

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 Escentuals (1976)
- founder of Body Chemistry (1990)
- founder of Colorescience (2000)
- inventor of mineral makeup (1977)
- inventor of powder sunscreen (2003)

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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

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Why mineral make up?

- loose the heavy look of traditional camouflage makeup
- good for your skin ingredients
- insurance policy to cosmetic procedures and products
- optimizes desired cosmetic results from cosmetic procedures
- minimizes 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



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Bad for your skin ingredients

The Seven Deadly Skins



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traditional vs. mineral cosmetics

NO MORE	KNOW MORE
Traditional Cosmetics	Mineral Formulas
• No Oils, especially Mineral Oil • No Perfumes • No Talcs • No Alcohols • No Dyes • No Preservatives • No Emulsifiers	• Know the benefits of Zinc • Know the benefits of TiO₂ • Know the benefits of Peptides • Know the benefits Super Antioxidants • Know the benefits of Vitamins

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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 anti microbial
3. Pigment Titanium Dioxide Give 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 oily
9. Acetyl Tetrapeptide Helps to reduce puffiness under eyes
10. Red Marine Algae Aids skin 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. Artemia 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

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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

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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

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Step 1
Primers correct texture and tone

1
corrects

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

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step 2
Protect to insure sunscreen compliance

2
protects

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

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step 3
Color correct to camouflage

3
colores

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.

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step 4
Set and insure all day wear

4

perfects

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.

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BEFORE AND AFTER
MINERAL CAMOUFLAGE

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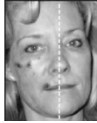
Colore Theory

- ✓ **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



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Loose the heavy look of traditional camoufalge
Minerals applied in sheer deliberate layers
give a natural, beautiful look



Step 1
Right side of Sylvia's face shows discoloration from a medical procedure. Left side has been camouflaged



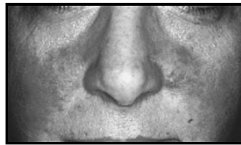
Step 2
The right side of Sylvia's face shown here is a simplified camouflagge process using only mineral primer with rice peptides and a pressed mineral foundation



Step 3
Sylvia's complete makeover with eyes, lips and cheeks. Flawless natural looking beauty.

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rosacea



- 81% 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.

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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

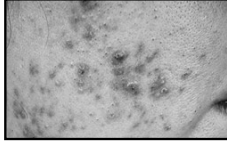


Camouflage Rosacea: 5 steps

Yellow Primer, golden loose mineral, med golden pressed mineral foundation, sun kissed mineral bronzer and mist

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acne and problem prone skin



- 60 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 TiO_2 , are excited by light energy and create an anti-microbial effect on the surface of the skin.

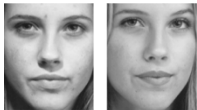
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Daily camouflage for acne



Camouflage Acne and Cold Sores: 3 Steps

Blemish serum, apricot primer and apricot pressed mineral foundation



Problem prone skin: 1 Steps

Loose mineral foundation in medium tan

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hyperpigmentation



- 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.

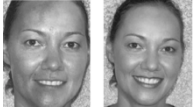
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Get the Brown Out



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

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hypopigmentation



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

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White Out



Easy daily camouflage: 3 steps

Apricot primer, natural loose mineral bronzer and apricot pressed mineral foundation

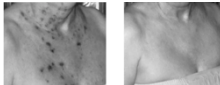
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Post laser protocols



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.

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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.

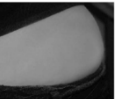
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Tattoos and Bruising

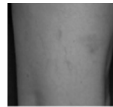
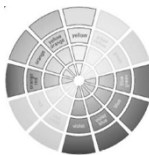
"BYE BYE, BLUE": Choose Apricot for light tones and Rich Orange for dark tones



Before camouflage



Apricot primer with pressed apricot mineral foundation, set with mist



Before camouflage



Pale yellow primer, with light pressed mineral foundation, set with mist

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