

mineral powder overview



Mineral Powders have taken the cosmetics industry by storm. Mineral powders are beneficial for the skin, look natural, and can be used as virtually any cosmetic—translucent powders, powder foundations, eyeshadows, blushers, concealers, eyeliners, brow powders, and bronzers. Dermatologists and plastic surgeons prefer mineral powder cosmetics for their patients for post-procedure and post-surgery wear because they are so gentle on the skin. Women love mineral powders for their many outstanding qualities and functions, most importantly, how beautiful they make them look!

WHAT ARE MINERAL POWDERS?

Mineral Powder is basically foundation without the liquid ingredients. At its purest, it is simply crushed minerals (rocks) without any preservatives. Many mineral powder lines have similar ingredients, but the presence or absence of a single ingredient in the mix can make a difference in the quality of the powder and its appearance on the skin. Colorlab Private Label takes great care in its ingredient selection and manufacturing process to create mineral powders that both beautify and are an extension of exceptional skincare.

The milling process of the minerals can also make a huge difference in the ease of application and final appearance of the minerals on the skin. For example, titanium dioxide, a critical ingredient in mineral powders, can be micronized (milled into a fine powder) which makes the mineral powder easier to apply and provides a more natural look. Colorlab Private Label triple mills its Titanium Dioxide for easy application and a beautiful finish.

Following are mineral powder ingredients and their functions. Most of the ingredients listed are commonly found in loose mineral powders, while a few are less common. Pressed mineral powders will contain additional ingredients that are used to bind the powder. This list is not all-inclusive.

Ingredient	Function	Commonly or Uncommonly Found	Colorlab Private Label Comments
Titanium Dioxide	Derived from Titanium. It has the most tinting power of white pigments. Also recognized as one of the most effective ingredients for sun protection.	Contained in all mineral powders in either regular or micronized form.	Our Titanium Dioxide is triple milled (see below).
Micronized Titanium Dioxide – finely milled Titanium Dioxide	Provides the same benefits of Titanium Dioxide but makes mineral powder finer and easier to apply.	Contained in all mineral powders in either regular or micronized form.	Our triple milled Titanium Dioxide makes our mineral powder easier to apply and gives it a finer, more luxurious texture. It “floats” across the skin giving the makeup a “lighter” (rather than heavily applied) look.
Zinc Oxide	Provides opacity. It is also believed to aid in healing skin disorders. Zinc oxide also provides sun protection	Contained in most mineral powders.	This is a basic ingredient in our mineral powder.
Mica	Provides texture and light diffusion (luminescence) and slip.	Many mineral powders contain Mica or Bismuth Oxychloride for luminescence.	Our shimmers contain mica. We have both shimmers and matte powders so that clients can choose whether or not they want luminescence.
Bismuth Oxychloride	Provides luminescence and is sometimes referred to as “synthetic pearl”. May cause allergic reactions to skin.	Many mineral powders contain Mica or Bismuth Oxychloride for luminescence	We DO NOT use Bismuth Oxychloride in our mineral powders since it provides shine and is a possible skin irritant.
Sericite	A derivative of silica that provides silky texture and light diffusing qualities. The addition of Sericite changes the molecular weight of the powder, allowing it to lay lightly on the skin.	Contained in a few mineral powders.	Our minerals contain Sericite to enhance the silkiness and luxuriousness of the minerals. Sericite also provides light diffusing properties without creating shine.
Kaolin	French Clay helps absorb oil.	Contained in a few mineral powders.	Our minerals contain French Clay for natural oil absorption.
Rice Starch/ Corn Starch	Natural starch that has a matte finish and oil absorption properties.	Contained in a few mineral powders.	Some of Colorlab Private Label's custom products contain Rice Starch. It can be included or excluded according to client preference.

CHOOSING A MINERAL LINE

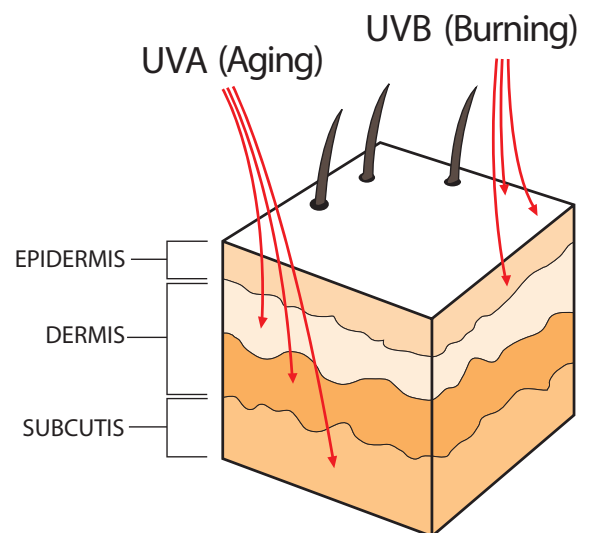
If you haven't tested and felt Colorlab Private Label's mineral powders, we recommend that you do so. Some minerals feel thick and grab the skin and drag when applied; others, such as ours, feel silky and creamy. It is important to find the right texture and consistency to ensure that your clients can easily and properly apply their cosmetics.

Makeup wearers, dermatologists, plastic surgeons and makeup artists find mineral powders' qualities compelling.

- Natural SPF
- Water Resistant
- Oil Free (in loose form)
- Non-comedogenic
- Non-irritating
- No dyes
- Adheres to skin
- Non-drying

NATURAL SUN PROTECTION

Sun protection is a natural gift of mineral powders. Colorlab Private Label's mineral products range from an SPF of 17 to 24 depending on the method of application. Micronized titanium dioxide reflects ultraviolet rays from the skin while micronized zinc oxide absorbs light, shielding the skin from the sun's harmful rays. Iron oxide in combination with zinc oxide enhances the effectiveness of zinc oxide's sun protection abilities, boosting the SPF factor even higher. Many plastic surgeons and dermatologists look to mineral makeup for sun protection because minerals protect (and do not irritate) the skin. Mineral powders give essential protection without the risk of an adverse reaction. Additionally, mineral powders are extremely water resistant making them an ideal product for humid climates and active lifestyles.



POST PROCEDURAL USE

After procedures such as facial plastic surgery, laser surgery and chemical peels, there is a greater need to protect the skin and also a greater desire on the part of the patients to conceal discoloration. Minerals powders protect, conceal and beautify. Mineral cosmetics can be used after treatment or service as long as there are no open wounds, as directed by the physician or skincare professional.

VERSATILE MAKEUP

Mineral makeup is extremely versatile and is excellent as foundation, eyeshadow, blush, bronzer, highlighter, eyeliner, brow powders and more. Minerals have excellent adherence to the skin, which make them long-lasting and water resistant. Because they are in powder form, they are also much easier to touch up (and portable as most women will not carry makeup such as liquid foundation in their purse).

Mineral powder can be worn by women (and even men) of all ages. Colorlab Private Label's minerals are very forgiving. Women, who have shied away from traditional pressed powders because they found them unflattering on older skin, have embraced the benefits and the beauty of mineral powders. Colorlab Private Label's minerals are light diffusing so they increase the amount of light that is reflected from inside the wrinkle making the skin appear smoother.

Women are increasingly looking for multifunctional cosmetics. Mineral powders protect the skin from the sun's harmful rays, can be used on the entire face, can be worn any time of the year in any weather and look great! The mineral powder trend continues to grow. As more and more women learn about its uses and benefits, expect your clients to look for it in your business.