

All About Mineral Makeup



The tips , tricks and myths about
nature's original cosmetics

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Fusion of Color Guide to Mineral Cosmetics

Introduction



The term “mineral” is being plastered on every product under the sun these days. It’s no surprise that consumers are confused. How can anyone know what is helpful and what is hype?

My name is Kathy Duncan and I’m the proud owner of Fusion of Color Cosmetics. I started this company because of my own issues with sensitivities to mass-market cosmetics. I wanted to create a line of products that was affordable, easy to use, and gentler to sensitive skin.

After much research and trial and error, I decided that mineral cosmetics were the perfect solution. That was 10 years ago. Then, mineral makeup was the realm of small independent producers like me. Now, "mineral " has become a marketing buzzword for big beauty corporations. On the one hand, the marketing buzz about minerals is a good thing. Consumers are more aware of the benefits of mineral makeup. All the articles and coverage have introduced the idea of mineral makeup to millions. Sadly though, the hyped up claims and fast talking pitches have left consumers confused and skeptical.

This eBook has two goals. The first goal is to give consumers basic information about the ingredients and benefits of mineral makeup. The second is to answer the questions I’m most often asked about using mineral makeup products. Although this book is not a catalog, there may be a few mentions of specific Fusion of Color products with links for your reference.

I hope this eBook will help make mineral makeup seem much less mysterious. Of course, if after you read this you’d like to try some mineral products, visit us at <http://fusionofcolor.net>.

What is Mineral Makeup?

It has been said by some that the term mineral makeup is deceptive, because all makeup is made of minerals. In a sense, that's true. Conventional cosmetics contain many of the same minerals found in mineral makeup. So what's the difference? The difference is that mineral



makeup doesn't contain the binders found in most mass-market cosmetics. Binders are the chemical ingredients that allow cosmetics to be pressed into pans.

Without binders, mineral products come in loose powder form. Less binder also means that mineral products have a higher percentage of pigment. More pigment means a

more coverage and vibrancy.

Author and marketing expert Seth Godin says "marketers ruin everything." In the case of mineral makeup, he may be right. The phrase "mineral makeup" originated to refer to cosmetics produced without common irritants. Once marketers realized there was a demand for these "natural" products, the term "mineral makeup" popped up everywhere.

As it stands today, the term "mineral makeup" still applies to cosmetics made from loose mineral ingredients. What confuses things is that liquid, cream and pressed cosmetics are also often called mineral makeup. This term is used even though the products contain binders, fragrance and other questionable ingredients.

Common Ingredients in Mineral Makeup

Most mineral formulations contain similar ingredients mixed in varying proportions. The most common ingredients include:

Mica: Although mica is a natural mineral, all of the mica being used in mineral cosmetics is manmade. Mica is often what provides both the color and the luminosity of mineral products particularly for eye products. By adjusting the particle size of the mica, manufacturers can produce textures ranging from incredible shimmer to nearly matte.

Iron Oxide: It doesn't sound very glamorous, but iron oxide is rust. Because of the risk of heavy metals toxicity, all iron oxide is required to be lab created. The red-brown color of iron oxide makes it invaluable as a colorant in mineral products. Iron oxide has been proven to block infrared rays.



Titanium Dioxide: Provides sun protection, is anti-inflammatory, but also helps products to provide better coverage.

Zinc Oxide: Zinc Oxide was made popular by lifeguards who used a zinc oxide cream to protect their noses during long days on the beach. This mineral has anti-inflammatory properties, sun protection and is also anti- microbial.

Ingredients that are NOT found in mineral products

As important to mineral makeup as the ingredients are those problematic components that have been eliminated.

Binders: Traditional makeup products like eyeshadows or blushers typically come in pressed into a pan that is then placed into a larger package like a compact. In order to get the product to hold together for the pressing process, binders are used. Some binders like dimethicone don't appear to aggravate skin conditions, but others can.

Mineral Oil: Mineral oil is known to clog pores and can be a nightmare for acne prone skin.

Fragrance: One of the leading causes of reactions to cosmetics. Fragrance can irritate skin, provoke allergic reactions, and cause increased sensitivity to light.

Synthetic Preservatives: Some synthetic preservatives have been shown to cause reactions especially those in the formaldehyde group.

What are the benefits of Mineral Makeup

Bacteria- free: Powdered mineral makeup contains nothing in which bacteria can grow.

Sun protection: Amounts can vary by formulation but many of the components of mineral makeup (zinc oxide in particular) are great sunscreens for sensitive skin.



Non-clogging: A boon for acne prone skin, mineral products don't clog pores and contribute to breakouts.

Light reflective: Mineral products can reflect light to create a radiant and more youthful look to the complexion.

Affordable: Without all the additional ingredients and ornate packaging, mineral makeup is a great value.

Cruelty – Free: Since they are primarily made of minerals, products don't need to be tested and except for specific colors, they contain no animal products.

What is the best way to apply mineral makeup?

1. Prepare skin: The better condition your skin is in the better your makeup will look.

For best results, skin should be freshly cleansed and moisturized. If skin seem dull or flakey, it is important to use a mild facial scrub or brush to remove dead skins cells that can wreck the appearance of your foundation. Moisturized dewy skin also makes application easier since product adheres more readily to the skin. Applying a primer can add additional smoothness and longevity to the appearance of your makeup.

2. Conceal trouble spots: Using a small flat brush, apply your mineral concealer and or corrector to any areas of discoloration such as Undereye circles, blemishes or hormonal redness. Use a gentle patting motion to apply the product.

3. Apply Foundation: Shake out a small amount of product onto a clean surface such as a plastic or metal palette. For medium coverage, use a medium to soft brush to apply the powder. For more full coverage and short dense brush known as a "*kabuki*" is ideal.

Dip the brush into the product and swirl it around to pick up product as evenly as possible.

Once the brush is loaded, hold the brush vertically (up and down) and tap the tip of the handle gently on a firm surface. This forces the product more deeply into the bristles of the brush.

Then turn the brush horizontally to tap off excess product.

Next, using a circular motion buff the product into the skin. Pay attention to areas such as around the nose to make sure coverage is even. Avoid over buffing, especially in areas that you've previously concealed. One layer is typically enough to cover imperfections but a second layer can be used if needed. If you over do it, mist your face with mineral water or moisture spray. Remember it is always better to start with too little than too much.

*Tip...If you find that you're still struggling, with airborne powder, spritzing skin with a bit of moisture spray or slightly over moisturizing may help.

4. Apply Blush: Mineral blushes are VERY pigmented. You need only a tiny amount to do the job. Shake a bit of the product onto your mixing palette. With a soft makeup brush, dip the bristles into the color. Work color into the bristles and remove excess product by tapping brush vertically and then horizontally as before. Sweep blush over the apples of the cheeks.

5. Apply eye makeup: Using an eye shadow brush with short firm bristles, pick up color from the inside of the lid of your container. This is recommended over tapping out product because the amount needed is so small. Start with the lightest color first, apply shadows based on preference and eye shape. If you would like to use mineral for lining eyes or defining lashes, mix your minerals with a bit of mixing medium. These products are readily available and turn your mineral powders into waterproof liquids.

Makeup Tips and Tricks

Face

- If you experience under-eye dryness, mix a bit of your mineral corrector, foundation, or concealer with your favorite moisturizer. You'll get excellent coverage with added moisture in one easy step.

Lips

- Lip gloss goes bad more quickly than other products. Don't waste money on full tubes of color you'll never use. Instead, buy clear glosses and mix in your favorite mineral blush. You can make small, clean batches of lip gloss in whatever color you need.
- If lip gloss isn't your thing, you can also use the lip gloss trick above, but instead of gloss, you a waxy lip balm to create a tinted moisturizing balm.

Nails

- Have you ever wanted to try a trendy new nail color, but didn't want to be stuck with it after the trend is over ? Pour a bit of clear nail polish into a small container like a sample jar and stir in a bit of your favorite mineral eye shadow. Presto! Instant trend color! You can have blue, green or any color you can create.
- Finding the perfect nude nail polish can be tricky. Match you polish to your complexion by mixing your powder foundation with a little clear nail polish. Perfect nude nail color in a flash.

Eyes

- To make brighter colors even brighter, use white eyeliner as a base before applying the shadow. Even if you you're using an eye primer, the color will stand out even more over a white base.
- Mix minerals with clear mascara to create fun accent colored mascara. This is a great tip for parties, Halloween or fun nights out. Use one coat of your regular mascara and then a coat of your custom color.
- Brows are probably the most important part of a beauty look. Create your own brow gel by mixing minerals with clear mascara and applying with a spoolie or brow brush.