



# Underground revolution

*Luminous, flawless and nourishing for the skin. Embrace the makeup revolution bringing the beauty world back down to earth*

WORDS • KATHRYN CLARK



**M**icronized titanium dioxide; micronized zinc oxide; bismuth oxychloride; zinc oxide; titanium dioxide; iron oxides; Vitamin E; Vitamin A; essential oils – this is the recipe that's poised to revolutionise the beauty industry.

With the humblest of origins, mineral makeup, which is made from clay from under the earth, has been around for a long time – it was probably used by Cleopatra in ancient Egypt. Today, mineral makeup is teetering on the edge of beauty industry superstardom, riding a backlash against the use of chemicals in beauty products.

Mineral makeup is exactly that – makeup products made with minerals from the earth. The foundation is literally refined clay. It's 100 percent chemical free and uses 100 percent natural pigments. It doesn't clog the pores; it absorbs the oils produced by the skin. It's rated SPF26 and it's water resistant. And above all, the coverage is so dewy, luminous and flawless that it has acquired a celebrity fan base including Ellen Pompeo and Christina Applegate. And it's coming now to the UAE thanks to Mona Mirza, director of the Biolite skin clinic.

"You just can't find these benefits anywhere else," Mona says. "It's absolutely amazing. There is a big backlash against chemicals in the cosmetics industry right now. As more and more start-up companies are selling high quality organic makeup products, the big brands are going to have to catch up." Biolite's mineral makeup

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comes from California, "as most amazing skincare revolutions do," Mona says. It is manufactured in accordance with the USFDA and is not animal tested. "That's all the lab does," Mona says. "They're experts."

The minerals work at a cellular level, in a formula combined with essential oils and vitamins. The key ingredients are zinc, which protects and heals the skin, and titanium, which is a natural anti-inflammatory. "It's the only kind of makeup dermatologists recommend after having serious facial treatments such as photo facials and laser peels," Mona explains. "It covers, heals and protects, and advances the healing process."

The vitamins are the secret ingredients. "Nothing beats putting pure vitamins on the skin," says Mona. "The skin is three-dimensional. It's about the surface, what your skin consumes and what is happening at the collagen level. [Vitamins] re-activate and rejuvenate collagen."

Sun protection is one of the most unique and important functions of mineral makeup,

especially here in the UAE where people tend to wear a lot of sunscreen. "There is no need for highly chemicalised sun protection," Mona says. "Mineral makeup offers as much sun protection as you need; your skin will not become greasy or irritated, which often happens with commercial sunscreens. This is one reason why mineral makeup is so popular with people with sensitive skins."

Mineral makeup has not been without controversy. While proponents rave about flawless, silky coverage, detractors complain of dry, aggravated skin and heavy finishes. Mona, for one, scoured potential suppliers before settling on her choice. "There are some brands that are a bit heavy," Mona says. "It's just a matter of trying to find the brand that best suits your skin."

Mona offers one final piece of advice. "Don't be taken in by glitzy packaging," Mona says. "Some brands spend more on marketing than they do on their products. I spend my money on pure Vitamin C. Try it and you will see the benefits." ■