

# The *Finishing* Touch

Makeup artists and high-quality cosmetics complement skin rejuvenation procedures and treatments for chronic dermatologic concerns.

By Linda W. Lewis

**D**ermatologists and plastic surgeons generally are not trained in buying and using makeup, yet cosmetics are integral to their practices. Whether employed to put the final touches on skin rejuvenation procedures or to offer camouflage for postprocedure bruising and chronic skin concerns, professionally applied cosmetics can boost patient satisfaction rates. "We study skin condition, which includes texture and tone, but I find it helpful to work with someone who knows the intricacies of color and

shading, as well as the properties of different types of makeup," says

Jason Joel Emer, MD, resident, department of dermatology, Mt. Sinai School of Medicine in New York City.





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"Having a trained esthetician on staff to show patients how to hide temporary blemishes or minimize untreatable problems helps me meet patient expectations," says Mossi Salibian, MD, FACS, of Aesthetic Plastic Surgery/Reconstructive Microsurgery, Los Angeles.

"Some people have temporary conditions that they want to hide, such as post-inflammatory hyperpigmentation from acne or a transient patch of vitiligo. Others have permanent lesions that they prefer to conceal, such as melanocytic birthmarks, vascular birthmarks or vitiligo that has been unresponsive to medical therapy," says Victoria H. Barbosa, MD, MPH, MBA, of Millennium Park Dermatology in Chicago.

All of these skin problems, as well as postprocedure bruising and swelling, can cause psychological pain as well as physical discomfort. "Sometimes a little makeup can be the difference between a patient leaving my office feeling good about herself rather than self-conscious and depressed," says Steven H. Dayan, MD, FACS, True Skin Care Center, Chicago. "I make sure all of my estheticians are skilled in applying makeup, and everyone

When it comes to plastic surgery patients, makeup artists may provide another important service—emotional support. "Patients go into surgery expecting to look great when they come out, but the recovery process often takes weeks or months. Patients need to talk with someone who can reassure them that things are proceeding normally, as well as show them how to cover bruising and scarring so they can look better faster," says Marianne Morrison, a makeup artist and owner of Natural Style Cosmetics, Huntington Station, New York.

### Working Arrangements

Business arrangements between medical practices and makeup artists or estheticians trained in makeup application vary. "Some practices hire them as full-time or part-time employees. Others contract with them as consultants. Some practices have no financial relationship with a makeup artist, but make referrals to those they know and trust," says Dr. Barbosa. "The best arrangement depends on several factors, including the



Dr. Steven Dayan offers patients a "touch-up bar" stocked with high-quality cosmetics where they can reapply makeup before leaving his practice.

also play a role. "Not having a makeup artist in my New York practice is not a problem because I can refer patients

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who comes in for a procedure is directed to our Touch-up Bar at the end of her treatment.

"Years ago patients would leave my treatment room and go into the lavatory to apply makeup. It concerned me that I didn't know what they were putting on and what they might be doing that would cause problems later. Since we've been offering makeup touch-ups, we've had nothing but positive feedback. I don't see why other practices don't offer the service," says Dr. Dayan.

practice philosophy, budget, volume of patients interested in the services of a makeup artist and the range of products that a physician sells.

"A high-volume practice that carries a wide range of color and corrective cosmetics might hire a makeup artist full time. A practice with minimal involvement with color cosmetics might invite a consulting makeup artist to participate in special events or promotions only a few times a year," Dr. Barbosa explains.

The location of your practice can

to lots of outside resources, but I know a dermatologist in Nebraska who does everything within his office because there are few outside specialists to rely on," says Dr. Emer.

Whether you are hiring a makeup artist or setting up a referral relationship, you will need to make sure the person's skills are topnotch and that she is trained to work as a part of a medical team.

"A makeup artist definitely needs to be versatile," says Dr. Emer. "She



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needs to be able to work with lots of skin types and have a flexible repertoire of services that can cover all types of blemishes from pigmentation problems to bruises and scars."

Expertise with color and style is essential, but people skills are also a must. "We have estheticians trained in makeup application and cosmetic tattoos. Good skills are necessary, but their ability to form a bond with patients is equally important. The trust factor is paramount," says Dr. Salibian.

Start with an experienced makeup artist who has a well-developed eye for color and shading, then require her to get certification on any service you offer. "Most makeup artists need to be trained by a medical professional before they begin offering services in a medical practice," cautions Dr. Emer. "That means dermatologists need to get some training as well. First the doctor needs to learn something about the products and then he can help train the esthetician. An esthetician trained to work in a medical practice can be an important member of the team."

## Stocking Makeup

Although selling products in a medical practice is still controversial, almost all medical aesthetic practitioners consider it an important adjunct of patient care.

"At Millennium Park Dermatology, we strive to provide excellent dermatologic care to our patients first and foremost," says Dr. Barbosa. "We focus on products that we believe are superior in quality to what patients can obtain in nonmedical, commercial outlets and those that are available elsewhere but can be

difficult for our patients to find.



January/February 2011 | MedEsthetics

## Long-Lasting Makeup

"As the population continues to age, we see more patients complaining of lost eyebrows and disappearing lip lines. Others can no longer see well enough to apply makeup. They want permanent makeup services, and if we don't provide them, they will get them elsewhere," says Gregory Allen, MD, medical director of the Desert Aesthetic & Lifestyle Institute, Mesa, Arizona. "I find this frightening

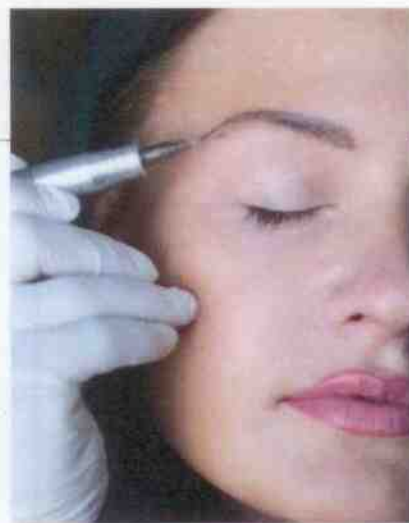
because permanent makeup is virtually unregulated. We offer a safe recourse. This service is especially helpful for burn victims and patients with alopecia."

Dr. Allen chose the Nouveau Contour Intelligent System ([nouveaucontourusa.com](http://nouveaucontourusa.com)) to do eyebrows, eyeliner, lip liner and even scar revision (needling without pigment). The computerized device controls depth of needle penetration for precision, and the pigments are free of harmful dyes and heavy metals.

"Needles and pigment for a particular procedure come in sealed packages which can be discarded after use," says Nicole Davis, esthetician and laser tech at Desert Aesthetic, "so there's no risk of cross-contamination."

"We do a lot of breast enhancement and reconstruction, and find it useful to have someone trained in micropigmentation on staff to do nipple tattoos," says Los Angeles plastic surgeon Mossi Salibian, MD, FACS. "We are fortunate to have an RN who is also an esthetician and is certified in permanent makeup application using Permark ([permark.com](http://permark.com)) equipment and inks."

Dr. Allen advises doctors interested in adding permanent makeup to start with an experienced makeup artist who has a well-developed eye for color and a thorough understanding of makeup application. "Then make sure she gets ample training on the system you choose. We require certification and ask new hires to do test services on family and friends before working with our patients," he adds.



Product suggestions are made based on the trusted relationship we have with our patients."

At True Skin Care Center, the emphasis is on camouflage makeup. "We carry a variety of cosmetics but mostly mineral makeup," notes Dr. Dayan. "We have used many lines over the years, but DermaMinerals is our choice at present. We want to make sure that any line we use has a high mineral content and a high SPF. Clinical testing showing its efficacy for specific indications certainly helps persuade me. We also offer eye and lip products, but our largest stock is concealers and foundations."

"To serve patients well, an office needs a wide enough range of products

to address specific needs, including shade selection, skin type and degree of coverage needed," advises Dr. Barbosa.

"It can be helpful to start with a niche and expand your cosmetic product sales as your business grows. A practice may start with corrective cosmetics or with cosmetic products for people with sensitive skin. Then, once you have a good customer base you can expand your offerings. It is important to bear in mind that patients will expect superior quality products from an aesthetic medical practice, and you should have some sense of the price point that makes sense for your patient base."

For practices with a diverse patient base, it is important that the makeup



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### Targeted Resources

Corrective makeup is available from a myriad of sources. Here are a few brands often used and sold in medical aesthetic practices.

**Coverblend by Exuviance**

([neostrata.com](http://neostrata.com))—concealers with SPF

**Colorescience** ([colorescience.com](http://colorescience.com))—mineral makeup, color correctors, primers and brushes

**Cover FX** ([coverfx.com](http://coverfx.com))—full line of corrective makeup; special program for physicians

**Covermark** ([cm-beauty.com](http://cm-beauty.com))—highly opaque concealers, foundation and setting powder

**ColorTraction** ([colortraction.com](http://colortraction.com))—first liquid, water-based cover makeup using phospholipid-liposome technology

**DermaBlend** ([dermablend.com](http://dermablend.com))—foundations, concealers and setting powders for minor to severe skin imperfections

**DermaQuest Skin Therapy** ([derma-minerals.com](http://derma-minerals.com))—mineral-based foundations, shadows, blushes and lip products

**Dinair Airbrush Makeup**

([airbrushmakeup.com](http://airbrushmakeup.com))—paramedical kit for corrective makeup

**Jane Iredale** ([janeiredale.com](http://janeiredale.com))—mineral makeup, concealers, brushes

**Lycogel** ([lycogel.com](http://lycogel.com))—camouflage makeup and concealer developed to be used immediately after procedures

**Youngblood Mineral Cosmetic** ([ybskin.com](http://ybskin.com))—full line of mineral cosmetics

**Wundercover from Brush Up With Barbara** ([wundercover.com](http://wundercover.com))—concealers, setting powder, brushes

line work for a wide variety of skin types and indications. "That's why we chose Cover FX—its versatility," says Dr. Emer. "Patients can use it for an everyday natural look or to cover bad scars or serious skin conditions."

Most physicians rely heavily on their lead esthetician/makeup artist to choose product lines and decide which items to retail. "Before we chose Youngblood [Mineral] Cosmetics, we looked at many lines. I worked with my estheticians to find out which products worked best for my patients and then examined the choices for safety and efficacy in specific situations," notes Dr. Salibian.

Having knowledgeable estheticians on staff can certainly improve product sales. "Selecting color cosmetics or shades of corrective cosmetics is challenging for many patients," says Dr. Barbosa. "Ultimately patients are more often satisfied with their purchases if they have had professional help in choosing the best products for their needs."

"Women don't like heavy makeup that draws unwanted attention," says Morrison. "We work with them on using the right moisturizer and show them how to cover blemishes and use eye shadow, blush and eyeliner to draw attention away from problem areas. For instance, during recovery there is often puffiness. We show patients how to use blush as a contour tool to minimize the fullness."

"Product is everything," says Barbara Rutecki, a makeup artist with Miss American Beauty in Atlantic City, New Jersey. "For corrective makeup, I swear by Dermablend. It is effective, easy to apply and has a website designed with physicians in mind. If I am promoting a line, it has to work or my credibility is out the door."

### Promoting Cosmetics

Certainly, having a good makeup artist as a part of your team helps with your No. 1 practice-building priority—patient referrals—but should you include makeup services and products in other promotions?



Offering corrective cosmetics and training with a professional makeup artist can boost your patients' confidence and satisfaction.

"We don't want to come across as selling cosmetics," says Dr. Salibian, whose makeup promotions are low-key, consisting mostly of handouts to existing patients and information in email newsletters. "We often include makeup demonstrations and cosmetic products in promotional packages, such as our Night of Beauty," he says.

"We provide samples when possible or have testers available so that people can see what they are buying," adds Dr. Barbosa. "We sometimes bundle product sales with services as well, like chemical peels, neurotoxins or fillers, to encourage patients to try something new."

Linda W. Lewis is a contributing editor to MedEsthetics magazine.

