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10875 Main Street ~ Suite 205 • Fairfax, VA 22030 • USA

703-359-6000 FAX: 703-934-5490 EML: mktgsols@mktgsols.com

Paramedical Airbrush Makeup Breakthroughs

By: Dina Ousley, George Lampman & Connie King

Helping your clients look and feel their very best is one of the best feelings a professional makeup artist can experience. It is even more exhilarating when the client has a cosmetic problem or a skin condition that causes them emotional pain and social stress. Learning to transform your clients who have life challenges such as rosacea, scarring and other paramedical conditions is easy with breakthrough airbrush cosmetic techniques and makeup systems. One of the most astonishing key benefits of airbrush makeup is the extended wear, even over scarring – with a completely non-slip finish.

COVERAGE BREAKTHROUGH: Makeup coverage is important in paramedical airbrush makeup artistry technique as a means of creating the perfect illusion or restoration of natural skin color and texture for your clients and patients. The art of airbrush makeup can create a natural looking appearance to the skin including the fact that even over burned or healing skin wounds; it still retains the beauty of real skin. This unique new art form is created from the dynamics of cosmetic airbrush pointillism that has been researched and created by our company over the past twenty years.

Advanced cosmetic stencil techniques can create dramatic improvements in lip shades and eyebrows. The heightened realism of lip edge redefinition techniques can solve nuance problems or quickly make extensive corrections. It can visually recreate uneven lip shapes from birth defects and surgical restorations. Paramedical airbrush makeup applications can directly address many of the needs caused by temporary and permanent skin diseases, traumas and other challenges. You can quickly even out the skin tones by correcting your client's natural skin texture and color.

POINTILLISM BENEFITS: Airbrush makeup artistry is highly hygienic, virtually offering no risk of contamination. If necessary, selected airbrush cosmetics may even be safely applied to sensitive skin as well as over the antibiotic ointments, with the doctor's permission. Spraybrush makeup dries instantly upon contact without absorption of the 'inert ingredients' into the skin. Airbrush makeup will allow for a natural-looking matte finish and texture that can be easily adjusted as needed with spray-on moisturizers. These special spray-on moisturizers will additionally help to hydrate the skin. The hydration effects resulting from airbrush makeup actually add an additional esthetically pleasing and therapeutic benefit. Skin tone color corrections and transitions are easily blended with a very natural airbrush makeup technique for the affected areas.

If your client has oily skin, they typically used to need to blot and powder their skin throughout the day. However, this is not necessary with airbrush makeup techniques! Traditional sponge-on or brush-on makeup applications will block pores that stimulate oil secretions in the skin – as an elimination process and as a biological function to get rid of any skin irritant. The airbrush pointillism makeup technique does not block the pores and therefore it does not stimulate the oil glands. In fact, we suggest that you should not be afraid to offer and use paramedical makeup techniques, even if you have previously failed with traditional makeup applications. You will quickly become very excited to have a new solution that will exceed your expectations and client's as well. With the photo-realism possible by advanced airbrush makeup artistry, your makeup and color corrections will be inspiring. Dinair airbrush makeup and SunTan products will not interfere with any medical treatment regimens, when used as directed.

ROSACEA: We have found many people here in the United States and in England, needing our help with rosacea. This can be a very big dilemma for those with rosacea having fairer skin tones. Plus, they have very few opportunities for sun exposure and they are advised to stay out of the sun. Here's where both airbrush makeup artistry and safe airtanning techniques will create healthy looking natural skin colors and textures, so these clients can feel better about themselves throughout the year. They will even feel sexier! Milky or more transparent skin tones will display a lot of redness and will offer exposure of the capillaries. With our airbrush SunTan product, it's not necessary to expose the skin.

Sensitive rosacea skin has challenging color and texture problems around the disrupted areas – yet they are very easily corrected with spraybrush artistry. So, the paramedical airbrush makeup and airtanning techniques allow you to evenly apply makeup and tanning colors safely to awkward areas anywhere on the body -- like the ears. Thus, you can even out the color of overly red or white ears. This is especially effective for those suffering from chronic skin inflammations, which noticeably has embarrassing episodes of the skin flaring up.

There are various types of rosacea. Some people will have a face that will shine red like a stoplight. Some have a highly visual pinkness that gets aggravated by exercises, bodily stress and extremes in temperatures. Some people, who think they have rosacea, don't necessarily have it. They may have another skincare condition. You can easily apply a SunTan airtanning product over rosacea to achieve a dramatic improvement for your client. With AirTan or SunTan spray-on

products and airbrush makeup services, they can even eat spicy foods, go outdoors, swim and still look healthy. There are some people who have unusually sensitive blushing conditions in their skin, for which airtanning will minimize that embarrassment.

An advantage of pointillism to your clients who are treating their acne and eczema with the drug treatments -- is the fact that the sponged-on makeup tends to unevenly cover flaky skin and may noticeably increase the appearance of their condition. The pointillism covers the conditions evenly and does not increase the appearance of the condition, while also avoiding unsightly makeup buildups. When the skin is cracked, but not weeping, it is hard to cover until healed with sponge-applied makeup. Airbrush makeup does not require any physical pressure of contact or rubbing. It also does not collect buildups in this manner and the moisturizer is applied after the makeup. This makes for a very natural looking and more even coverage. The pointillism coverage allows the skin to breath, which is conducive to the healing process.

SKIN RESURFACING & SKIN CONDITION SOLUTIONS: Some of your clients may experience facial peels or microdermabrasion treatments, where they will need temporary airbrush makeup and airtanning services from you. There will be clients who experience laser resurfacing and burn victims that will require more than a short-term solution with these two important airbrush services.

To help permanently reduce the size of their post-surgical scar, many clients use dermabrasion treatments, especially those whose face has scarring. After these treatments, the newly exposed skin is often red and sensitive. The water-based airbrush makeup can be pointillistically applied and it will not upset or irritate the skin. With facial scars, you also used to have the added problem of makeup being rubbed off, with traditional makeup. With airbrush makeup this challenge is definitively solved. In the case of burns, you further face the possible loss of your client's eyebrows and other facial hair. The airbrush gives you the opportunity to stencil in natural looking eyebrows and facial hair, so that your client can feel and look more normal.

It has become extremely important for us to understand our client's conditions and skincare challenges. Historically, even measles and influenza used to be major esthetic signatures. Today, our emotional reactions to seeing skincare challenges are still highly scrutinized. Yet, people really want to be cosmetically corrected to look good and to feel better emotionally. Airbrush makeup and airtanning serve to eliminate these awkward aesthetic prejudices while entertaining health and safety, by minimizing some of the alarming visual reactions. You can now offer your clients an aesthetic choice with cosmetic corrective service procedures that avoid these unfair reactions and outdated alarm signals.

WATER-BASED AIRBRUSH MAKEUP: Airbrush makeup is water-based and can easily be used on all skin types. Airbrush makeup utilizes a pointillism technique, which dries instantly upon contact with the skin. As noted, it does not block the skin's pores, still allowing it to dry instantly while dramatically minimizing the absorption of carrier or inert elements. Most traditional makeup applications are more invasive and abrasive due to the way they are applied as well as by the way they are chemically designed. Airbrush pointillism makeup offers ultra light material applications with far less product applied and it feels much more gentle to the skin.

Abrasive skincare cleaners and cosmetic application techniques can aggravate skin disorders, like rosacea. When the airbrush makeup is applied, the spaces between the microdots of cosmetic color can allow some of the natural skin tone to glow through. On clients with rosacea, this can mean not having to apply an additional blush, so the color will appear to be very natural.

SCARRING CHALLENGES: Airbrush makeup creates a naturalizing appearance over scars, transforming the slick or smooth skin texture. With burn conditions, we incrementally add spray moisturizers -- as there are no open pores or sweat glands. Instead, you can easily blend color and sheen with a light matte color and sheen while creating a naturally textured illusion. A darker skin tone can support and often requires more sheen. A lighter skin tone carries a very light sheen and appearance. As a paramedical airbrush makeup artist, you will need to creatively match the desired skin tones and sheen -- not one versus the other.

In facial areas, we can even cosmetically stencil the illusion of beard stubble. The makeup can be made to look clean-shaven or with a 5 o'clock shadow. Recreating the correct amount of imperfections is the true art and new measure of professional airbrush restoration. You can match the other side of the face, if the scar or burn is only on one side. The same can happen to your arms, by creating the illusion of hair growth, texture and skin color. The same holds true for the eyebrow areas. You can provide your clients with a higher level of confidence and certainty to accentuate specific facial features. Overly perfect corrections -- do not look natural.

Amazingly, you can provide continuity in matching skin color and sheen to a patient's prosthetic device. Airbrush makeup adheres very well to prosthetic devices.

Darker skin toned clients have a higher tendency to develop keloids on the scarred tissue areas. These challenges are unique to each skin color and skin type, so you'll need to take your time to study the various skin types. There are a lot of special techniques involved to achieve a higher level of results. Airbrush educational workshops will be a great investment and make what would otherwise be very difficult – very easy.

VITILIGO & MELASMA: This condition is a complete loss of skin color pigmentation. It may affect the eyes, nostrils, nipples, mouth or any open area on your client's body. It is a progressive disorder that increases over time. Some people use skin stains to cover this problem. Airbrush makeup has been repeatedly proven to be a much better treatment and solution. Vitiligo is a skin condition that is often progressive and it affects more areas over time. This is often easier to treat with airbrush makeup than some people may think. However, an unusually more difficult personal challenge is someone like Michael Jackson who has this hypo pigmentation skin condition on his darker toned skin. Another example is like Jack Palance who has vitiligo challenges with very fair skin. These conditions can also affect a person's career and earning capacity if not professionally addressed. This makes the challenge of traditional makeup normalization more difficult. Airbrush makeup pointillism has been proven to provide an exceptional cosmetic solution. With the right combination of techniques, this becomes a relatively easy problem to cosmetize.

Airbrush makeup artistry does offer a very positive solution to ethnically diverse and multi-cultural clients. You can treat someone with an abundance of freckles or melasma. Melasma is the opposite of vitiligo, yet airbrush makeup and airtanning work equally as well to treat either challenge.

Traditional makeup application methods to cover the skin color loss use sponge makeup techniques -- that can appear too heavy, especially on clients with darker natural skin tones. Another drawback to traditional makeup is when vitiligo does appear on the arms or hands – as the constant rubbing and contact can cause the makeup to rub off. With airbrush makeup, these issues are easily overcome. The revolutionary new microdot airbrush makeup application creates open coverage that is so light, it does not look heavy and the makeup does not rub off during the day. The speed and consistency for which the makeup can be applied is also a great benefit to the client who becomes impatient with the time consuming process of traditional makeup applications.

AIRBRUSH EDUCATION: The pathway to develop paramedical cosmetic artistry skills is possible through a good foundation of knowledge, training, practice and an advanced understanding of airbrush makeup. It's really not scary, yet you'll need to learn the rules first, before you enter the game. You will need to learn the airbrush makeup principles and the fundamental concepts.

Yes, a medical background helps you understand the symptomatic disorders and problems before you will prepare to make a diagnosis. This will best support your offered makeup solutions and your ability to correct each skincare challenge. Take the most reputable airbrush makeup workshops with vast amounts of hands-on training.

You may start practicing with several paramedical clients, while you need to know your job is to make them look as great as any beauty care cosmetic client. With good airbrush makeup training, it's easy to dramatically exceed your previous paramedical makeup results. We always want our clients to look and feel beautiful! We also genuinely want to make our clients happy. You and your client will both be very pleased with these new airbrush makeup breakthroughs.

BOLD RETAIL OPPORTUNITIES: In addition to your new breakthrough expertise, you can extend your business into the retail sector by training your clients and patients to cover their own skin challenges and prosthetic devices at home between salon visits. Probably much to your surprise, this retail effort will empower your clientele to reward you with many additional new clients. This offers you a new and highly profitable revenue source by selling the appropriate equipment, airbrush makeup and airtanning supplies. You can offer personalized or group educational sessions, with class fees paid per hour or per session. You can certainly still sell a full range of airbrush makeup services, special occasion makeup applications and airtanning services.

BE OPEN TO CHANGE: Your new paramedical makeup expertise will increase your confidence and build your reputation while also improving all areas of your makeup work. The time is now for aestheticians, salon owners, makeup artists and medical practitioners to learn more about airbrush makeup and airtanning. It's time for makeup artists to learn these new breakthrough techniques, so that you can begin to cross market your services with medical clinics, hospitals, surgeons and physicians.

Medical airbrush makeup can be performed in a surprisingly short amount of time. Once trained, it is often many times faster and more lucrative than traditional makeup applications. With practice, your creativity, artistry and techniques will only improve! Airbrush makeup artistry may be totally new for you and you will have to leave your old-fashioned makeup techniques at the door – but you will have the opportunity to creatively add your own artistic vision. You really need to be open to start learning airbrush techniques from scratch. You just won't be utilizing your traditional color makeup

applications or corrective techniques. Airbrush involves different makeup color strategies. In the old world – if the skin is red, you may have been taught to use green. Not so with airbrush makeup.

Throw out your sponges – but not your artistry. Your artistic talents can be reborn with airbrush. This is an extremely innovative new approach. An entire world of possibilities awaits you with airbrush makeup artistry. Welcome to this new age. The results of airbrush makeup will dramatically change your future!

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EDITORIAL NOTE: This special guest column has been written for Cosmetech by Dina Ousley, George Lampman and Connie King of North Hollywood, CA. Ousley and Lampman are the founders and creators of Dinair Airbrush Makeup Systems and Spraybrush Pointillism Techniques. Connie King is a registered nurse and a paramedical airbrush makeup expert. Launched in 1981, Dinair is considered the originator as well as the world's leader at innovative airbrush makeup artistry and educational programs. For more information about Dinair Makeup Systems, Workshops or a free brochure, call toll-free at 800-785-4770 or visit their website at www.dinair.com.

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