

NATURAL COSMETIC LINES (MAKEUP)

If in fact there is such a thing available in the cosmetic world it is less likely to be found in makeup. Unlike skin care products, makeup and foundations require many degrees of ingredients from color combinations to blending without streaking to the perfect natural color effect.

The preconceived belief that there are such things as a Hypoallergenic or all Natural cosmetic products that is better for skin has no factual basis or scientific legitimacy. Natural is a hazy term that isn't even regulated, therefore if a company wants to call their products natural, it can, and it doesn't matter what they contain.

When the FDA tried to establish official definitions for the use of certain terms such as 'natural' its regulations were overturned in court. This means that companies can use them on cosmetic labels to mean just about anything or nothing.

The 1999 November-December issue of *Consumer Magazine* stated: "Don't be fooled by the term "all natural." It's often used in health fraud as an attention-grabber; it suggests a product is safer than conventional treatments."

Natural for most cosmetic companies' means including plant extracts in their formulations along with an array of synthetic ingredients. Although this appears to be helpful, it still leads the consumer in the wrong direction. Many natural ingredients can cause allergies, irritation, and skin sensitivities. There can be no product that is 100% allergy free. There will always be a small percentage of people that could be sensitive. Natural or the terms Hypoallergenic are misleading to the consumer. The notion that "natural" equals good skin care or better makeup products will waste your money and probably hurt your skin. While vegetable or plant oils may sound better for the skin, varying forms of silicones are just as beneficial and offer impressive benefits for the skin. The choice of nonirritating plant oils are not always the ones used in cosmetic products. For more information on irritating ingredients see page 3 & 15 in *Your Skin and You-4th Edition*.

As an example, natural hair colors sold in some Health Food Stores are as unnatural as they can get. They can contain Nonoxynol-6 and -4 which is a form of phenol. EDTA, Sodium Metabisulfite, is a reducing and bleaching agent that is extremely alkaline and potentially damaging to hair. P-Phenylenediamine is the ingredient

suspected of being carcinogenic in hair-dye products. [**Source: FDA Center for Food Safety and Applied Nutrition**]

The difficult aspect of makeup is finding a product that your skin type can cope with and choosing the right color or colors. Makeup can affect the image you project – and how others perceive you.

Find colors that match your skin, enhance your appearance, and make it all look natural and smooth and not contrived or look like war paint.

Quite often the salesperson at the cosmetic counter insists that you need absurd numbers of products but never wear more than you have to. Makeup goes on poorly if the skin isn't clean, so be sure to start with a clean face. There are simple techniques you need to learn to have your makeup look natural. Also some correct tools like the makeup sponge is better than your fingers to blend. Always blend with your sponge the foundation and concealer together so there are no edges showing where one ends and the other starts. If your face and neck are different skin tones match the foundation more to the neck color or to a color in between the color of the neck and the face.

Asking for samples is important; this allows you to check how a foundation wears during the day. After applying it to your face wait about 2 hours then check it in the daylight. You also want to know if it changes color or becomes too greasy or dry as the day passes. If the cosmetic counter will not supply a sample then go to another shop that will.

Below are just a few suggestions of products you could try.

Foundations

For very oily skin

Clinique Super Fit Makeup
Revlon Color Stay Lite Makeup SPF15
Laura Mercier Oil Free Foundation

Presser Powder for Normal to Slightly Dry skin

Aveda Dual Base Minus Oil
Lorac Oil Free wet/dry makeup
Elizabeth Arden Flawless Finish Dual Perfection Makeup

Normal to Slightly Dry to Slightly Oily Skin –Cream Powder or Liquid Foundation

Revlon New Complexion One Step Compact
Avon beComing Bases Covered Cream to Powder Compact
Cover Girl AquaSmooth Makeup SPF15

Normal to Slightly Dry to Slightly Oily Skin

Stick Foundation

Shiseido The Makeup Stick Foundation SPF15
Prescriptives Exact Matstick Foundation SPF15
Clinique City Stick SPF15

Concealers

Matt-Finish

Maybelline Great Wear Concealer
Almay Amazing Lasting Concealer SPF6
Elizabeth Arden Flawless Finisher Concealer

Powders

For All Skin Types

Avon beComing Smooth Finish Pressed Powder
L'Oreal Translucide Naturally Luminous Powder
Paula's Select Soft Pressed Powder

These are only suggestions for a guide, only your skin is going to tell you what is best for you. Sorry I do not have any information on products sold in Health Food stores. Makeup is not where I devote my research time, therefore I hope this limited information will be of some value for you.

Have a Sensé-tional Day!

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