

Don't Be Fooled by Some Mineral Make-Up Claims

Words: Alenka Dirnbek, founder, Alexami Cosmetics

In the past few years mineral cosmetics have soared in popularity. Unfortunately, even though the perception is that all mineral make-ups are 'good' for your face; the reality is that not all mineral products will benefit your skin.

What is true mineral makeup?

Made from minerals found in the earth's crust, mineral makeup is formed when these minerals are crushed into fine powders then processed and micronized to deliver a range of natural colours perfect for cosmetic use.

Unlike conventional cosmetics, true mineral cosmetics shouldn't contain any toxins or unnecessary fillers, such as talc, synthetic dyes, parabens, or even irritants like bismuth oxychloride. Mineral makeup powders are pure, inert, inorganic and moisture-free and do not need toxic preservatives to ensure a long shelf life either. Check that your mineral makeup contains only minerals and pigments that exist in nature such as titanium dioxide, zinc, iron oxides, mica and ultramarine pigments.

Some brands claim to be 100% organic mineral makeup for

marketing purposes. Minerals do not fall under organic category and cannot be certified. Therefore claims like this are completely inaccurate and very misleading.


How to extend the life of your mineral makeup

To extend the 'life' of your mineral makeup, avoid dipping used makeup brushes directly into the full container. A good alternative is to tap the required amount of powder into the lid and apply as normal. Keep your minerals dry, particularly if stored in wet areas and reseal containers firmly after use.

Inspired by nature, not at war with it

I worked with world renowned cosmetic chemists to create the Alexami range because I personally believe beauty should be inspired by nature, not at war with it. And so I set about creating a range of innovative natural makeup products that are not tested on animals, are environmentally friendly, and above all – kind to your skin.

Alexami's natural makeup products are salon professional quality to deliver a flawless finish every time, and also protect against UV rays – that fast-aging enemy of healthy skin. The SPF average in Alexami's natural mineral foundation is 20+ thanks to the natural sun-repelling qualities of high grade of zinc, a pure uncoated Zinc Oxide.

For your beauty and your health, make sure the products you use on your skin are completely free from harmful ingredients, and that you read the label on all cosmetics, even those that claim to be natural. 



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