

Beauty And Wellness Trends

Makeup Goes Natural

(NAPSA)—Learning about the makeup of your cosmetics could keep skin healthy and younger looking.

That's the advice from a number of dermatologists and scientists who say that when it comes to choosing makeup and other personal care products, the more pure, the better. Doctors are saying that it's a good idea to read labels and know exactly what you are putting on your skin. One ingredient, Methylparaben, widely used in cosmetics, may actually advance the aging process of skin cells and lead to a higher incidence of wrinkles and liver spots.

Synthetic preservatives, phthalates and parabens in particular, have undergone recent scrutiny by the medical community for their relationship to hormonal changes in the male fetus as well as chemical traces found in breast tissue.

So does this mean your makeup could eventually harm you? Not necessarily.

Fortunately, women can find cosmetic lines that are completely void of harsh chemicals and preservatives. For instance, *jane iredale*—The Skin Care Makeup® is chemical-, preservative- and fragrance-free and instead of synthetics, the products contain natural preservatives such as vitamin E and pomegranate extracts that are actually beneficial for the skin.

The line contains a full range of products from foundations to blushes, lip glosses and mascara, all with a base of micronized minerals. These minerals form a sort



Smart Look—Chemical-free makeup has become popular with women and their dermatologists.

of filter on the skin that allows it to breathe and function normally, while protecting from airborne pollutants.

These products first became popular with plastic surgeons and dermatologists because they are gentle enough to use on severely sensitized skin, including skin that has undergone laser resurfacing. The mineral bases cover rosacea, acne, and troublesome blotchiness and provide full-spectrum UV protection from the sun. For many women, natural makeup lines such as *jane iredale*—The Skin Care Makeup® have become a healthy way to put their best face forward while maintaining luxury, quality and glamour.

For more information, visit www.janeiredale.com or call (800) 762-1132.