

COLOUR COSMETICS

BUMP IT UP A NOTCH

Good-for-skin foundations and concealers are a natural extension of skincare in cosmetic clinics. **Wendy Lewis** explains the benefits of such an investment in your practice



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CARRYING SKIN-FRIENDLY foundations and make-up in a skincare clinic complements many treatments and adds to the practice's bottom line.

After procedures like peels, injections, lasers, or light-based treatments, patients will seek ways in which to conceal erythema, ecchymosis, and discolouration, and will welcome a physician-approved assortment of make-up. Even more significant, good-for-skin make-up is formulated for sensitive skin and can be safely recommended to patients coping with acne, eczema, or rosacea.

Mineral make-up innately contains a physical sunblock, so no additional and potentially irritating sun protection ingredients are required. Rather than a second thought, make-up can enhance treatments. As Amy Taub, a Lincolnshire, IL dermatologist put it, 'Make-up is often not taken seriously, even among aesthetic practices. But women take their make-up very seriously. It is the single most effective and immediate way to enhance one's appearance.'

Mineral make-up revisited

According to Jane Iredale, founder and president of Iredale® Mineral Cosmetics, Ltd., patients are

looking for multi-tasking products. 'Clients desire multifunctional make-up that acts as a true extension of skincare and complements the treatment they are receiving from their skincare professional. For example, when clients visit a dermatologist, plastic surgeon, or aesthetician for laser treatments or treatment of a condition such as acne, eczema, or rosacea, they learn that the make-up they are using isn't suitable for their sensitive skin.'

Mineral make-up fills their need for a make-up that improves the health of their skin, without compromising on colour, style, or trends, said Iredale. 'Clients trust make-up in medical offices to provide both coverage and healing, reducing redness, and soothing their skin,' she added.

The mineral category continues to expand with even department store and drugstore make-up brands offering mineral versions. The growing trend towards green and ecofriendly cosmetics is fuelling this demand among consumers, as mineral make-up also appeals to non-make-up wearers who crave a natural,

healthy look. Mineral make-up is now reportedly the fastest growing segment in the cosmetic industry. The category gets bigger and bigger, and more inventive every day, with choices from low-end to high-end and everything in between,' said Iredale.

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AMY TAUB, MD

Elizabeth Arden recently introduced their own elegantly packaged mineral collection, developed specifically for the professional market. Elizabeth Arden Rx Mineral Skincare (Elizabeth Arden, Inc., Miramar, FL) is a multi-function loose powder that comes in five natural-looking shades, plus a Finishing Touch. It includes a proprietary botanical complex, SPF 27+ with a long list of anti-ageing skin benefits.

Foundation with benefits

The combination of healthy, glowing skin enhanced with the right foundation shade and texture is very powerful. Foundations can help to improve the appearance of the skin and conceal flaws, even out skin tone, blotches, and redness, and create a smooth finish. Every patient will have different habits, preferences, and needs regarding foundation wear. Consider stocking an edited selection of foundations in various degrees of coverage, as well as different formulae to suit the needs of different skin types. Some foundations dispensed through medical clinics also contain skin-loving ingredients that improve the overall condition of the skin.

A significant make-up concern for skincare patients is foundation—getting the right shade, texture, benefits, and coverage. Clinic managers who dispense make-up brands in their retail vertical know that keeping careful track of sales and patient feedback helps to determine which brands are best to carry. If you offer foundation, make sure you choose a

range or combination of ranges that offer a wide enough selection of shades to suit your patient population. There are fewer brands to choose from that work for all or most skin tones.

Professional mineral make-up lines offer great options. For example, Exuviance® CoverBlend Concealing Treatment Make-up SPF30 (NeoStrata Company, Inc., Princeton, NJ), available in 10 shades, features polyhydroxy acid to smooth skin and fight the signs of ageing. It gives buildable coverage and helps to camouflage discoloration.

According to Jeanette Graf, a dermatologist in Great Neck, NY, 'My best-selling brands are Colorescience® and Oxygenetix® Breathable Foundation. The Colorescience Sunforgettable products are excellent and easy to use, and the concealer palette is great. Oxygenetix has a new mineral make-up line, which goes on like a BB cream. It is very lightweight in consistency and provides excellent coverage with SPF24 and a silicone finish.'

San Antonio, TX dermatologist Vivan Bucay is also a big fan of Oxygenetix Foundation because it offers many benefits for her patients. 'Oxygenetix Foundation is super gentle and formulated to be able to be worn immediately post-procedures. ▷





▷ such as fractionated non-ablative resurfacing, microneedling, chemical peels, or microdermabrasion. It comes in lots of shades, which makes it suitable for many patients' needs. For me, it works like a tinted moisturiser, but with lots of benefits, such as increasing oxygen uptake by the skin to speed up wound healing and presents a very low potential for contact dermatitis, all of which make it ideal for those of us who use daily skincare regimens that include retinoids, alphahydroxy acids, and other beneficial but potentially irritating compounds.'

Another foundation popular at Bucay's San Antonio office is gloMinerals® Luxe Liquid Foundation SPF15. 'Although it is a mineral-based liquid foundation, it provides excellent coverage, feels super silky, and does not acquire that caked on appearance as the day wears on,' she said.

Tinted sunscreen options

For everyday wear, when skin doesn't require full-on cover-up, or as part of a skincare regimen with active ingredients such as retinol, tinted sunscreens offer a welcome alternative to heavier or oil-based foundations. These should

always contain broad-spectrum protection and preferably, be a universal tint that works with all or most skin tones.

One popular tinted SPF product hails from ZO® Skin Health (Irvine, CA). The Oclipse® Sunscreen + Primer SPF 30 contains natural melanin, titanium dioxide, and zinc oxide, and doubles as a primer for a more even make-up application. Fallene® Total Block Tinted SPF 60 Sunscreen (Fallen, Ltd., West Norriton, PA) is a customisable sun protection option that comes as a three-piece kit. It includes a Dark Color Control tube and a Light Color Control tube, which work to lighten or darken the neutral base shade of the sunscreen.

Elta MD® recently launched a tinted UV Daily Broad-Spectrum SPF 40 (EltaMD, a division of Swiss-American, Carrollton, TX), which is a moisturising sunscreen formula for normal and combination skin, and can be used after microdermabrasion, chemical and glycolic peels, and laser and IPL treatments. It features a physical sunscreen; in this case transparent zinc oxide, which can be worn alone or under make-up. It is also available in a non-tinted

version, which like the tinted option, contains hyaluronic acid to target fine lines and wrinkles.

According to New York City plastic surgeon Bryan G. Forley, 'The addition of the Elta MD® tinted broad-spectrum sunscreen fills an unmet need and boosts compliance among patients who do not use sunscreen on a daily basis. The texture and slight hint of colour makes this product very wearable, even after peels and injectable treatments.' He has also recently brought in Colorescience Sunforgettable (Carlsbad, CA) owing to high patient demand.

Post-treatment camouflage

Downtime is definitely a top concern of cosmetic patients. Offering solutions to camouflage post-procedure skin demonstrates your commitment to a high level of service. The faster you can get patients back to work or to their social lives, the happier they will be. It may also help to overcome some of the barriers for patients to be willing to undergo more aggressive skin resurfacing and surgical procedures.

'Equally important is the use of make-up to complement and improve upon an aesthetic intervention. For the woman who just had Juvéderm VOLUMA® injected, play up her cheekbones with a highlighter,' recommended Taub. 'For your patient with rosacea, give them a make-up programme that will enable them to feel confident in public. It is also important to help your post-laser patients reduce the number of days that they don't feel comfortable going to work.'

Selling cosmetics requires a certain level of expertise to educate patients on the best shades to complement their skin tone, hair, and eyes, choosing the right formulae for their skin type, and giving instructions on application techniques. Although this is often handled by nurses, medical aestheticians and facialists, it can be a time-consuming proposition that may take them away from performing more lucrative treatments in the practice. Staff training is paramount, and in-house video tutorials can serve as a great patient education tool. If you are planning to go into colour cosmetics in a big way, it might be prudent to consider bringing on a part-time make-up artist. ▷

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▷ **From the runway to the waiting room**

Trends in colour are now trickling from the runways and retail to professional cosmetic ranges. According to Iredale, Blurred lips done without lip liners will be fading away. More defined lips are coming back into style. The trend of softer, brighter lips is always a breath of fresh air. On the eyes, the cat eye is an ever-present trend.'

It is important for physicians and clinics to stay in tune with trends as well. 'People have moved towards more natural tones,' said Taub. 'The 'undone' look is on-trend, except for lips and possibly cheeks. Everyone wants flawless skin that glows, but looks like they have no make-up on. Gold or bronze overtones for a bit more drama are also present in many eyeshadows and we are seeing the emergence of orchid for spring.'

Trends scouted by Graf include, Burgundy lip colour, new variations on winged eyeliner, and also the sheer looking 'no-make-up' look.' She has also noticed an application trend, 'Using stippling two-toned brushes where the white fibres are longer to apply foundation, rather than basic black-based level brushes, allows for lighter coverage,' she said.

Tried and true favourites

Breaking through the clutter has long been a challenge of make-up marketers, and recommendations of products that work should be appreciated.

At Advanced Dermatology's practices in Chicago and Lincolnshire,

Resources

■ Colorescience.com	■ Janeiredale.com
■ Elizabethardenrx.com	■ Oxygenetix.com
■ Eltamd.com	■ Totalblock.com
■ Gloprofessional.com	■ Zoskinhealth.com

IL, Colorescience Primers are the best sellers. 'I tell all my patients that this is make-up that is good for you. It evens out skin tone and has an excellent SPF 20 containing zinc oxide. It won't flare acne and it gives a very smooth finish. In addition, it has some of the most effective coverage of rosacea and melasma I have seen, when used in combination with Colorescience powders.' Other best-selling Colorescience products for Taub include the Beauty on the Go Palette for eyes and Eye Restoration Kit, which helps plump wrinkles and reduce oedema and the appearance of eye bags. 'It is so much more than a concealer,' she said.

Iredale described her best-selling base that gets high marks from both physicians and aestheticians. 'Our PurePressed Base has been our star product since we brought it out. I use it every single day whether I'm speaking to an audience or walking the dog. It saves so much time because it is four products in one—powder, foundation concealer, and sunscreen.'

Taub and her staff also like her own Skinfo Wonderbrow, a coloured mineral wax for the eyebrows, and gloMinerals® Shimmerbrick in Luster, a four-shade quad that works as a blush, eyeshadow, or highlighter.

Make it count

With limited clinic retail space, make-up shade selection is of the utmost

importance. It is important to balance having adequate inventory so you don't disappoint patients, yet not take up valuable space with shades that no one wants and products that are not selling.

On the one hand, patient needs are pretty basic. 'Patients are looking for good coverage, light feel, and sun protection in make-up,' said Dr Graf. But within those basics, there are still many choices. 'Go with colours that people will wear more often. Browns, tans, and nudes. People have moved towards natural tones. They are also universal for different skin types, making it easier to stock fewer SKUs. Keep a few deep colours in stock, such as purples, mauves, and greys, so people have options if they want something more dramatic for special events,' Taub said.

Multifunctional products like quads and kits also save space and rate high with patients. 'Mineral make-up has taken the hard work out of make-up and kits make it even easier,' recommended Iredale.

Latisse® is also a perennial favourite in many practices in the US. Although it is the only FDA-cleared prescription drug to enhance eyelash growth, it also makes lashes darker and thicker. Patients see it more like a cross between a medical treatment and a cosmetic-like mascara. For practices in states where dispensing prescription products is allowed, Latisse® is an ideal adjunct to a skincare and cosmetics programme, as it doesn't take up much room and one product suits most patients.

Ultimately, the objective of any products sold at a clinic is to improve a patient's health and wellbeing. 'The beauty of offering make-up is that we can help our patients accentuate their best feature and conceal their worst in a healthy fashion, so they feel better about themselves and more comfortable doing their own make-up,' Taub concluded.

For women, from a tender age make-up is one of the universal pastimes that gives us pleasure and makes us feel feminine and confident. Since the business of medical aesthetics is all about making people feel good about themselves, it seems like a no-brainer. The better your patients look, the better you look too.

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