

## RESOURCES

However, those first few steps into a colorful, new horizon do not have to be big. In fact, simple makeup additions to retail, or as add-ons to current services, like facials or eyebrow treatments, can be a good place to start for professionals who are ready to venture out and see their businesses grow.

Here are three easy makeup products to add to a current menu or retail counter.

### PRESSED OR LOOSE MINERAL POWDER

Providing a makeup-free, flawless finish while educating clients on the importance of minimizing harmful ingredients can be achieved through the addition of a pressed or loose mineral powder.

Many retail lines use talc (known to dehydrate the skin), bismuth oxychloride

(known to cause mild irritation), or other filler ingredients to bulk up products, so avoid these ingredients when selecting a product line. Instead, look for anti-inflammatory ingredients, like green tea, aloe, and vitamin E, which can be soothing to the skin without combating clients' homecare regimens or treatment plans. Pressed mineral powders are ideal for clients who want medium-to-full coverage, while loose powders offer sheer-to-medium coverage and smooth skin tone.

### NUDE BRONZER OR PALE BLUSH

Depending on the client's skin tone, adding a touch of warmth to the cheeks, forehead, eyelids, or chin could provide a finished look, leaving a natural, healthy glow. For example, a peachy blush works well for fair-to-medium skin

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