The role of mineral and camouflage makeup in an aesthetics practice

Diane Ranger

Diane Ranger

diane ranger
the mother of mineral makeup

• founder of Bare Essentials (1976)
• founder of Body Chemistry (1990)
• founder of Colorescience (2000)
• inventor of mineral makeup (1977)
• inventor of powder sunscreen (2003)

Topics

• Why use mineral makeup for camouflage?
  • Comparison of traditional makeup and mineral makeup
  • Ingredient technology
  • The 4 steps needed to protect and perfect the skin
• Camouflage protocols, before and after
  ✓ Rosacea
  ✓ Acne
  ✓ Hyperpigmentation
  ✓ Hypopigmentation
  ✓ Post Laser
  ✓ Tattoos and Bruising
Why mineral make up?

- loose the heavy look of traditional camouflage makeup
- good for your skin ingredients
- insurance policy to cosmetic procedures and products
- optimises desired cosmetic results from cosmetic procedures
- minimises the appearance of acne, rosacea, acne.
- If you look good, you feel good – if you feel good, you heal good
- zero down time
- unexpected outcomes can be neutralized or minimized

Bad for your skin ingredients

The Seven Deadly Skins

- No Oils, especially Mineral Oil
- No Perfumes
- No Talcs
- No Alcohols
- No Dyes
- No Preservatives
- No Emulsifiers

traditional vs. mineral cosmetics

<table>
<thead>
<tr>
<th>NO MORE</th>
<th>KNOW MORE</th>
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<tbody>
<tr>
<td>Traditional Cosmetics</td>
<td>Mineral Formulas</td>
</tr>
<tr>
<td>No Oils, especially Mineral Oil</td>
<td>Know the benefits of Zinc</td>
</tr>
<tr>
<td>No Perfumes</td>
<td>Know the benefits of TiO₂</td>
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<tr>
<td>No Talcs</td>
<td>Know the benefits of Peptides</td>
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Ingredients found in mineral makeup and high performance cosmetics

1. Zinc oxide  UVA & UVB protection, calming and soothing
2. TiO2  UVA & UVB protection, heat reflective and antimalarial
3. Pigment Titanium Dioxide Use the formula opacity and the ability to camouflage
4. Iron Oxides  creates a cooling effect on the surface of the skin
5. Oat Beta Glucan soothing to Rosacea, excellent barrier repair quality
6. Pearl Powder  Enhances moisture retention, improves elasticity, and brightens skin tone
7. Cocoa Extracts  helps to balance oil in the skin & improve dark circles
8. Rice Starch  Excellent for absorbing excess oil
9. Asetyl Tetrapeptide  Helps to reduce puffiness under eyes
10. Red Marine Algae  Aids in cell renewal, elasticity and moisture retention
11. Palmitoyl Oligopeptide  Stimulates collagen and glycosaminoglycan synthesis
12. Chrysin  Activates enzymes to eliminate bilirubin
13. Palmitoyl Tetrapeptide 5  Helps reduce puffiness under eyes
14. Hyaluronic Acid  Moisture magnet, aids the skin in moisture retention
15. Super Vitamin C  Reduces appearance of redness, good for Rosacea
16. Artemis  Protects DNA from UV damage
17. Tubular Technology  Used in mascara, enhances length & thickness, is easily removed, so it doesn’t break or dry out lashes

Thermus Thermalphilus (smart skin ingredient)

• Protects cells from UVA damage
• Protects DNA from UV damage
• Prevents UV Damage to fibroblasts (collagen and elastin)
• Inhibits ROS (radical oxygen species)
• More effective than vitamin E, with regards to DNA oxidation
• Contains algae extract to provide suppleness to the epidermis
• Provides broad protection against oxidative damage

pseudoalteromonas ferment extract

• 81% increase in collagen (15 days)
• 31% increase in elastin (15 days)
• Helps the skin retain moisture
• Stimulates fibroblast adhesion
• Stimulates keratinocyte growth
• Accelerates wound healing
• Reduces appearance of fine lines
Step 1
Primers correct texture and tone

Use a formula with anti-microbial and antioxidant ingredients that work on the surface of the skin.
Primers: CORRECT texture and color.

step 2
Protect to insure sunscreen compliance

Loose mineral sunscreen will PROTECT your skin
easily, effectively and elegantly. The perfect
sunscreen for men, women and children (and pets, too!)

step 3
Color correct to camouflage

Pure Pigment mineral foundations bring you a
sophisticated palette of highly pigmented loose and
pressed minerals in a broad range of COLORS that
give your skin a flawless, radiant look.
step 4
Set and insure all day wear

Achromatherapy Gem Spritzers and mists revitalize, set and PERFECT your mineral makeup. Look for a unique aroma water serum will hydrate your skin and enhance your mood with just a mist.

BEFORE AND AFTER
MINERAL CAMOUFLAGE

Colore Theory
✓ Light vs. Dark Colors
  Light colors-enlarge vs. Dark colors-diminish
✓ Warm vs. Cool Colors
  Warm colors reflect light to smooth & perfect
  Cool colors absorb light to contour features
✓ Complementary Colors- opposites on the color wheel
  Complementary colors mixed, neutralize each other to conceal & camouflage
  Complementary colors placed adjacent to one another create simultaneous contrast, so each appears more vivid
✓ Equivalent Intensities have the ability to neutralize one another
Loose the heavy look of traditional camouflage
Minerals applied in sheer deliberate layers
give a natural, beautiful look

<table>
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<tr>
<th>Step 1</th>
<th>Right side of Sylvia’s face shows discoloration from a medical procedure. Left side has been camouflaged.</th>
</tr>
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<tbody>
<tr>
<td>Step 2</td>
<td>The right side of Sylvia’s face shown here is a simplified camouflage process using only mineral primer with rice peptides and a pressed mineral foundation.</td>
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<tr>
<td>Step 3</td>
<td>Sylvia’s complete makeover with eyes, lips and cheeks. Flawless natural-looking beauty.</td>
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**Remedy that Red**

**Camouflage Rosacea: 5 steps**
Yellow primer, Apricot pressed mineral, pale yellow loose mineral, foundation in loose mineral & mist

**Camouflage Rosacea: 5 steps**
Yellow Primer, golden loose mineral, med golden pressed mineral foundation, sun kissed mineral bronzer and mist

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**Rosacea**

- 61% of patients report sun exposure as a trigger. Rosacea.org
- Heat itself exacerbates Rosacea.
- Chemical sunscreens create heat.
- Authentic mineral cosmetics have a cooling effect and can significantly improve the quality of life for an individual with Rosacea.
- Rosacea is inflammatory. Mineral primers and mineral sun protection are anti-inflammatory.
40 million Americans have active acne. 20 million American citizens have acne severe enough to cause scars. Only 11% people seek the help of a physician. Acnetalks.com

• Authentic mineral cosmetics enhance acne solutions in terms of comfort and coverage.
• Today’s minerals can be created with salicylic acid and other skin beneficial ingredients.
• Ingredients in mineral makeup, like TiO2, are excited by light energy and create an antimicrobial effect on the surface of the skin.

Daily camouflage for acne

Camouflage Acne and Cold Sores: 3 Steps
Blemish serum, apricot primer and apricot pressed mineral foundation

Problem prone skin: 3 Steps
Loose mineral foundation in medium tan

Recent research shows that perceived age is very much affected by skin tone. In North America and Europe skin whitening is seen as an anti-aging treatment, while in Asia a lighter, even complexion is associated with higher social status.

• Constant sun exposure breaks down the even matrix of melanin that gives skin its even color. Mineral cosmetics are cooling and traditional sunscreens create heat on the skin.
• Heat also exacerbates hyperpigmentation. Mineral cosmetics shelter and keep the skin cool.
Get the Brown Out

Camouflage birthmarks: 2 steps
Apricot primer and apricot pressed mineral foundation

Create skin on Top of the Skin: 5 Steps
Apricot primer, loose all even foundation, pressed tan mineral foundation, mineral bronzer & mineral blush

hypopigmentation

• Full coverage gives great comfort to those with hypopigmentation.
• Minerals also shelter the skin to prevent more sun damage.

White Out

Easy daily camouflage: 3 steps
Apricot primer, natural loose mineral bronzer and apricot pressed mineral foundation
Post laser protocols

Cover redness from a CO2 Procedure: 6 steps
Pale yellow loose minerals, liquid crystal concealer, light pressed mineral foundation, golden mineral corrector, natural tan loose minerals and a little mineral bronzer

Cover and Calm Erbium Laser: 3 steps
Apricot primer with pressed medium tan mineral foundation – set with mist.

Levulan Kerastick

5 days Post Levulan Camouflage – 3 steps
1. Mix moisturizer with yellow hue primer, gently pat into skin
2. Choose loose minerals in a color one to two shades darker than skin tone and apply
3. Use mist, mixed with any loose mineral bronzer
4. Apply SPF 30+ loose mineral

TIP: Clear pigment loose mineral sunscreen can be mixed with any doctors prescribed steroid or occlusive. It makes a great healing balm. Wear gloves and gently pat onto skin.

Tattoos and Bruising

"BYE BYE, BLUE": Choose Apricot for light tones and Rich Orange for dark tones

Apricot primer with pressed apricot mineral foundation, set with mist

Pale yellow primer, with light pressed mineral foundation, set with mist
The best tool for instant camouflage

Corrects red and lightens
Corrects red
Corrects blue and lt brown
Corrects dk blue & brown
Corrects yellow & contours

Easy to learn and effective techniques

Tip 1: Rest and Rock
Tip 2: Stipple
Tip 3: The Hula
Tip 4: Overall blending
Tip 5: Press & Pat
Tip 6: Finishing Techniques

Q & A
THANK YOU FOR COMING!

4/5/11