



## MINERALS THE SKIN CARE MAKEUP

By Jane Iredale

For the past five years, mineral makeup has built a substantial following in the industry. Because of measurable benefits to the skin, cosmetic products based on mineral formulations have created a niche in the professional esthetic market, which includes plastic surgeons and dermatologists as well as skin care professionals. The credibility these professionals have given mineral-based products now is having an effect on colour cosmetics in general. As a result, an ever-increasing trend toward makeup as a true extension of skin care has developed. It is no longer enough for makeup simply to enhance appearance; clients want and expect it to aid the health of the skin.

Jill Crook, a new user of mineral makeup, says, ***“For the first time in years my face doesn’t itch. I can meet people without being conscious of my blemishes, and I now have confidence that my foundation will stay on all day and spots will stay dry without constant seeping through the cover up. I have definitely seen improvements in my skin tone.”***

Linda Jones, 47, has been troubled since the age of 13 with acne. She felt makeup undid all the benefits she received from facial treatments, even after years of cosmetic counter-hopping. Her extremely sensitive skin reacted badly to most products. Now that she has started to wear mineral makeup she states, ***“My skin stays clear with minimal breakouts, and I have such a natural look...”***

### MINERAL MAKEUP BENEFITS

Mineral makeup isn't just a "guilt-free" makeup; it has aesthetic attributes that creators of traditional formulas can only dream about. For example, if applied properly, light coverage can improve the look of almost every complexion to give the illusion of clear, healthy skin. It also adheres to the skin so well that it won't come off until removed with a cleanser. On the set of one daytime television soap opera, where mineral makeup is used exclusively on all cast members, studio makeup artists are doing far fewer touch-ups than was necessary before switching to this formulation. Mineral makeup doesn't run, crease or smear – including the eye shadows, and transfers far less than standard makeup. The products cover almost every distraction without looking heavy. Conditions such as rosacea can be covered effectively in minutes and redness does not bleed through. Because of its lack of the main ingredients that sensitise skin, mineral-based makeup can be worn on sensitive or allergy-prone skin, and it dramatically improves the appearance of those suffering from acne and other skin conditions.





Mineral makeup has been embraced by the fashion and entertainment world as well. England's Victoria Beckham, also known as Posh Spice, used mineral makeup in her latest video because she could cry, laugh and dance without it streaking. These same qualities make it an excellent bridal makeup, giving the skin the radiance all brides desire.

## INGREDIENTS

So what *is* mineral makeup and why does it work? Mineral makeup actually is formulated from elements derived from the earth's minerals, which have been around for years. It is a silk-like powder that contains a combination of ingredients such as: titanium dioxide, zinc oxide, bismuth oxychloride or boron nitride, and iron oxides with small amounts of carmine and inorganic pigments. Ultramine blue and chromium oxide greens often are used in eye shadows.

Mineral makeup also can be defined by what's *not* included in its composition. Most mineral formulas are a simple combination of four or five ingredients. This differs greatly from traditional makeup where minerals are listed under "may also contain" at the end of a long list of fillers, binders, fragrances, chemical dyes and chemical preservatives. One of the most ubiquitous fillers is, of course, talc – a finely powdered magnesium silicate. Inexpensive, matte and imparting a slippery sensation to the finished product, talc is a mineral used to stretch colour a long way.

Talc isn't the only ingredient mineral makeup has

eliminated from its formulas. A quality mineral makeup will also not contain any of the top three sensitizers in cosmetics: perfume, chemical dyes and chemical preservatives. The term hypoallergenic has been used for years to impress consumers. It has been so successful that it is one of the first claims clients will look for on a cosmetic label. Actually, the term means nothing, because it translates to *less than normal* – *hypo* comes from the Greek meaning *less than*. What's normal? One person's normal is another person's "not enough." Hypoallergenic is nothing more than a marketing term. What is more meaningful to clients is the knowledge of ingredients that might be causing trouble to their skin. Perfume is the number one item that cannot only result in irritation or allergies, but also can act as a photo sensitizer. Clients always should be encouraged to apply perfume where skin is not exposed to the sun; otherwise they are headed for hyper – or hypo pigmentation. Signs of this kind of photo damage often are found in the neck area.

The next problem ingredients are chemical dyes. Copious amounts of them are found in food and lipsticks, and debates rage on about their safety with regard to overall health. However, there is no debate about their being one of the top sensitizers as well as often being comedogenic, particularly red dyes. In fact, if clients are breaking out in the cheek area, they could be reacting to blush. This is where the inorganic pigments of mineral makeup can affect a real change. So, too, can the absence of chemical preservatives.

If high-quality mineral ingredients are used, they come to the manufacturer already sterilized. This minimizes the need for **preservatives**. In a loose powder, with an inert nature, no preservatives should be required at all.





## TECHNOLOGY

What has made the quality of today's mineral makeup possible is galloping technology, from the way in which minerals are mined to the scope of colours now available and the variety of coatings that affect the way in which they scatter visible light. Technology has improved so much that titanium dioxide and zinc oxide can be micronized to a degree that they don't leave the telling whiteness of the previously larger crystals. They can further be blended with other ingredients without agglomerating.

Because minerals scatter light when applied to the skin, they give the illusion of perfection. Unlike a matte powder that absorbs light and allows one to see into the skin; mineral powders act like hundreds of thousands of mirrors reflecting and refracting light back at the observer and obscuring imperfections that lie beneath.

## PROTECTION

The nature of the minerals themselves - anti-inflammatory, anti-microbial and sun protective - is that well-blended mineral powders become a meaningful aid to the aesthetician. They allow the skin to breathe and function normally, while providing broad-spectrum sun protection with an SPF as high as 20. They form a protective shield that helps calm inflammation from acne, rosacea, and esthetic or medical procedures. They also are non-comedogenic and water-resistant. The crystals are so light that when applied over clean, moisturized skin, surface tension allows them to adhere to the skin's surface all day. In fact, mineral makeup can be the best friend of an aesthetician who spends hours spent over the steamer because the minerals won't stream down her face.

## CLIENT EDUCATION

The most important part of the success of mineral makeup is education. Application is easy once the ground rules are learned: use a good brush, apply in

thin layers and, if necessary, touch up with a sponge in areas where more coverage is needed. Preach and preach that *less is more* where mineral makeup is concerned. That's why a 10-gram jar of loose mineral powder will last for five months with normal use.

The absence of fillers such as talc gives clients their first challenge when switching to a mineral makeup. The tendency will be to use too much product, because they will follow their normal procedure. The result will be a heavy, matted look that they will not like and will send them back to the counter, powder and brush in hand.

When a clients first looks at mineral powder - loose or pressed - it is a stretch of credulity to ask her to believe she is going to achieve the same coverage as she does with her "tried and true." However, seeing is believing; so have a compact and brush by your side as you finish the last service procedure. Simply brush the minerals on one side of her face and show her the result in a hand mirror. Applying mineral cosmetics will take less than one minute and the result will give you the client's whole-hearted attention.

***How effective is the protection given by minerals? From a woman with first-hand experience, "We have a vacation house in Las Vegas where the sun is unforgiving to the skin. I never burn on my face with the powder on even if I'm out boating all day on Lake Mead."***

The colour you use doesn't have to be an exact match for her skin either; the same colour can be used on many different complexions. Minerals are very forgiving. Because of their light-scattering abilities, the mineral take on the colours around them and blend so well with the skin that where minerals begin and end at the jaw line is impossible to see. However, if you are

going to have only one colour at your side, choose one with a yellow tone to it. Yellow neutralizes red very effectively and will immediately eliminate any signs of inflammation. A yellow base also suits more clients than a pink one.

Also impress on clients that in one jar or compact are four products; a concealer, foundation, powder and sunscreen. After clients have felt the weightlessness of the product, one of the first questions they might ask is: *Is it drying?* They are relating it to talc-based powders, which even when not drying, almost always give a dry look to the skin. Mineral powders are *not* drying and give the appearance of a moist glow. The reaction that an oily skin will have to mineral makeup is harder to evaluate, since it very much depends on the individual. Most people find that the mineral help normalise their skin as it begins to function as it should. Sometimes a client's skin will appear to become oilier as it goes through transition, especially if it has been accustomed to a heavier makeup. Ask clients to try the makeup for a few weeks, and they usually will experience oil production lessening visually over the time.

It also is very important to educate clients on the benefit of sun protection. It's clear now, especially with the new studies on the effects of UVA rays, that broad-spectrum is the number one beauty product. It isn't enough to look for an SPF rating, however high it may be, because SPF only measures the protection from UVB rates. Educate clients to buy sunscreens that protect from UVB *and* UVA; broad-spectrum is the term to look for. Broad-spectrum protection can be achieved with titanium dioxide and zinc oxide, both of which are listed as active ingredients in the new US Food and Drug Administration (FDA) monograph and are key ingredients normally contained in mineral powders. In addition, clients can brush on another layer of the mineral makeup if additional protection is needed during the day, while sunscreen must be removed and reapplied to give all-day protection. This means that a conscientious woman will remove her makeup, cleanse her face, re-apply sunscreen and then re-apply her makeup. It's hard to imagine even the most well-trained client going to this trouble.

Mineral sun protection is a very real service to clients who have undergone facial procedures that have left their skin in a highly sensitive state. Physicians often are caught in the dilemma between prescribing sunscreens and the knowledge that some sunscreens

can cause irritation, as well as be comedogenic. The problem doesn't exist with mineral powders which give physical protection and are easy to re-apply.

### FOR MEN

Don't forget, men are potential clients also. Statistics show a large increase in the number of men having plastic surgery and having regular esthetic services, from waxing to facials. Men are using skin care products, are being educated in the dangers of sun exposure, and want healthy complexions, making them prime candidates for mineral makeup. Minerals are acceptable to men because they are undetectable – just don't use the word "makeup." In Hawaii mineral makeup is sold to men golfers as "sun powders."

### A CORNERSTONE

Whatever you call it, mineral makeup is here to stay and it's no accident the professional beauty market suits is best. Handled by professionals on a constant search for products that can contribute to the health of the skin, mineral makeup is now a cornerstone for the industry. Dealing with the most educated clients the world has ever known it isn't enough to tell them what a product does, they want to know how and why. There is a real story to tell about the aesthetic qualities, performance and benefits of mineral makeup and an international audience is thirsting for the knowledge. For more information, visit:  
[www.janeiredale.com](http://www.janeiredale.com)  
& [www.margifox.com.au](http://www.margifox.com.au)

