

## 29 Cosmetics: Make-up inspired by Napa Valley

**THE MONDAVI** name usually makes one think of wine and weekends in the Napa Valley. While the California wine family will likely always be synonymous with vineyards producing delightful cabernets, women across the country will soon know the name for another reason – 29 Cosmetics. The line, launched by Lydia Mondavi (wife of vitner and wine producing heir Robert Mondavi) is named after Highway 29, the road through Napa Valley. According to the 29 Cosmetic's Web site, at

[www.29cosmetics.com](http://www.29cosmetics.com), all products in the color line are formulated with grape seed extract. Grape seed extract is a powerful anti-oxidant that protects against free radicals and environmental toxics, and is a by-product of the wine-making process. Lydia Mondavi has over a decade of experience creating and formulating spa and beauty products for the luxury market, as well as designing and developing spas and resorts around the world. The 29 Cosmetic Collection includes foundations, pressed powders, bronzers,

blushes, eye shadows, eye liners, mascaras, lip liners, lipsticks, lip glosses and lip therapies. The entire line is enriched with anti-oxidant grape seed extract and each of the products is named in relation to wine, with lipstick shades like Sparkling Shiraz, Reserve Red, and Sinfully Zin. The colors in 29 Cosmetics are as beautiful as the names, and if that was not enough, the



silver packaging is fit for a princess. The line is available at Neiman Marcus and at [www.29cosmetics.com](http://www.29cosmetics.com).

## A great-tasting multi-vitamin beverage



**T**he company that is famous for bringing you products such as the crazy sodas flavored like Broccoli Casserole, Smoked Salmon Paté, and Turkey & Gravy, is now offering something even crazier – a drink that is not only packed with vitamins to help keep you healthy, but also tastes great! Jones Soda Co., which manufactures many other soda and energy drinks, recently made a move into the world of the vitamin-enhanced water beverage. And not surprisingly, they did it as well as it has been done to date. The product is called

24C, and company reps say it contains significant amount of vitamins and minerals (including vitamins A, B, C, E, zinc, calcium, and chromium) to keep you going 24 hours a day. While several companies offer powdered Vitamin C packets that are mixed with water, with 24C, you also get the option of a convenient ready-to-drink beverage. According to the company, at [www.24c.com](http://www.24c.com), the product “has numerous advantages over Vitamin C supplements that contain large amounts of ascorbic acid. 24C’s has four times the vitamins C

and B12, and like all of Jones products, it is made with pure cane sugar, not high fructose corn syrup.” 24C comes in flavors including Berry Pomegranate, Tropical Citrus, Cranberry Apple, Lemon-Lime, and Peach Mango. After sampling several flavors, we recommend the Cranberry Apple, Berry Pomegranate, and the Lemon-Lime. The product retails for around \$6 for a 6-pack (of 20-ounce bottles) online at [www.24c.com](http://www.24c.com), and at Cost Plus World Market, Target stores, and some convenience and grocery stores.