

# Mineral Makeup Can Instantly Cover Bruising

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SANTA MONICA, CALIF. — Dermatologists have a bountiful bag of tricks when it comes to making patients look great eventually, but not so many options that make them look great instantly—especially after procedures that have left them temporarily red, bruised, or hypopigmented.

“They want appearance improvement

and they want it immediately,” said Dr. Howard Steinman, a dermatologist in private practice in Chula Vista, Calif.

“They’re extremely unhappy when they’ve had a—quote—‘no down time’ procedure that results in discoloration.”

There was a time when the only options were to call in sick to work, brave stares at the brightly lit Nordstrom cosmetic counter, or locate a highly trained professional paramedical camouflage therapist trained to cover scars and disfigurement.

However, that has all changed with the advent of highly effective, easy to apply mineral makeups, Dr. Steinman said at a cosmetic dermatology seminar sponsored by Skin Disease Education Foundation.

“These have revolutionized the use of medical makeup,” he said.

A variety of products is now available that can be applied by a minimally trained individual with a brush or a sponge, with profound results for expected or unanticipated discoloration from procedures.

Patients with melasma and vitiligo also are surprised and grateful for the instantaneous improvement in appearance they can achieve with carefully applied mineral makeup, said Dr. Steinman.

“Anyone in your office can be trained to do this—your manager, receptionist, nurse, or spouse,” he added.

Dr. Steinman’s wife, Diedre, is a professional makeup artist who is skilled in masking difficult-to-cover abnormalities such as keloid scars, acne scars, and traumatic defects.

However, she saw the need for products that were more easily applied by office



Since the amount of makeup required costs so little, consider making the service complimentary.

DR. STEINMAN

personnel and evaluated a variety of mineral makeup for use on routine patients.

Her choice, Youngblood, offers a variety of concealers, foundations, and powders that can be used on men or women, said Dr. Steinman, who has no financial connections with the company.

The amount required to cover a patient’s face for a few days or weeks of healing costs so little—\$10-\$12—that Dr. Steinman makes the service complimentary, rather than charging a fee.

It is well worth the cost, he said, not only in terms of patient satisfaction. “When you do something untoward to a patient [like cause a bruise with a Botox injection], you don’t have to worry about it as much. You’re going to fix it immediately in your office,” he said.

Male patients are quietly appreciative, he said. Female patients are thrilled that they can safely use make-up right away.

Mineral makeups, which are crushed inert minerals in powder form, are non-comedogenic, hypoallergenic, and water resistant. As soon as sutures are removed and the skin is completely epithelialized and dry to the touch, they can be applied.

For some women, “not wearing makeup is like not being completely dressed,” he said—like going to “a formal event in a bathing suit and a T-shirt.”

Even postprocedure trips to a dermatology office can be traumatic, Dr. Steinman explained.

After an ablative procedure, for example, a physician will say, “You look great! This is great healing. I’ll see you in 2 weeks,” he said.

“But she doesn’t feel great. She doesn’t feel like she can go out in public,” he said.

A woman’s normal makeup will fail to cover bruises or dyspigmentation, but mineral makeup will, and give her confidence to return to her regular routine while she waits to enjoy the final results of her procedure, he concluded.

Dr. Steinman and his wife disclosed having no conflicts of interest.

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