

Just around the corner

Makeup store makes move from Godfrey to Alton

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For The Telegraph

The More Corner, named the Growth Association business of the month for August, has moved to Alton. The shop, which boasts natural mineral makeup, was born of Sharon Connolly's love for her grandchildren and one young girl's fight against cancer.

The shop, now at 100 Homer Adams Parkway, had been at the Godfrey location since May 2008. Owner Sharon Connolly is looking to move to a bigger location.

"With this place it is three steps and you are out the door," Connolly joked.

The idea for the business came when one of her granddaughters, Morrissan Henson, was diagnosed with squamous cell carcinoma in the upper palate, a rare cancer.

Connolly wanted to create makeup for women who could not tolerate traditional makeup with additives. The products are recommended for women with skin diseases, cancer patients or women with sensitive skin who may have reactions to store brands. The makeup lines Connolly carries are free of fragrances, talc, cornstarch, bismuth, parabens and oils.

In addition to carrying Timeless Cover and Signature Minerals brands, Connolly worked to develop her own brand this year.

"I have my own line of makeup, lotions, skin care and candles," Connolly said.

Connolly said she strongly believes women should be able to avoid the guesswork when it comes to buying cosmetics.

"Have you ever bought something in the store and realized you don't like it? What are you supposed to do? You can't return it," Connolly said.

The store features a custom-built sampling counter where customers can try concealers, foundations, blushes, bronzers, eye colors, lip colors and mascaras. Connolly is on hand to teach women how to apply new products.

"I won't let women buy something if they are not sure about it," Connolly said.

The store's hours will remain the same at the new location: 9 a.m. to 4:30 p.m. Tuesday through Friday; and 10 a.m. until 3 p.m. Saturdays. Evening and weekend hours are available by appointment.

The store, previously at 5411 Godfrey Road, closed July 29 through Aug. 3. The More Corner reopened Aug. 4. The More Corner participated this year in the Reflections of Style fashion show and silent auction presented by the Community Hope Center and Flaire for Women. The event, hosted by Katy Kruze of KSHE 95, was held 6 p.m. to 9 p.m. July 30. The fashion show featured styles from Iris, By Design, Mainstream Boutique, Hot Topix, Jeni J's, Kohl's, Maurice's and Cato's. Proceeds benefited the Community Hope Center.