-blended line of cosmetics— all preservative-free and mineral based to suit every client's particular skin care needs. Not only does each client receive royal treatment in learning the “do's and don't's” of makeup application, Simply Moore's custom-blended formulas are precisely created for each client's individual requirements.

His philosophy of “you too, can be Simply Moore,” has garnered worldwide attention. Over the years, Michael has worked with countless celebrities, royal figures and fashion designers and has been featured on E! Entertainment Television, The Today Show, The Oprah Winfrey Show and in *InStyle Magazine*.

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