

# medicinalmakeup

**Lauren Alexander** looks at a cosmeceutical makeup range that does more than just make you look good.

Most plastic surgeons and dermatologists remember when skin was thought of as an impermeable barrier that could only be changed by internal medicines such as antibiotics or external tools such as scalpels. Because of this, the main purpose of skincare products was to sit on top of the skin's surface and make it feel good. Today, we've moved completely away from that thought. Once it was discovered that skin can absorb topical ingredients (think of it like a sponge), transdermal drugs (whose ingredients penetrate the skin and enter the blood stream) flooded the market. It's now become normal for doctors to prepare patients' skin before a procedure with skincare products not available over the counter. The trend toward products that 'do' something for the skin became more popular with the creation of prescription-only Retin-A, which contains a high percentage of Vitamin A and is classified a drug. Thanks to its widespread use, Retin-A served as a bridge between drugs and a new class of products called 'cosmeceuticals'. Cosmeceuticals are still considered cosmetics, but contain active ingredients that

are absorbed into the epidermis, resulting in long-lasting positive effects to the skin.

Just like cosmeceuticals, makeup has received a results-oriented makeover. The same thing happening with skincare is also occurring with makeup, and Jane Iredale Mineral Makeup is acknowledged as pioneering in this field. Jane's own experience in working with women whose careers depended on a clear complexion allowed her to see how skin disorders and sensitivities not only threaten careers but can also destroy self-confidence. This is what led her to develop a makeup line that could contribute to the lives of women by aiding the health of the skin. Her unique skincare makeup line was launched in May 1994. It was the first full makeup line on the market to offer not just colour enhancement but also benefits for the skin. The products are based on micronised minerals and are made without fillers and binders (such as talc and mineral oil) and without chemical dyes or preservatives. The range was recently awarded Winner of the American Spa 2005 Professional's Choice Award as well as Best Makeup Range Winner, Natural Health Beauty Award 2005.

Makeup that doesn't have some benefit for the skin is now considered a dinosaur. Just seven years ago, the concept of 'skincare makeup' was an oxymoron. No one cared about the formula; all that mattered was the colour,

until mineral makeup was created. The first makeup to claim skincare benefits and actually perform, it changed the way colour cosmetics are perceived. It offered broad-spectrum sun protection that was practically non-allergenic. The major sensitisers – perfume, chemical dyes and chemical preservatives – had been eliminated, so it was gentle enough for people with sensitive conditions like acne and rosacea.

The first to embrace the potential of mineral bases were plastic surgeons and dermatologists, who saw a perfect fit with some of their new procedures. Laser resurfacing, for example, can leave the skin red for months. Mineral makeup provides excellent coverage and helps patients get back to normal life as quickly as possible. Soon doctors, who initially were only interested in mineral bases as camouflage for redness and bruising, began to expand into mineral blush, eyeshadows, lipsticks and mascara for a variety of reasons:

- Patients, happy with the results of mineral bases, wanted to see what else was available.
- Doctors saw how mineral makeup lifted patients' spirits and boosted their early opinions of their doctors' work.
- The concept of makeup that was also good for the skin

appealed to educated patients.

• Since mineral makeup was not available in department stores, revenue from product sales added to physicians bottom lines. Today, the credibility that Jane Iredale Mineral Makeup has received from medical use has propelled it into salons and spas the world over, where it is now used both as enhancement makeup as well as to hide redness from services such as facials, peels, waxing, microdermabrasion and permanent makeup. Aestheticians have come to rely on it as a means of allowing clients to return to work after a lunchtime facial.

The more informed we become about the importance of skin health and the damage caused by environmental hazards such as the sun and pollutants, the louder we voice demands for skincare products that push the boundaries in terms of ingredients and formulas. Even middle-aged women and men who never bothered with skincare or makeup in their 20s and 30s are intrigued by ranges such as Jane Iredale Mineral Makeup that genuinely affect change and assist in preventing further signs of ageing. The key questions we should all be asking when we buy makeup are: What does the product do? Why does it work? What's in it? How do I use it properly? **acsm**

## FAQs

### How soon can Jane Iredale Mineral Makeup be applied after laser, microdermabrasion or peels?

The minerals can be applied immediately after microdermabrasion or a light peel. They will not only cover redness but the titanium dioxide and zinc oxide are known anti-inflammatories that will help to calm the erythema (redness). Application after laser resurfacing must depend on the physician's permission which can be from 5-12 days, depending on the laser used and how deeply it was used. It is essential for healing skin to be

protected by the sun. Minerals provide this as well as coverage and soothing properties.

### Will the minerals cover bruising or birthmarks?

Yes. However, the shadow of some dark bruising may show through. Try our Disappear, the peach Circle/Delete or Enlighten for superior camouflage.

### Does Jane Iredale work on older or ageing skin?

Yes. Because this is a light reflective cosmetic, it obscures fine lines and wrinkles and gives a healthy glow to the skin, making it look younger.

## How is Jane Iredale Mineral Makeup different?

### • Four-in-one

Foundation, powder, concealer and sunscreen, and will disguise almost any skin discolouration.

### • SPF17 Pressed Bases & SPF20 Loose Bases

Titanium dioxide and zinc oxide give instant, broad-spectrum, chemical-free sun protection.

### • Contains no fillers, talc and FD&C dyes

### • Non-comedogenic and oil-free

Skin is allowed to breathe and function normally.

### • Minimum allergy risk

No sensitisers like perfume, chemical dyes and preservatives are used in bases, blush and eye shadows.

### • Delivers complete coverage

Can be used effectively to camouflage large or small distractions.

### • The minerals adhere to the skin until they are removed with any cleanser

Our mineral bases have anti-inflammatory properties and are especially helpful for acne and rosacea-prone skins. The loose minerals are inert and cannot support bacteria.

### • State of the art cosmeceutical ingredients

Ensures the finest performance in coverage, application and texture.

### • Uses pharmaceutical grade vitamins and antioxidants