

magical minerals

Beauty goes skin deep and skin friendly, thanks to the benefits of mineral makeup.

Tara Casey reports.

The anti-ageing skincare revolution continues apace and, according to Jane Iredale, founder and president of Jane Iredale – The Skin Care Makeup, technological developments in the area of makeup are moving towards a high performing, all-in-one formula that provides colour and camouflage while nourishing skin.

The skin-friendly benefits of mineral-based cosmetics were first embraced by plastic surgeons, dermatologists and skincare specialists, who recognised the opportunities for patients with skin allergies and sensitivity and those who have recently undergone cosmetic procedures.

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Pure mineral makeup is good for skin for a number of reasons. It is made without binders or fillers such as talc and mineral oil, and does not contain chemical dyes, fragrances or preservatives, which are some of the most common allergens found in cosmetics.

The gentle formulations and lack of irritants mean that it is suitable for people with redness associated with conditions such as acne and rosacea, and erythema caused by cosmetic procedures such as laser resurfacing. Because the mineral bases are inert and cannot support bacteria, the products are safe to use on such sensitive skin, and because they are oil-free and non-comedogenic (they don't block pores) the skin is able to breathe and function normally.

The inclusion of a combination of active ingredients such as antioxidants and other natural elements means that the epidermis not only looks good but is well nourished and able to support regular skincare routines.

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One of the key benefits of mineral makeup is that it can be used as lightly or heavily as needed to create the level of coverage required and can be used to camouflage large areas as well as smaller imperfections.

The high-density pigments mean that quite often just a little bit of the product is enough to achieve the desired result. What's more, the mineral particles act like thousands of tiny light-reflecting mirrors, bouncing light away and creating a diffusing effect that minimise the appearance of wrinkles, pores and fine lines while still providing a good level of coverage.

Iredale is acknowledged as the leader of the mineral

makeup revolution, using pharmaceutical-grade minerals and vitamins, prepared with cutting-edge technology, in her range, which now includes more than 400 beauty products. The products are virtually non-allergenic, free from major sensitisers and, according to Iredale, her makeup also contributes to skin's overall health, thanks to the addition of ingredients including vitamins, coenzyme Q10 and green tea. They also contain anti-inflammatories (zinc oxide and titanium dioxide), which help to calm the skin, soothing and relieving the effects of rosacea and post-treatment erythema. With so many skin-friendly benefits, mineral makeup is the perfect choice, whatever your skin concerns. **acsm**



sea change

The environment can have a detrimental effect on our skin, with lines and wrinkles appearing as the direct result of sun damage to the underlying collagen and elastin fibres. The sun's rays can also cause or exacerbate hyperpigmentation, which in turn causes over-production of melanin as the body attempts to protect itself.

Jane Iredale's multi-purpose Amazing Base and PurePressed Base are concealer, foundation, powder and sunscreen in one. The concentrated pigment means a little goes a long way, while the addition of sea minerals has resulted in smoother, creamier powders that really take care of skin. They improve cellular cohesion, protect against UV radiation, prevent water loss and increase the skin's barrier, all while providing lasting coverage.