the foundation of skin
Welcome to the world of DMK Cosmetics.

In the enormous and ever-expanding global arena of make-up it is truly remarkable to discover a range that does all that it promises and more. The advanced formulations contained in DMK Cosmetics and the professional experience of its creators has combined to deliver a range that will redefine our perception of high performance make-up.

In this manual you will find application instructions for DMK Cosmetics Foundation, Crème Glacé, Corrector Colours and Loose Setting Powder. In addition you will find make-up removal and cleaning instructions.

We guarantee you’ll love working with this amazing range.

Welcome to the revolution.
Introduction to DMKC training

It can be overwhelming when you look at the application and technical issues of cosmetics, especially when you have been wearing make-up all of your teen and adult life. I have consulted many entertainment personalities, as well as society women, who all leave enlightened with new information, and often question whether they have been ‘doing it wrongly’ for all these years. This is very common after I finish the make-up application and the client views their face for the first time.

This same feeling of ‘doing it wrongly for so many years’ is actually not the fault of anyone but the commercial industry and false marketing concepts. We see beautiful images every day of flawless skin on magazine covers and advertisements only to be denied the knowledge of the graphic department and the tremendous amount of re-touching that goes into these created spreads. We are constantly surrounded by educational misunderstandings that confuse the artist as well as the technical element that is involved in the make-up application.

Introduction to training (and your ability to be successful) solely rests on your ability to develop certain aspects of your ‘eye’, as well as, becoming instantly familiar with the products. Because even the best ‘eye’ is at a disadvantage if they don’t understand the colours they have available to them.

Understand the products
You need to fully understand how each product works starting with the basics. Learn about the base, how it works and the advantages it offers over all other cosmetics. This is valuable information you can share with your client.

Know each colour
The best practice you can do is to experiment with each colour and find the colour that best matches your skin tone. Finding your correct skin tone match in DMKC is advantageous because you need to wear it in order to qualify as a true spokesperson. But remember there is an advantage as well in knowing what the wrong colours do as well. The matching process will also show you what the wrong selections of colour can do against clients with skin tones that are close to yours. The result is to know what one Series does on a particular skin tone as opposed to another.

Understanding colour is also required when working with corrective colours and neutralising. Colour is the key to make-up.
Simply superior coverage...

...even through the lense of “high definition” cameras
HD seems to be the current buzzword in cosmetics. Unfortunately most cosmetic manufacturers do not understand what HD technology is; much less have a specific formula made for this new media.

HD simply means ‘High-Definition’. It is a transmission process used by both networks and cable channels to transmit images to your television set. Originally television stations broadcasted using analogue technology, which only had 30 lines of resolution. Whereas HD or HDTV has between one or two million pixels per single frame – that’s roughly five times more resolution. Let’s look at how another way in which technology has impacted our lives, that of the movies.

In the golden years of Hollywood, a star’s image would be projected over seven hundred times its original size on screen! As camera technology and film stocks improved, the clarity of the star’s features improved as well. Make-up techniques had to change to keep up with the advances. A ‘make-up test’ would be performed to check how film stocks rendered skin tones.

A star in the 1940’s for example, when their finished image was projected on the screen it always lacked strong detail. Skin pores were not noticeable to audience and make-up was applied more heavily, which gave a smooth appearance to the skin. Walk into the cinema today and audiences will be watching a digital projection of their favourite film. Facial features are projected in hyperrealism, where every pore, blemish and eyelash can be easily seen - much to the chagrin of the actor.

When HD and digital came into common use, make-up professionals had a major problem. Make-up products needed to be sheer enough so as not to be noticed while still providing a high pigment level to give skin the much needed coverage. Mineral make-up was heavily touted as the answer. Directors and producers were satisfied with what was commonly called the ‘natural look’. But truth be known, they were only seeing the talent’s natural skin colour as the mineral make-up offers very little, or no coverage.

DMK Cosmetics introduces a cosmetic Foundation that can be applied sparingly, without sacrificing coverage. It contains no oils so there is virtually no maintenance – other than the natural oils produced by the skin. DMK products are quickly becoming a staple for make-up professionals around the world. It is truly a remarkable product that works for both HD and digital technology.

When DMK Cosmetics was created and formulated it was initially developed for the doctors, plastic surgeons and dermatologists for use on special needs clients. As the entertainment and production world in Hollywood heard about its tremendous value to the industry our eyes were opened to the needs of people around the world who require cosmetics that do what they are supposed to do.

“If it works for the tremendous resolution requirements of HD just think what it can do for your clients.”
If you have used any cosmetic foundation before, you already have a basic understanding, or misunderstanding of some of the basic applications. The basic applications of the cosmetics you have used before are all relatively similar, and the outcome is usually the same – it doesn’t work. You may not have realised this in the past because you never had anything to compare it to – but you do now, DMK Cosmetics.

Historically, all cream type of cosmetics have always formulated with grease or oil based waxes, mineral oils, petrolatum, and other raw materials that - in their specific manufacturing process - used oils as part of the manufacturing process. After long and exhaustive research DMK Founder, Danné Montague-King and cosmetic icon Tommy Parsons developed a cosmetic that actually contained no oil. The problem was not in creating a cosmetic without oil – that was simple. The research began on replacing the oil with something that would make the cosmetic glide on perfectly. Within today’s cosmetic technology, this was like looking for a needle that was not even close to the haystack. Thousands of raw materials had to be re-evaluated along with pouring machinery, testing equipment and other aspects of the entire manufacturing process. DMK Cosmetics not only developed its oil-free cream Foundation, but they developed a technology for operational development and manufacturing for such a superior product.

An example of one of the obstacles faced was it would not melt. In the manufacturing process (of the standard cream type foundation), melting the cosmetic is essential when filling the container, also known as the pouring process. Cream cosmetics are poured at 85°C (185°F) in most cases, depending on the cosmetic. There are no cosmetics that are poured hotter than this temperature. In the research process, machinery had to be re-worked to handle a cosmetic that would not melt at 112.7°C (235°F). Melted DMK Foundations incidentally turn into the cold syrup-like consistency rather than a thin milk-like consistency which would flow easily into a container. We not only revolutionised the cosmetic formulation industry, but made many technical advances in cosmetic machinery and filling procedures as well.
Another area was in the pigmentation of the DMK formula. Raw pigments are powders, and up to now anything with 50% or over would be a non-spreadable concrete type of compound. DMK developed a pigmentation process that allowed higher concentration of pigmentation in a formula without sacrificing the blend ability of the product. This high pigmentation gives the therapist, the professional, as well as the individual user a powder which has the ability to cover like a second skin without being thick.

No oil meant maintenance was done on the oils in the face and not the cosmetic, a truly remarkable and practical advancement in cosmetics the professional should have had years ago.

We are also proud to be the first cosmetic in the world to incorporate BIOCENCE™ into the formulation as a preservative thus eliminating the parabens. This natural preservative is a killer of bacteria including acne vulgaras when placed in a compound at the right percentages.

DMK Cosmetics offers you a colour range of Foundations, formulated so that make-up finally does what it is supposed to do. You now have the power to apply a sheer natural coat of Foundation on a client’s face, look extremely natural without sacrificing coverage. DMK Cosmetic Foundations do not contain any petroleum, oils or any raw materials that use oils, mineral oil or ‘greasy’ components as part of the manufacturing process. DMK Cosmetic Foundations are formulated so they offer supreme coverage with little maintenance.

One key to this formulation is a blend of high-grade silicones that comprise part of the base of the Foundation. Silicones have been used in virtually all aspects of our lives from industrial to medical. The high quality, medical grade silicones are fully approved and have never had any issues regarding adverse affects on the skin.

For additional information about ingredients and their uses within the DMK Cosmetics - each section of this training manual has a detailed listing of the ingredients, with the description and use within the formulation.

Get ready; you are about to finally use a cosmetic that works, for the first time.
Cosmetics are generally defined as: ‘Any substance or preparation for human use for the purpose of cleansing, beautifying or altering the appearance commonly to include personal toiletry products (such as shampoos and lotions), beauty products and fragrances.’

Cosmetic and beauty products are subject to legislative requirements globally, for instance, in The United States, The United States Food and Drug Administration’s Cosmetic Division provides strict guidelines for every aspect of the raw materials, manufacturing, marketing and usage claims for the consumer. In Europe, the EU Cosmetics Directive (76/768/EEC) provides strict guidelines controlled by authorities in each member state.

Cosmetic raw materials including raw chemical components and packaging are made by a large array of companies with locations all over the world. These companies offer an infinite variety of levels in quality ingredients from pigments and other components which are placed as part of the formula to plastics and metal used in the packaging creation process. Historically larger cosmetic companies have been able to use inferior components in order to lower costs as well as some cosmetic labs offering sub-standard service and production values accompanied by sub-standard raw materials and poor manufacturing practices.

DMK Cosmetics uses the highest quality ingredients in all aspects of its manufacturing, including the manufacturing of our packaging components, cosmetics and all other parts of sub-manufacturing. We select only international raw material manufacturers that use approved and proved good manufacturing practices with the highest reputations and proof of quality ingredients.

DMK Cosmetics does not allow, condone or purchase any raw materials or component from any manufacturer that performs research or regulatory testing on animals. We believe in the preservation of life for our animal friends and not death due to testing from companies that offer inexpensive or lower grade cosmetics. We test on actors and actresses, not animals.

All raw materials are tested for clarity, purity and conform to all world governing organisations. This testing includes environmental, air quality, microbiological, raw material, stability, solubility, sterility, de-formulation and endotoxin testing. These tests are not only performed on all raw materials by our manufacturers but also by our plastics manufacturers for all of our packaging components.

The use of BIOCENCE™ in our Foundation, corrective and HD loose powder formulas surpasses the requirements for preservatives guidelines in any cosmetic. DMK Cosmetics is the only company in the world that uses the BIOCENCE™ natural preservative system in a cosmetic formula. Again, DMK Cosmetics is leading the world in advance formulations of cosmetics.
Two basic application techniques:
The Therapists and the Professional

DMK Cosmetics is revolutionary for creating and incorporating the make-up application as the final and finishing step to a skin treatment process.

While there are many application techniques, there is one standard technique that is used all over the world by professional make-up artists, as well as the amateur or beginner – that is of course, sitting their client in a high chair.

Professionals will always have a chair and it might be advised to purchase one to use for make-up consultations, as well as special make-up applications like brides, special corrective make-up and make-over’s.

DMK aestheticians however, are urged to complete the entire make-up application with the client lying on the bed, either flat or at a 30 degree inclined position. There are many advantages to this positioning, with the main one offering the client a fully completed face when they sit up and view themselves in a mirror for the first time. We call this a guaranteed sale.
DMK Cosmetics High Definition make-up and Crème Glacé perform best on skins that have been revised with DMK skin care. While the Foundations and Crème Glacé have been formulated to help cover blemishes, uneven skin tone or signs of ageing on the surface of the skin will affect the outcome. The less redundant dead cell build-up and TEWL (trans-epidermal water loss) the better the result.

Skin that has a fresh, cuticle-free surface and a restored acid mantle will provide the ideal canvas for the world’s finest ‘paint’. For best results, choose one of the following options.

For DMK Skin Care Clinics

**Basic Cleansing only**
- DMK *milk cleanser* (normal to dry skin)
- DMK *deep pore cleanser* (oily or problematic skin – acne or dermatitis)

**Redundant cuticle (dead skin cell) removal**
- DMK *Enzyme Masque #1*
  - Home Use: DMK *foamy lift* and *exoderma peel*
- DMK Prozyme Treatment
- DMK Micro Peel Treatment Skin Surface Rebuilding

**Surface Rebuilding**
- DMK transdermal serums
- DMK transdermal crèmes
- DMK *herb & mineral mist*
- DMK *seba-e*

For Non-DMK Skin Care Clinics

**Basic Cleansing only**
- DMK *ultra gentle cleanser* (normal to dry skin)
- DMK *total cleanser* (oily, problematic, acne or dermatitis)

**Redundant cuticle (dead skin cell removal)**
- DMK *micro peel*

**Skin Surface Rebuilding**
- DMK *conditioning cream*
- DMK *derma crème*
- DMK *soothing tonique*
- DMK *solar damage gel*

*Additional products listed in the DMK Alpha Brochure and Training Manual.*
the foundation of skin
Evaluating your client’s skin tone

Basic procedures for matching DMK Cosmetic Foundations to your client’s skin tone

The hardest thing about colour matching is establishing a starting point or reference on the client’s skin tone. This must be done in order to correctly establish a match. What seems light to you might actually be medium or even dark for someone else. The references to ‘light and dark’ in this section refer to your perceived eye, your evaluation of skin and your knowledge of the DMK Cosmetics products. It is impossible to teach ‘light and dark’ but it is possible for you to establish your own parameters for evaluation purposes. There are two basic educational tools you must have in order to know how to match a skin tone.

- You must train your eye to recognise skin tones properly. This is not taught but practiced. Eventually your eye becomes trained out of habit. Some people get this quickly while others need more practice. It’s simply a matter of training and understanding colour and establishing your own reference points.

- You must be familiar with the DMK Foundation colours. You have to know the colours of your tools in order to know which colour to use on your client.

Even the most experienced professionals can have trouble selecting the right foundation because they do not understand the colours within the specific range. This takes practice and understanding of the colours in the DMKC line and how each colour works from light to dark.

This also applies to understanding the HiLites and LoLites and how they will react on skin (in either a positive or negative manner) by reflecting secondary colours that give a rose, pink or olive colour. Making mistakes and learning from them is the key to matching and evaluating skin tones to DMKC Foundations.

Materials needed:
- Stainless Steel palette
- Stainless Steel Spatula
- All DMKC Foundations
- Tissue or soft cloth
- Foundation tester applicator (optional)

Tech Tip
The use of a gel hand sanitiser is important to help maintain hygiene. Note: Be sure to use a non-scented variety.
Step-by-step for matching skin tones

1. Ensure your hands are clean. There is no need to use protective materials for most make-up applications. In the event you’re applying make-up to someone with any type of virus, you may want to wear protective gloves and a mask. You would include this as a part of the consultation.

2. Ensure your client’s face is clean. If your client has just finish with a DMK treatment you are ready for the make-up application. If your client has not had a treatment you will need to clean the face with the correct DMK Alpha Products.

3. Evaluate your client’s skin tones by observing the following:

   a) Evaluate your client’s major skin tone – ‘light and dark’. This is sometimes hard to evaluate. If you are comparing someone from Norway with someone from the Middle East, you will definitely know who is light and who is dark. If you are evaluating someone with Asian skin, you can tell if they are very light, light, medium-light, medium-dark or dark. Just set your own range (believe it or not). As you get more experience, your eye will become trained to notice the ‘light and dark’ values of skin. Take the example of a skin tone that is very pale. You know that each DMKC Foundation Series has 5 colours, each ranging from light to dark. We know the lighter skin tones (like the example above - very pale) are the lower numbers (1 and 2). Someone that had a skin tone that was darker might be in the same Series, but a 3 or 4.

   b) Next, evaluate your client’s undertones. Natural, pink, olive, or yellow. This is a little bit harder to do and involves training your eye to correctly notice undertones and not be ‘distracted’ by the skin tone. One easy way for beginners is to follow what DMKC calls the ‘DMKC Sun Tan Test’. Ask your client if they were to be exposed to the sun, what would happen. Most people who tan and have a beautiful olive based, brown tan would use a Foundation colour that was olive based and brown (with an absence of red or coral). If you notice the Foundation Series you would immediately eliminate the Naturelle Series because that Series has pink and coral in those Foundation undertone colours. The Shinto Series would be too yellow (because the tanned skin is brown/olive. Not brown/yellow). The right Series would be either the Olive Series of the International Series. In this case, since the tanned skin is brown/olive - without the red, we are pointing toward the International Series because that Series has an absence of red/pink undertones. The Olive Series has a very small amount. The Shinto has yellow/olive undertones for lighter skin tones and the Ebony Series has olive/yellow for darker skin tones.
Simple method of detecting undertones

<table>
<thead>
<tr>
<th>What your client’s skin does after sun</th>
<th>If the client’s skin turns red after sun</th>
<th>If your client’s skin turns red after sun – then turns brown</th>
<th>If your client turns brown in the sun and never burns</th>
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<td></td>
<td>Stays reddish</td>
<td>TURNS brown AFTER TIME</td>
<td>That envious tan</td>
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| Start with this DMK Foundation Series | Try starting with Naturelle Series for blue and pink undertones | Try the International Series or Olive Series for coral to light olive skin tones | Try the Olive Series, Shinto or International Series for olive to golden undertones and use Ebony for darker skin |

4. Match the skin tone to the correct DMKC Foundation Series. After you establish the correct undertone, select the Series that most closely matches that undertone.

5. Next match the ‘light and dark’ value from above (4a) for the correct colour value. After you do this, you should have the right colour Foundation. If you missed it, look at the colour of the Foundation against the skin and see where you went wrong. This is a very important step in training your eye to record errors so you can process that information to ensure you make better and quicker selections in the future. One common error that will happen is you might not detect lighter olive skin tones. Once you try the Foundation colour you suspect to be a match, the colour will run very ‘orangey’ on the skin. This obviously means your have selected the wrong colour. You should learn from that particular mistake and understand that the undertone you did not see was ‘bluish’ and that caused the make-up to go orange. If you then try the Olive Series you will notice it matches the skin tone and does not run orange.

6. Take a DMK Spatula and palette and place a very small amount of the selected colour on the palette.

7. Take the Spatula (or a tester applicator) and place a small amount of Foundation on the face above the jawbone. The Foundation should be at 100% at this point. Do not blend it into the skin. Look and evaluate how the Foundation matches the skin tone. If the colour is correct proceed with the application, if not, select another Foundation.

**NOTE:** If using the tester applicator, discard it and use a new one for each colour.

Sometimes, you might not be able to get an exact match. The colours you have placed on the face as testers might be blended together with a Sponge. If this is the case, your selected Foundation colour might be a blend of the Foundation colours you used on the face. Blend the Foundation colour together using the palette and Spatula. Be sure to mix enough Foundation colour on the palette together to complete the full application to the face. Record your results on your DMKC prescription pad for future reference especially if you are mixing.

8. Clean the palette and Spatula with DMKC Brush Cleaner and a tissue or soft cloth.

**NOTE:** Remember DMK skin care goes hand in hand with the DMK Cosmetics range. For those unfamiliar with DMK skin care, this is the perfect opportunity to add an additional DMK client to the list!
Pre-application process

The application process is very easy. Remember, you as the technician should be able to accomplish this within a specific period of time.

Every client you have will be a special case and should be treated as such because every client you have has a completely different taste and specific need for make-up. Additional time should be allowed for special cases requiring extended correction and neutralisation. In addition to this, time should be allotted for an initial consultation to find out the specific needs the client requires.

Sometimes these specific needs adversely affect the outcome and the perception of the make-up application from the viewpoint of the client. Some clients wear and feel very comfortable with foundations that do not match the skin – noticeably. In cases like these, extreme diplomacy needs to be applied to the initial evaluation and the first application. For example, a client who wears a colour which is too pink for their skin tone may not be happy with a Foundation that matched their skin tone. The shock value would upstage your work. Prepare the client for this beforehand so as not to shock client. The initial impression will influence the overall outcome and the customer’s ability to recommend more clients for you in the future.

There are a few things that are recommended before the make-up is applied:

1. Ensure your client’s face is clean. If your client has just completed a DMK Skin Revision Treatment they are ready for the final step: the application of make-up. If they have not been cleansed, select the right products from the DMK Alpha range and perform a 5 minute cleansing and skin preparation before the application.
2. Ensure your hands are clean. There is no need to use protective materials for most make-up applications. In the event you’re applying make-up to someone with any virus, you may want to use gloves and/or a mask and include the cost of your materials in the consultation.
3. Your client should be in a well-lit area and seated comfortably. If the client has just finished the treatment, the make-up application should be performed on the treatment bed with the bed at a 30-degree angle. If this is a consultation or a make-over, seat the client in a tall chair.
4. You should be comfortable and have the ability to work on the client without extreme stooping in order to avoid back problems – you need to be comfortable in order to concentrate on your client.
5. A large hand mirror is important during application. Your training and consultation needs to be watched, step-by-step, by the client. This not only educates your client, but it sells product. If you’re performing a special make-up (i.e., covering a specific skin problem) it is recommended not to allow the client to watch. You will be using special neutralisers and correctors that will cause the client to ask questions and possibly distract you from concentrating of the use and selection of the right colours. This is decided upon on a case-by-case basis and an exception is when you are training or teaching your client.

Tech Tip
Using DMK products on a non-DMK skin revision client, is a good way to expand your DMK sales from Cosmetics into skin care.
6. Keep a record of everything you use. Always use the DMK Cosmetics prescription pad for recording products used for potential post-application sales. Plus, you will be surprised at the number of clients that love the make-up but can never remember what colour they wear – this keeps you from doing colour matches over and over.

7. Keep your application area clean. There is no way you can impress your client when your tools and make-up are presented in a poor condition.

8. Have all the necessary materials, tools, and supplies handy at your fingertips; this makes you look more professional. The entire ensemble of colour and tools should be laid out on a white cloth and readily available.

9. Once your client is seated ready for the application, avoid phone calls and questions from your staff and other clients.

10. Never perform a consultation on more than one client at a time. Always work with your client on a one-on-one basis. Each client has different needs and different colours. This customises your client’s needs and helps you prescribe the right products and procedures.

11. Work with your client on every part of the entire application process. Education is the key here. Sometimes, you will have to re-educate your client from previous mistakes and bad habits they have accumulated. When you re-educate, show them a positive difference and prove DMK Cosmetics do exactly what they are supposed to do.

12. Discuss the client’s needs, requirements and lifestyle. This will help you in prescribing the right colours and application procedures.

13. Always experiment and practice in your spare time. You will never educate yourself unless you practice and practice. Feel free to offer make-up applications to anyone just for practice (or for potential sales).

14. Ensure you wear DMK Cosmetics and that the application is perfect – after all, you’re a walking advertisement and can offer personal testimony to the grandeur of the products. This is especially noticeable in the eye, cheek, and lip colours. In addition to this, remember to be conscience of strong fragrances as well as your breath. After all, you will be working very closely to your client.

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**Tech Tip**

The use of a gel hand sanitiser can be used during application.

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**NOTE:** The DMKC Prescription Pad can be used to record your client’s make-up history and to create a ‘shopping list’ for the products used. Write down everything including: products, application tools and don’t forget DMKC Brush Cleaner!
Application of the Crème Glacé

Crème Glacé Information:
Is an HD occlusive make-up primer that will cover fine lines and wrinkles as well as prepare the ‘canvas’ of the face for the make-up application.

Size:
30 ml (1.0 oz) jar and should provide about 40-60 standard applications. Each jar is packaged in a box. Expiration: 90 days from date of cap opening.

Ingredients Usage in DMKC’s Crème Glacé:

- **Cyclomethicone**
  Cyclomethicone is a clear, odourless, silicone-based liquid that is incredibly useful and versatile in a number of bath and body recipes. It is a synthetic unmodified silicone that stays on the surface of the skin - the molecules are too big to physically penetrate the upper living cells.
  Because it evaporates relatively quickly, it is most commonly used to carry fragrance or essential oils in linen sprays, body sprays, and roll-on dry perfumes. It is also used in lotions to impart a slick, silky feel - and is widely used in hair treatments.
  There are many different varieties and grades of Cyclomethicone. DMK Cosmetics’ formulation is a medical grade, high quality blend of three types of Cyclomethicone that offers protection to the skin and an easy application with the DMK Foundation Formula.

- **Isododecane**
  Hydrocarbon ingredient used as a solvent. Isododecane enhances the spread ability of products and has a weightless feel on skin. All hydrocarbons used in cosmetics help prevent the evaporation of water from the skin. In the DMK Cosmetics Foundation formula Isododecane is a weightless product that allows the cosmetic to spread evenly on to the skin.

- **Isohexadecane**
  Isohexadecane is a high purity, iso-paraffin emollient and solvent used in cosmetics and beauty products. Although it is colourless and odourless, it creates a very creamy, thick formula. However, for all of it’s rich texture, Isohexadecane leaves a non-greasy, light and silky feeling on the skin. It is most often found in foundations, sun care products, lip products, deodorants and antiperspirants and make-up removers. A study was published in Contact Dermatitis in 2004 that concluded that Isohexadecane does not cause contact dermatitis. In the DMK Crème Glacé formulation Isohexadecane is an emollient that leaves the skin feeling silky.

- **Zinc Oxide (CI77947)**
  Zinc Oxide is a natural source pigmented mineral, quarry mined and further refined to a fluffy white powder. It is commonly found in cosmetics as a whitening agent and it is also found within sunscreens because of its impressive capability to block UV light. Zinc Oxide has an enormous refractive index (ability to bend light) and comes in right under the refractive capabilities of diamonds. This is why it is the first choice for powerful sunscreens. Below are the two main uses for Zinc Oxide.
  **Cosmetic Use**
  - Zinc Oxide is one of the most powerful whitening pigments found today. It adds a bright white colour to lotions, creams and sunscreens.
  - In the DMK Cosmetics formulation Zinc Oxide is used as a reflector that will illuminate the face and offer better opacity and refraction to the Foundation when applied over the Crème Glacé. DMKC Zinc Oxide is Soft Vision™ encapsulated that reduces the appearance of fine lines and wrinkles without allowing colours to change on the skin after applications - as opposed to the standard milled minerals used in most formulations.

- **Dimethicone Crosspolymer**
  Cosmetics companies are always interested in improving the aesthetic and performance properties of cosmetics. Currently available, colour cosmetics have vastly improved compared to concoctions that women wore in the early twentieth century. Much of the improvement is due to the availability of many different synthetic polymers that are customised to provide specific functional properties when incorporated into cosmetics. For example, in past years, longwearing cosmetics were achieved by incorporating natural resins such as Sandarac Gum or Cellulose Polymers. These natural substances had many drawbacks, one of which was inconsistency in properties from batch to batch.
Now synthetic polymers such as silicone resins provide this property in addition to being consistent across batches. Such resins are inexpensive, relatively easy to manufacture and widely available. In the DMK Cosmetics Foundation formula, Dimethicone Crosspolymer allows the Crème Glacé to spread on to the skin evenly, but it also disappears through evaporation after several minutes of being exposed to the air. This product replaces all oils that would normally be in a cosmetic that stay on top of the skin and cause major skin irritations and extended maintenance for professionals as well as individual users.

C12-15 Alkyl Benzoate

Mainly used as an emollient and thickening agent. Many cosmetic products contain this ingredient because it provides a light conditioning and silky after touch to the skin and hair. It's also been shown to act as an antimicrobial agent and a preservative, particularly in products containing UV absorbers. You may find this ingredient in a variety of cosmetics such as sunscreen, facial moisturiser, anti-ageing treatments, shampoo/conditioner, body wash, self-tanner, eye cream, foundation and deodorant.

In the DMKC formulation, this is used not only as a preservative but adds in the silky feel to the skin after application.

Bisabolol

It is a terpene and is classed as a alcohol and used as a miscellaneous skin-conditioning agent, as well as a fragrance ingredient. Bisabolol is also known as Alpha Bisabolol. It can be extracted naturally or derived synthetically. We use the naturally derived Bisabolol, which is obtained from the medicinal plant, Chamomile (Matricaria recutita), where the Bisabolol isomer is the active principle in the plant. In the DMKC formulation this is used as a skin conditioning agent.

Silica

Silica, when contained in foundation, adsorbs sweat and oils in skin, which prevents light reflection and keeps make-up on the skin longer. Spherical particle type of Silica improves the smoothness and spreading of foundation and cream. The smooth surface appearance of nail polish is created by Silica particles in the polish. Porous Silica is used as an ingredient in powder perfume, which can keep the fragrance on the skin for a longer time. Silica is contained in antiperspirant, which gives the smooth feeling after it is applied on the skin. In the DMK Cosmetics Foundation formula Silica as an ingredient that absorbs oils as well provides a matte finish.

Bisabol Punica Granatum (Pomegranate) Oil

Pomegranate is a species of fruit-bearing, deciduous shrub or small tree that grows up to 5-8 m tall. The leaves are opposite or sub-opposite, glossy, narrow, oblong, entire, 3-7 cm long and 2 cm broad. The flowers are bright red, with five petals each. The fruit is between an orange and a grapefruit in size. Punica Granatum is extensively cultivated throughout Armenia, Azerbaijan, the Middle East, Afghanistan, Pakistan, North India, the drier parts of Southeast Asia, Peninsular Malaysia, the East Indies and tropical Africa. In the Northern Hemisphere, the season for pomegranate fruit is from September to February. In the Southern Hemisphere, the season stretches from March to May. In the DMKC formulation, pomegranate oil does the following:

- Pomegranate is well known for antioxidant properties.
- Pomegranate Seed Oil is extensively used in cosmetic products to revitalise dull or mature skin.
- The oil adds moisture to the skin and consists of natural estrogenic properties. It is anti-inflammatory and anti-microbial, improving skin elasticity and protecting the skin as well.
- It provides relief from minor skin irritations, such as dry skin, eczema, psoriasis and sunburned skin. The oil obtains its strong anti-inflammatory properties from the conjugated fatty acids present in it.
- Pomegranate Seed Oil also helps in reducing swelling and easing muscular aches and pains.
- Some studies have also shown that the oil works to stimulate Keratinocyte proliferation, thereby promoting regeneration and strengthening of the epidermis.
- Pomegranate is one of the few plants that are a source of conjugated fatty acids. It also contains an abundant amount of puninic acid, which has been called a ‘super CLA’. Its effect is more potent than the ordinary CLA. Studies suggest that this may support the immune system and build the natural ability of the body to fight against many ailments. Phytoestrogens, which are similar to the estrogens produced naturally by the human body, are also contained in Pomegranate Seed Oil. The use of Pomegranate Seed Oil has served to ease the symptoms associated with menopause and pre-menopause, such as mood swings, hot flashes, night sweats, vaginal dryness and diminished appetite.

Tech Tip

Crème Glacé can also be used to create a moose by mixing ½ Crème Glacé with ½ of the selected Foundation. This sheer Foundation is great for men and clients not looking for full coverage.
Aloe Barbadensis Leaf Juice

Aloe Barbadensis Flower Extract, Aloe Barbadensis Leaf, Aloe Barbadensis Leaf Extract, Aloe Barbadensis Leaf Juice, Aloe Barbadensis Leaf Polysaccharides and Aloe Barbadensis Leaf water are ingredients derived from the plant Aloe barbadensis, which is also commonly called Aloe Vera. Other species of Aloe, such as Aloe Andongensis, Aloe Arborescens and Aloe Ferox may also be used to derive cosmetic ingredients. These ingredients include Aloe Andongensis Extract, Aloe Andongensis Leaf Juice, Aloe Arborescens Leaf Extract, Aloe Arborescens Leaf Protoplasts, Aloe Ferox Leaf Extract, Aloe Ferox Leaf Juice and Aloe Ferox Leaf Juice Extract. In cosmetics and personal care products, ingredients derived from the various species of Aloe are used primarily in skin care preparations, make-up formulations and make-up removers and bath soaps. In the DMKC formula Aloe-derived ingredients enhance the appearance of dry or damaged skin by reducing flaking and restoring suppleness.

Nylon-12

The properties of semi-crystalline polyamides are determined by the concentration of amide groups in the macromolecules. Nylon 12 has the lowest amide group concentration of all commercially available polyamides thereby substantially promoting its characteristics:

- Lowest moisture absorption: Parts show largest dimensional stability under conditions of changing humidity.
- Exceptional impact and notched impact strength, even at temperatures well below the freezing point.
- Good to excellent resistance against greases, oils, fuels, hydraulic fluids, various solvents, salt solutions and other chemicals.
- Exceptional resistance to stress cracking, including metal parts encapsulated by injection molding or embedded.
- Excellent abrasion resistance.
- Low coefficient of sliding friction, in dry running against Steel, polybutylene terephthalate, polyacetal, and other materials.
- High process ability.
- In the DMK Cosmetics Foundation formula Nylon-12 is used for all of the above plus the Nylon-12 structure helps to conceal fine lines and wrinkles when combined with DMKC encapsulated pigments.

NOTE: If the Crème Glacé ‘beads up’ on the skin, this is due to excessive dryness. Remove the excess beading with the DMKC Powder Brush or wipe gently with a Powder Puff and continue. After the application is complete, allow about 30 seconds to one minute for the Crème Glacé to set.

Technical Application:

Crème Glacé prepares the skin for the application of DMK Foundations. Crème Glacé can be used over any skin type of condition. It is a blend of medical grade silicones and Zinc Oxides. General application of this concentrated product should be done with the DMKC Crème Glacé Brush. A non-latex hydro-foam Sponge can be used, however the Brush will apply the crème glacé in a sheer application. If you see the skin turn a ‘noticeable’ white, you have applied too much. Remove the excess with a DMKC non-latex hydro-foam Sponge. Clean the Crème Glacé Brush with DMKC non-flammable Brush Cleaner.

Materials needed:

- DMKC Crème Glacé
- Stainless Steel Spatula
- Stainless Steel Palette
- Tissue

1. Using the DMKC Stainless Steel Palette and Spatula take a small amount of Crème Glacé from the container. On a normal size face, this will be about 2 Spatulas full. Clean the Spatula with a tissue.

2. With the DMKC Crème Glacé Brush (or the DMKC Sponge), take a moderate amount of Crème Glacé from the palette using the Crème Glacé Brush. Apply a thin layer on the client’s face using gentle strokes in all directions. The Crème Glacé will appear a little white at first and will disappear as you work in on to the skin. Be sure to apply Crème Glacé in all areas including eye and orbital areas.

3. Update the DMK Cosmetics Prescription pad with the Crème Glacé information.
Correction

Corrector Colours Information

Correction is the process of neutralising unwanted colours from the skin. Unwanted colours can include redness due to sunburn, acne redness, bruising, tattoos and dark circles under the eyes.

Size:

There are 10 Correctors available in two sizes. Individual sizes come in a flip top, mirrored compact with a net weight of 18 oz./5 gm. All Correctors are also available in a refill size for the palettes at .11 oz./3 gm. Because of the variety of uses in Correctors there is no correction number of applications listed.

Ingredients usage in DMKC’s Corrector Colours:

DMK Cosmetics corrector colours as well as the Foundations are made from the exact same formula. This is done to ensure blending and mixing can be done with ease and technical balance. For the detailed ingredients and listings please see the DMK Cosmetics Foundation Application Section.

Steps for Neutralising on the face

1. Take a very small amount of the correct DMKC Neutralizer and place on the DMKC Palette.
2. Select the correct DMKC Corrector Brush.
3. Load the Corrector Brush with a small amount of DMKC Corrector.
4. With light strokes, start applying the DMKC Corrector to the area to be concealed.
5. When the area has been successfully neutralised, cover with DMKC HD Translucent Powder. For powdering directions please see Powdering Section in this manual.
6. Apply Foundation.

NOTE: Sometimes you may be neutralising skin tones that require two Neutralizers, e.g. bruises. Remember, depending on the age of the bruise, it may be both red and blue in colour (purple tones). Keeping the basic principles of basic correction in mind, first neutralise the red colours out of the area, and then neutralise the blue colours out of the area. You may need a very light touch of DMKC HD Translucent Powder between layers.

Tech Tip

HiLites and LoLites can be used to lighten the intensity of a colour. Use Yellow HiLite to lighten and LoLite 2 Espresso to darken. Mix the colours in with the Foundation on the DMKC Palette.
HiLites

Yellow HiLite C2010YH1
Is used not only as a HiLite for olive skin tones, but can be added with lighter Foundations to remove redness or to add yellow to a Foundation. Because the Yellow HiLite is a lighter colour, it will lighten the Foundation as well.

Orange HiLite C2010OH1
Is used to highlight underneath the eye and to accentuate planes (or areas) on the face. It is also used to lighten and/or conceal blueness due to its orange base tone colour.

Pink HiLite C2010PH1
Used primarily to highlight under the eyes and accentuate areas on the face with skin tones in the coral to coral pink range, Pink HiLite will also neutralise browns and extended dark earthy colours on the face.

Special Dark HiLite C2010DH1
Used primarily as a highlight to accent darker skin tones. It can also be used to subtly darken lighter Foundations as well as adding slight warmth to medium to medium-dark Foundation.

LoLites

LoLite 1 – Café C2010NC1
Used mostly as a contour colour for all light skin tones, it can also be used to darken Foundation colours without adding any secondary colour characteristics like ruddy, olive, yellow or blueness.

LoLite 2 – Espresso C2010NC2
Used mostly as a contour colour for all dark skin tones, it can also be used to darken Foundation colours without adding any secondary colour characteristics like ruddy, olive, yellow or blueness.

Red Correctors

Red Corrector 1 C2010RN1
Used for neutralising harsh redness from lighter to medium light skin tones. It can also be used to remove redness from Foundation colours.

Red Corrector 2 C2010RN2
Used for neutralising redness in light to medium dark skin tones. It can also be used to remove redness from Foundation colours without lightening.

Blue Correctors

Blue Corrector 1 C2010BN1
Used for neutralising blueness on the face (dark circles, tattoos) but will also add a coral warmth to a Foundation.

Blue Corrector 2 C2010BN2
Used to neutralise blueness on lighter skin tones and to add coral warmth to light skin tones.

Tech Tip
All DMK Correctors can be added to Foundation mixing to increase or decrease the value and hue of the colour. Use a Red Corrector in a Foundation too ruddy to reduce the redness. Be careful, too much in a darker Foundation will reduce redness as well as lighten the colour.
Application of DMKC Foundation

Premier Foundation information
DMKC Cosmetics Foundation is a water resistant, oil-free Foundation with over 50% pigmentation. DMKC Foundations provide clients with ultimate coverage devoid of caking or creasing. The Foundations also contain anti-ageing properties that can work to reduce the appearance of fine lines and wrinkles without a heavy look. Its unique formulation and superior qualities are blended together to create a flawless canvas with little or no maintenance.

DMKC Premier Foundations come in 3 forms:
Retail and Professional size
is a .34 oz./9.5 gm. Flip top compact with mirror and box. Offers approximately 100 applications depending on the coverage required.

Palette Refill Size
is a .11 oz/ 3 gm insert for refills into the Foundation palettes offer approximately 10 applications per refill depending on the coverage required.

Foundation Palettes
Each 6 colour palette features 5 Premier Foundations as well as 1 highlight especially suited for the Series. Each Series is represented in all 5 palettes. Each individual colour in the palette can be replaced by refills listed above.

Ingredients details and uses for Premier Foundations

Ethylhexyl Palmitate
Is used in cosmetic formulations as a solvent, carrying agent, pigment wetting agent, fragrance fixative and emollient. In the DMKC Cosmetics Foundation formula, Ethylhexyl Palmitate is used as an emollient that helps the cosmetic to glide on to the skin evenly. It also helps the cosmetic to blend with other colours.

Isododecane
Hydrocarbon ingredient used as a solvent. Isododecane enhances the spread-ability of products and has a weightless feel on skin. All hydrocarbons used in cosmetics help prevent the evaporation of water from the skin. In the DMKC Cosmetics Foundation formula Isododecane is a weightless product that allows the cosmetic to spread evenly on to the skin.

Bis-Vinyl Dimethicone/Dimethicone Copolymer
Cosmetics companies are always interested in improving the aesthetic and performance properties of cosmetics. Currently available colour cosmetics are vastly improved compared to concoctions that women wore in the early twentieth century. Much of the improvement is due to the availability of many different synthetic polymers that are customised to provide specific functional properties when incorporated into cosmetics. For example, in past years, longwearing cosmetics were achieved by incorporating natural resins such as Sandarac Gum or Cellulose Polymers. These natural substances had many drawbacks, not the least of which included inconsistency in properties from batch to batch.

Now Synthetic Polymers such as Silicone Resins provide this property in addition to being consistent across batches. Such resins are inexpensive, relatively easy to manufacture, and widely available. In the DMKC Cosmetics Foundation formula Bis-Vinyl Dimethicone/Dimethicone Copolymer allows the cosmetic to spread on to the skin evenly, but it also disappears through evaporation after several minutes of being exposed to the air. This product replaces all oils that would normally be in a cosmetic that stay on top of the skin and cause major skin irritations and extended maintenance for professionals as well as individual users.

Dimethicone
Silicon is ubiquitous in the earth. Silicon, like carbon, can form polymers. Dimethicone is a fluid mixture of Siloxane Polymers sometimes referred to as Polydimethylsiloxane (PDMS). It is optically clear, and is generally considered to be inert, non-toxic and non-flammable. Dimethicone is the most widely used Silicone Polymer, and is particularly known for its unusual rheological (or flow) properties. In the DMKC Cosmetics Foundation formula Dimethicone does the same as the above within the silicone family. Its properties are to accelerate the complete evaporation while helping the cosmetic to flow on to the skin evenly.
Polyethylene

Polyethylene is used for a variety of purposes in cosmetics and personal care products. It is used to unite or bond surfaces together and to hold together the ingredients of a compressed cake. Polyethylene can be used to dilute other solids, or to increase the thickness of the lipid (oil) portion of cosmetics and personal care products. It helps to keep an emulsion from separating into its oil and liquid components. Polyethylene dries to form a thin coating on the skin, hair or nails. When used in oral care products, it polishes the teeth, reduces oral odour, or otherwise cleansed or deodorises the teeth and mouth. Small beads made of Polyethylene are also used for exfoliating, smoothing or polishing the skin. In the DMK formulation, Polyethylene is used as a binder holding together the powder and base components. It also has some waterproofing and long lasting qualities.

Isostearyl Behenate

A synthetic compound derived from fatty acids. Used as an emollient and moisturiser. In the DMK Cosmetics Foundation formula Isostearyl Behenate provides moisture to the cosmetic without using oils or water.

Trihydroxystearin

Mixture of glycerin and fatty acids used as an emollient and thickening agent. In the DMK Cosmetics Foundation formula Trihydroxystearin is used as an emollient rather than a thickening agent.

Caprylic/Capric Triglyceride

Caprylic/Capric Triglyceride is a liquid made from coconut oil. In cosmetics and personal care products, Caprylic/Capric Triglyceride is used in the formulation of lipstick, eye make-up, foundations, blushers, perfumes, moisturisers, suntan and sunscreen products and many other products. In the DMK Cosmetics Foundation formula Caprylic/Capric Triglyceride is made in a highly refined process to make the raw material non-oily and oil-free. Only the highly processed triglyceride has this property.

Stearalkonium Hectorite

Stearalkonium Hectorite is a creamy white, fine powder. In cosmetics and personal care products, Stearalkonium Hectorite is used in a wide variety of products including lipstick, eye make-up, nail polish and other manicuring products. Surfactant - suspending agent’s function by modifying a solid’s surface characteristics by adsorption. Changing the surface properties of a solid, keeps the particles from coming together and falling out of solution. In the DMK Cosmetics Foundation formula as a suspension agent that keeps the pigments and opacifiers in the formula from settling into the Foundation.

Propylene Carbonate

Propylene Carbonate is a clear, odourless solvent with a high boiling point. In cosmetics and personal care products, Propylene Carbonate is used in the formulation of make-up, primarily lipstick, eye shadow, mascara and in skin cleansing products. Propylene Carbonate is used to dissolve other substances and is frequently used with clay gellants. In the DMK Cosmetics Foundation formula Propylene Carbonate is used as an agent to dissolve some of the mineral and clay based minerals in the DMK Cosmetic.

BIOCENCE™

BIOCENCE™ botanical complex is a globally approved, paraben and formaldehyde free preservative system for the personal care, OTC and toiletry industries. This proprietary complex of ingredients is based on a carefully balanced blend of highly effective natural and organic green biocide flavonoid components in an emollient base for optimised preservation for use in a variety of applications and products. BIOCENCE™ botanical complex provides comprehensive protection from microbial contamination, including Gram-positive and Gram-negative bacteria, fungi, yeasts and molds. As a broad-spectrum antimicrobial agent, BIOCENCE™ botanical complex can be used alone as the primary preservative in a product as well as a preservative base formulation for OTC products. This minimises the total amount of preservative and formulation needed to ensure proper preservation while simplifying the formulation process. It is safe, non-toxic and non-irritating and there is no evidence that it causes skin or eye sensitivity. BIOCENCE™ botanical complex is compatible with most personal care, OTC and cosmetic ingredients, including complex molecules such as proteins and surfactants. BIOCENCE™ botanical complex is a versatile, easy to use liquid, highly stable and effective over a broad pH range. BIOCENCE™ botanical complex is a unique, and economical preservative complex, which helps provide safe and stable finished products for the health, personal, OTC, and beauty market. In the DMK Cosmetics Foundation formula BIOCENCE™ is used as a preservative.

BIOCENCE™ has a separate ingredients listing of: Aqua, Alcohol, Thymus Vulgaris (Thyme) Extract, Rosmarinus Officinalis (Rosemary) Extract, Melaleuca Alternifolia (Tea Tree) Leaf Extract and Ricinus Communis Seed Oil.
Euphorbia Cerifera (Candelilla) Wax

Beeswax is a wax secreted by honeybees. Euphorbia Cerifera (Candelilla) Wax, also called Candelilla Wax, is obtained from the plant Euphorbia cerifera, which is a plant that grows in North Central Mexico and the Texas Big Bend area. Copernicia Cerifera (Carnauba) Wax, also called Carnauba Wax, is obtained from the leaves of the Brazilian tropical palm tree, Copernicia cerifera, while Rhus Succedanea Fruit Wax, also called Japan Wax, is obtained from the berries of the sumac Rhus Succedanea, which grows in Japan and China. In cosmetics and personal care products, beeswax and the plant waxes are used in the formulation of products including baby products, bath products, lipstick, make-up, fragrances, colouring and non-colouring hair products, nail and skin care products, personal cleanliness products, shaving products as well as sunscreen and suntan products.

In the DMK Cosmetics Foundation formula Euphorbia Cerifera (Candelilla) Wax is refined without oils in the raw materials manufacturing process and gives the DMK Foundations strength and sturdiness. It is also a weatherproofing agent that helps to make the cosmetic waterproof.

Copernicia Cerifera (Carnauba) Wax

In the DMK Cosmetics Foundation formula Copernicia Cerifera (Carnuba) Wax is processed in a non-oil fashion as a medical grade raw material and is used partly as a weatherproofer, and as a structure to build the cosmetic body. Its natural colour also offers some opacifying properties as well.

Isopropyl Jojobate

Isopropyl jojobate is often used in cosmetic formulations as a pigment wetting agent and emollient. It is often found in lipsticks, eye shadows, blushers, Foundations, (especially stick Foundations) and hair dyes. In the DMK Cosmetics Foundation formula Isopropyl Jojobate is used as a wetting agent.

Jojoba Alcohol

Jojoba Alcohol is the alcohol fraction obtained by the saponification of Jojoba Oil. Jojoba Alcohol is commonly used in cosmetic formulations. In the DMK Cosmetics Foundation formula Isopropyl Jojobate is used as a wetting agent to keep the cosmetic from drying.

Jojoba Esters

Jojoba Esters are mainly used as emollients in cosmetics such as lipsticks, shampoos and moisturising lotions. Jojoba Esters may be ethoxylated to form such water-soluble materials as PEG-150 Jojoba, PEG-120 Jojoba or PEG-80 Jojoba. Jojoba Esters are excellent botanical substitutes for whale oil and its derivatives, such as cetyl alcohol and spermaceti. In the DMK Cosmetics Foundation formula Jojoba Esters are used as substitutions for the oils that are used in normal cosmetics.

Nylon-12

The properties of semi-crystalline polyamides are determined by the concentration of amide groups in the macromolecules. Nylon 12 has the lowest amide group concentration of all commercially available polyamides thereby substantially promoting its characteristics:

- Lowest moisture absorption: Parts show largest dimensional stability under conditions of changing humidity.
- Exceptional impact and notched impact strength, even at temperatures well below the freezing point
- Good to excellent resistance against greases, oils, fuels, hydraulic fluids, various solvents, salt solutions and other chemicals
- Exceptional resistance to stress cracking, including metal parts encapsulated by injection moulding or embedded
- Excellent abrasion resistance
- Low coefficient of sliding friction, in dry running against Steel, polybutylene terephthalate, polyacetal, and other materials
- High process ability

In the DMK Cosmetics Foundation formula Nylon-12 is used for all of the above plus the Nylon-12 structure helps to minimise the appearance of fine lines and wrinkles when combined with DMKC encapsulated pigments.

Silica

Silica, when contained in foundation, adsorbs sweat and oils in skin, which prevents light reflection and keeps make-up on the skin longer. Spherical particle type of Silica improves the smoothness and spreading of foundation and cream. The smooth surface appearance of nail polish is created by Silica particles in the polish. Porous Silica is used as an ingredient in powder perfume, which can keep the fragrance on the skin for a longer time. Silica is contained in antiperspirant, which gives the smooth feeling after it is applied on the skin. In the DMK Cosmetics Foundation formula Silica as an ingredient that absorbs oils as well provides a matte finish.

Tocopheryl Acetate

The first line of difference in the antioxidant army. Tocopherol, or vitamin E, a fat-soluble vitamin, is a naturally occurring antioxidant which can be isolated from vegetable oil. When isolated, Tocopherol is a viscous oil that varies in colour from yellow to brownish red. In the DMK Cosmetics Foundation formula Tocopheryl Acetate is used for its anti-ageing.
Ascorbic Palmitate

A natural preservative, Ascorbyl Palmitate, is a fat-soluble form of ascorbic acid, or vitamin C. Unlike ascorbic acid, which is water-soluble, Ascorbyl Palmitate is not water-soluble. Consequently Ascorbyl Palmitate can be stored in cell membranes until the body requires it. Many people think vitamin C (Ascorbyl Palmitate) is only used for immune support, but it has many other important functions. Ascorbyl Palmitate is an effective free radical-scavenging antioxidant barrier, which protects skin health and vitality. In the DMK Cosmetics Foundation formula Ascorbic Palmitate provides an anti-oxidant.

Camellia Oleifera Leaf Extract

Also known as Japanese Green Tea, the leaf of this plant is an antioxidant. When applied topically, it helps to protect the skin from the effects of free radicals in the environment. The leaf is also known for its soothing properties. In the DMK Cosmetics Foundation formula Camellia Oleifera Leaf Extract is used as a skin protectant.

Aspalathus Linearis Leaf Extract

Powerful anti-oxidant. In the DMK Cosmetics Foundation formula Aspalathus Linearis Leaf Extract is used as an anti-oxidant.

Malachite Extract

Malachite comes from the Greek word “Mala’khe” which means “the colour of mallow”, a plant whose deep-green leaves were widely used in medicine. Malachite is a stone extract with a strong antioxidant and detoxifying activity. It is a general skin protector and can be used in all cosmetic treatments. In the DMK Cosmetics Foundation formula Malachite Extract is used as a detoxifying and anti-oxidant.

Hyaluronic Acid

Hyaluronic Acid (also called Hyaluronan) is a component of connective tissue whose function is to cushion and lubricate. Hyaluronan occurs throughout the body in abundant amounts in many of the places people with hereditary connective tissue disorders have problems such as joints, heart valves and eyes. Hyaluronan abnormalities are a common thread in connective tissue disorders. Interestingly, they are also common biochemical anomalies in most of the individual features of connective tissue disorders such as mitral valve prolapse, TMJ, osteoarthritis, and keratoconus. Hyaluronic acid has been nicknamed by the press as the ‘key to the fountain of youth’ because it has been noted that at least some people who ingest a lot of it in their diets tend to live to ripe old ages. In the DMK Cosmetics Foundation formula Hyaluronic Acid is used for its anti-ageing properties.

Juglans Regia (Walnut) Seed Extract

Pro-Active patented material extracted from the Noix de Grenoble walnut that helps cutaneous cells organise their own defence against all signs of ageing and is focused on preventing damage, not merely repairing it. In the DMK Cosmetics Foundation formula Juglans Regia (Walnut) Seed Extract is used for its anti-ageing properties.

May Contain:

Note: All pigments used in DMKC Foundation products are high quality encapsulate pigments. This is not a standard cut flat pigment that will lie in the crease of a wrinkle, but is an oval or oblong shaped pigment that is not only encapsulated (or covered with a special acetate so not to change colour due to the acidity or alkalinity on the skin) but refracts the light in many directions to diminish the appearance of fine lines and wrinkles. The flat cut pigments, lying in the wrinkle reflect like a mirror increasing the light and making the wrinkle more noticeable.

Titanium Dioxide (CI 77891)

In cosmetic and skin care products, Titanium Dioxide is used both as a pigment and a thickener. In the DMK Cosmetics Foundation formula Titanium Dioxide is used as an opacifier.

Iron Oxides (CI 77491, CI 77492, CI 77499)

Iron pigments are also widely used in the cosmetic field. They are considered to be nontoxic, moisture resistant, and non-bleeding. Iron oxides graded safe for cosmetic use are produced synthetically in order to avoid the inclusion of ferrous or ferric oxides, and impurities normally found in naturally occurring iron oxides. Typically, the Iron (II) Oxide pigment is black, while the Iron (III) Oxide is red or rust-coloured. (Iron compounds other than oxides can have other colours.) In the DMK Cosmetics Foundation formula Iron Oxides are used as colour pigments. They are all minerals.

Mica (CI 77019)

Mica is a group of silicate minerals that are widely distributed in different types of rock. Mica often occurs as flakes, scraps, or sheets, and has been used by humans since prehistoric times. Because Mica comes from the earth it may contain trace amounts of heavy metals. The FDA regulates the levels of heavy metals in Mica, and the small amounts that may eventually be in cosmetic or personal care products do not pose a risk to human health.
Steps for the proper application of DMKC Foundations

SPECIAL NOTE: This application is to be done immediately after the application of Crème Glacé. For more coverage do not use Crème Glacé as a primer. See special needs application section.

1. With the DMKC Stainless Steel Spatula, take a small amount of Foundation and place on the palette. You can work the Foundation on the palette using friction to ‘cream up’ the Foundation if you prefer.

   NOTE: If you are blending colours to match the skin tone perfectly, clean the Spatula with a tissue and take your second colour and apply to the palette. Mix the colour (or colours) well.

2. Place a clean DMKC Sponge onto the palette and place a small amount of product onto the Sponge.

3. Starting in the centre of the forehead; start spreading the Foundation onto the skin using long strokes with gentle pressure. Applying a sheer coat will provide plenty of coverage. You can also use one of two Foundation Brushes to apply the Foundation. The use of the Sponge or Foundation Brush is up to the artist.

4. Make sure your Foundation blends well all over the face, including the eye sockets, eye lids, under the eyes, corners of the eyes, around and under the nasal area and under the chin. Blend from the chin line down to clean skin to remove any lines of demarcation.

5. You are ready to highlight and contour using DMK Cosmetics HiLites and LoLites.

Tech Tips

Tip 01 Take the Sponge you are going to use for the client and clean the Spatula with it. This will clean the Spatula, and load the Sponge with product. There is no need to waste product. If additional make-up is needed on the Sponge, pull directly from the palette.

Tip 02 The DMKC Sponge is specifically designed to accommodate all areas of the face. Use the pointed end to put Foundation into hard to reach areas on the face. Use the blunt or larger end for application and blending.

Materials needed:
- DMKC Foundation
- Stainless Steel Palette
- Stainless Steel Spatula
- Applicator Sponge

Tech Tips

Tip 03 Use the Sponge to apply Foundation to the major areas of the face and the Foundation Brushes to reach into orbital areas as well as nasal labial folds and around the nose.

Tip 04 If the client demands more coverage, stippling (or dabbing the skin with a Sponge) will allow the Sponge to deliver a greater amount of product to the face.
Application of HiLite

Now the Foundation is applied, it is necessary to place some basic dimension back into the face. Dimension is what gives our face definition. It defines our cheek bones and sculpts our face. We have an advantage at this time to not only place dimension back into the face, but to alter that dimension so we can enhance, or even correct dimension that a face may lack or need augmented for balance or enhancement.

This is accomplished by adding highlighting colours and contour colours to the face.

Size

There are four HiLite colours available in two different sizes. Individual sizes come in a flip top, mirrored compact with a net weight of 18 oz./5 gm. All Correctors are also available in a refill size for the palettes at .11oz./3 gm. HiLites have a variety of uses, therefore there is no set amount of applications per product.

DMKC provides the following colours for highlighting and contouring.

- **Yellow HiLite**
  
  This basic all purpose highlight works well with all skin tones and can be used to lighten up base Foundations without altering tonal values and hues. It can also be used to lighten a Foundation as well as reduce some violet-blue tones under the eyes (because of the yellowish values in the make-up).

- **Orange HiLite**
  
  This is a basic highlight which has been used for years in Hollywood. Using a little colour and combining it with orange undertones will not only accentuate areas, but will eliminate blueness under the eyes. This is a standard colour for highlighting. It can also be used to reduce blueness under the eye while highlighting. Use this colour to lighten up coral to coral-pink Foundation colours.

- **Pink HiLite**
  
  This basic HiLite is used to eliminate browns that are under the eyes while still highlighting. This is also a great highlight to use for all fair Caucasian skin tones. It works very well with all Foundations for Caucasian skin that have a pink to coral undertone.

- **Special Dark HiLite**
  
  A neutral brown highlight used on darker skin tones. Excellent for dark Caucasian skin tones as well. This is a truly remarkable highlight especially formulated to use on dark skin. A rich brown colour, with a slight warmth value, is great for darker skin tones. It is recommended when using as a highlight with dark skin tone that the highlight be mixed with the Foundation before application.
Historically, the commercial market has always called products used under the eyes, concealers. Since DMK Cosmetic Foundations cover so well we do not use concealers, purely because the Foundations do exactly what they are supposed to do – cover. Highlighting and contouring are not meant to conceal, they are meant to enhance. A concealer is nothing more than a product of admittance from companies whose Foundations don’t do what they are supposed to do.

Using the DMKC Large Corrector Brush, apply a small amount in this area on both eyes and blend with the Brush. Clean the Brush with DMKC Brush Cleaner.

**Tech Tip**

After blending the HiLite with the corrector Brush, go back and stipple over the area lightly with the Foundation Sponge, paying particular attention to the edges of the HiLite where it meets the Foundation colour. This will further mix the Foundation and corrector colour together and leave a variable tone between colours not detectable to the eye.

**Steps to highlighting the face:**

Highlight are used to enhance or bring out specific areas of the face by allowing more light to reflect. For instance, for someone who had a very flat nose (on the bridge) highlight would be applied down the centre of the nose making the nose appear less broad. Be careful: highlighting a brow bone on someone with a very prominent brow bone would totally unbalance the face and look unsatisfactory.

1. Take a small amount of the correct HiLite and place on the palette in close proximity to the Foundation (in some instances you might want to blend the highlight and the Foundation colour together to create a custom highlight for the client).

2. With a DMKC Corrector Brush, apply the HiLite to the area you want to accent (or accent and neutralise).

3. Take the DMKC Sponge and lightly stipple over the area paying particular attention to the edges where the highlight and Foundation meet.

4. You are now ready to apply DMK HD Loose Powder.
Appication of LoLites

While HiLites accentuate the areas that need to be accented, contour colours (2 to 3 shades darker than the Foundation) will diminish or de-emphasise areas of the face. It is a process most ladies carry out everyday when they apply cheek colour. Yes, cheek colour is actually a contour for the cheeks. It ‘hollows’ out the cheek area while adding warmth to the face. Ladies also ‘contour’ with colours around the eyes to make the eyes appear larger. Lip lining is another form of low-lighting that make the lips appear fuller. These are the common forms we do not think about as contours.

In this section we contour the face and place shadows in areas that will assist the HiLites to define. This is also particularly useful when the client needs the nose thinned, cheeks ‘deflated’, neck sculpted, or additional definition on the eyes. Most people, when doing their personal make-up do not perform this type of application. Contouring or low-lighting will enhance the face by accenting its corresponding HiLite. A good rule to remember is: for every HiLite there is a LoLite.

DMK Cosmetics offer the following LoLite colours.

- **LoLite 1 – Café**
  - A lighter LoLite excellent for light to medium Caucasian skin tones. It is also good to use when darkening Foundation colours without altering the hue value of the colour.

- **LoLite 2 – Espresso**
  - A darker version of LoLite 1 formulated to be used on medium dark-to-dark skin tones. This LoLite is excellent for adjusting the value and hue of any darker DMKC Foundation.

Steps for applying LoLites to the face

1. Take a small amount of the correct DMK Cosmetics LoLite and place on the palette in close proximity to the Foundation. Mix the contour in with the Foundation. This mixing creates a base tone related contour, based on the tonal value of the Foundation. It also makes the contour easier to blend into the skin because of the close colour relationship with the Foundation.
2. With a DMKC Corrector Brush, apply the contour to the area you want to de-emphasise. This might be areas on top of the jaw line, under the jaw line, or inside the corners of the eyes.
3. Take the DMKC Sponge and lightly stipple over the area, paying particular attention to the edges where the contour and Foundation meet.
4. You are now ready to apply powder. For detailed powdering instructions see Powdering Section in this manual.
Setting the make-up with HD Loose Setting Powder

HD Loose Setting Powder information

Setting any cream make-up with Loose Powder performs two very important tasks; first of all it sets the make-up, and secondly, it prepares the skin for the dry products to be applied, such as; eye shadows and cheek colours.

Setting the make-up is extremely important. This aids in keeping the make-up on the face and helps to prevent moisture from evading the Foundation through humidity or perspiration. Done correctly, with the right product, setting the make-up is easily accomplished.

Setting prepares the make-up for dry products. A clear layer of powder, worked into the cream Foundation, will give the dry colour products a powdered layer as a base rather than a cream layer. A powder layer will enable the client to have smooth application of the dry product rather than ‘colour grabbing’.

DMK Cosmetics has three types of finely milled Loose Powder. Its granule size is about 2.5 microns, as opposed to larger powder particles that are 6 to 12 microns. This means you use less powder and the powder particles are able to penetrate the Foundation rather than lay on top of the Foundation, which can result in a caked appearance.

Size:

All DMK Cosmetics HD Loose Setting Powders come packaged in a .2 oz./.16oz jar (boxed with directions). Each jar has an 11mm sifter fitting.

Ingredients and what they do in the DMK HD Powder formula:

Kaolin (CI 1332-58-7)

Kaolin is a highly water insoluble mineral and is not absorbed into the skin systematically. There is no known toxicity. This clear base used in DMK Cosmetics Loose Setting Powder provides an emolliating base while acting as a moisture-absorbing ingredient. DMK Cosmetics use Soft Vision milling to make our Kaolin transparent.

Mica (CI 77019)

Mica is a group of silicate minerals that are widely distributed in different types of rock. Mica often occurs as flakes, scraps, or sheets, and has been used by humans since prehistoric times. Because Mica comes from the earth it may contain trace amounts of heavy metals. The FDA regulates the levels of heavy metals in Mica, and the small amounts that may eventually be in cosmetic or personal care products do not pose a risk to human health.

Mica is a mineral. When milled in larger microns it adds opalescence to pressed and loose powders, and adds iridescence to eye shadows and cheek colours. Ground very small it adds ease of application. DMK Cosmetics uses Mica in loose powders to add slip as well as add a natural sheen without looking completely matte like the talc bases.

Polysilicone 11 (CI 63394-02-5)

Polysilicone is a silicone encapsulation done over pigment and powder granules in DMK Cosmetics. This adds ease of application, and acts as a moisture barrier/protector for the cosmetic.

Laureth-12 (CI 9002-92-0)

Laureth-12 is a raw mineral that acts as a moisture hydrator to the skin. This keeps the powder from looking dry and provides protection to the DMK Powder for less maintenance.

Tech Tip

DO NOT use a pressed powder to set any make-up. Pressed powders contain oils called binders that assist in holding the make-up together in a cake. When you use pressed products, you are actually adding oils back to the face to eliminate shine (oil) you are trying to loose.
Ethylhexyl Palmitate (CI 29806-73-3)

Ethylhexyl Palmitate is a mineral that is used as a binder in the DMK HD Loose Powder formula. This binding holds the raw materials together in a balanced field. This enables the properties of all the raw materials to act together creating the great feel, ease of application and the moisture absorbing, rich, setting powder that DMK HD Loose Powders offer.

BIOCENCE™ (CI 7732-18-5, 85085-48-9, 8001-79-4, 84604-14-8, 64-17-5, 84929-51-1, 84012-43-1)

BIOCENCE™ Botanical Complex is a globally approved, Paraben and Formaldehyde free preservative system for the personal care, OTC and toiletty industries. This proprietary complex of ingredients is based on a carefully balanced blend of highly effective natural and organic green biocide flavonoid components in an emollient base for optimised preservation for use in a variety of applications and products. BIOCENCE™ Botanical Complex provides comprehensive protection from microbial contamination, including Gram-positive and Gram-negative bacteria, fungi, yeasts and molds. As a broad-spectrum antimicrobial agent, BIOCENCE™ Botanical Complex can be used alone as the primary preservative in a product as well as a preservative base formulation for OTC products. This minimises the total amount of preservative and formulation needed to ensure proper preservation while simplifying the formulation process. It is non-toxic and non-irritating and there is no evidence that it causes skin or eye sensitization. BIOCENCE™ Botanical Complex is compatible with most personal care, OTC and cosmetic ingredients, including complex molecules such as proteins and surfactants. BIOCENCE™ Botanical Complex is a versatile, easy to use liquid, highly stable and effective over a broad pH range. BIOCENCE™ Botanical Complex is a unique, and economical preservative complex, which helps provide safe and stable finished products for the health, personal, OTC, and beauty market. In the DMK Cosmetics Foundation formula BIOCENCE™ is used as a preservative.

*BIOCENCE™ has a separate ingredients listing of: Aqua, Alcohol, Thymus Vulgaris (Thyme) Extract, Rosmarinus Officinalis (Rosemary) Extract, Melaleucas Alternifolia (Tea Tree) Leaf Extract, Ricinus Communis Seed Oil.

Iron Oxides (CI 77491, CI 77492, CI 77499)

Iron pigments are also widely used in the cosmetic field. They are considered to be non-toxic, moisture resistant, and non-bleeding. Iron Oxides graded safe for cosmetic use are produced synthetically in order to avoid the inclusion of ferrous or ferric oxides, and impurities normally found in naturally occurring Iron Oxides. Typically, the Iron (II) Oxide pigment is black, while the Iron (III) Oxide is red or rust-coloured. (Iron compounds other than Oxides can have other colours.) In the DMK Cosmetics Foundation formula Iron Oxides are used as colour pigments. They are all minerals.

(May Contain: Iron Oxides (CI 77491, CI 77492, CI 77499))

HD Loose Setting Powder comes in 3 variations:

- **HD Clear Loose Setting Powder**: A finely milled powder that can be applied over any Foundation colour. This powder is ‘Perfectly Clear’.
- **HD Light Translucent Loose Setting Powder**: A light skin tone, translucent colour for Caucasian and Asian skin tones.
- **HD Dark Translucent Loose Setting Powder**: A rich tan powder, especially designed for darker skin tones. Dark Translucent contains no heavy red or orange pigments and will not change the colour of the Foundation.
1. Open up the powder container and place a small amount of Loose Powder directly onto the centre of the puff.

2. With both hands on each side of the Powder Puff, gently fold the puff together and roll the puff edges so the powder is distributed evenly throughout the Powder Puff (similar to working soap to a wash cloth).

3. Hold the Powder Puff to your face and gently roll the Powder Puff across the entire face. This pushing-rolling motion pushes the powder into the make-up thus setting the make-up. As you use Loose Powder from the Powder Puff, rotate the Powder Puff for additional product. For a regular application, you should only need to load the Powder Puff once.

4. Continue powdering until the entire face is covered. Don’t worry about the excess Loose Powder you see on the face; this excess means the make-up has absorbed as much Loose Powder as it can. This is a very important step especially when you are powdering other cosmetics that do contain oil or petrolatum based ingredients.

5. Remove the excess with the Powder Brush. Take a DMKC Power Brush and remove the excess Loose Powder by gently Brushing away the Loose Powder on top of the make-up. Never use a powder Brush to apply powder to the face.

**Tech Tips**

**Tip 01** Sometimes your client does not want to wear a Foundation, but does want to wear a little cheek colour or blush to promote a healthy appearance. Before the dry cheek colour application, powder the face correctly and then apply dry products. The dry products will go on smoothly and last longer.

**Tip 02** Always remove excess powder, from the face, with a powder Brush, not a Powder Puff. The Powder Puff was invented by my make-up artist to “press” powder into the Foundation to set it (and the oils in your skin). The powder Brush was invented to remove excess powder the make-up and oils would not absorb.

**NOTE:** Powder Puffs cannot be cleaned and sanitised. Sometimes you can gently clean by placing in the wash (in a delicate bag) or by hand soaking and washing with the correct cleaner. Most professionals discard used puffs – under no circumstances re-use a puff from one client to another.
Applications requiring additional coverage

From time to time you may be required to cover colour-based skin problems or other extreme unwanted colours on the skin. This would include vitiligo, bruising, port wine stains, rosacea, varicose veins and other dermatological problems. You may also be required to cover things on their skin and that they would like to have covered, or the ability to cover, from time to time. A good example of this is a tattoo.

Technical Application for covering a tattoo

Tattoos are basically ink placed into the upper parts of the epidermal skin layers with a tattoo gun. Tattoo guns operate similar to a sewing machine. A motor forces a needle to vibrate up and down, forcing ink into the skin. A professional usually does this tattooing action in a light-handed manner. Some tattoos have not only the tattoo, but also a dimensional ridge on every line and space coloured by the ink. This is caused by harder pressure from the tattoo gun against the skin, causing scaring eventually healing to a slightly raised part where the ink is applied. While you can cover the tattoo, cosmetics cannot cover the dimensional part of the skin from this scarring. In other words, all tattoos can be covered but prepare your client for the appearance of the correct Foundation. Additional Foundation colours may be needed to blend the edge of the Foundation into the natural skin. Needless to say the selection of unnecessary pressure from the tattoo application.

There are three different application techniques that need to be described before proceeding to the detailed application of the tattoo by DMK Cosmetic products.

- **Stippling method** – Incorporates the use of a non-latex Sponge and the DMKC Foundations. Once the Foundation is loaded to the Sponge, a stippling (up and down patting motion) is done directly on the tattoo. You need only stipple three to four times before you need to reload the Sponge. When you stipple more than four times you start removing product from the skin back to the Sponge and sheer the layer of Foundation even more.

- **Swipe and stipple method** – uses non-latex Sponge and the Foundations like the above but the application process is different. Using the Sponge, apply a generous amount of Foundation on the skin using longer strokes. Continue doing this until your tattoo is covered with Foundation. Then apply a shearer layer of Foundation, using alternative colours, over the area of the tattoo with the same Sponge like in the stipple method.

- **Neutralising and camouflage** – using the right neutralising colours, neutralise the tattoo colour(s) by applying DMK Neutralizers to the areas of the tattoo. Sometimes this can be difficult because the purple in a tattoo may have to be neutralised first by neutralising the red in the purple ink, then neutralising the blue. If not exactly, you can possibly end up with a muddy mess. After the tattoo is neutralised, apply a layer of HD Perfectly Clear Loose Powder (see powdering section) followed by a shearer layer of the correct Foundation. Additional Foundation colours may be needed to blend the edge of the Foundation into the natural skin.

Additional colours might be needed as well to duplicate or blend covered skin with natural skin. For example, you may have to add dots of darker Foundation to resemble birthmarks, freckles or a vein. Pay particular attention to this. By adding these types of effects, you create additional distraction from the original tattoo. Use the small corrector Brush and the right colour Foundation, eye pencil, or even bluish colour eye-colour to resemble a vein or other colour you need to duplicate.

Because of the layering effect with the DMKC Foundations, it will be necessary to powder the Foundation. This is done so the layers can be set between applications and not to eliminate shine produced by the Foundation. DMKC Foundations are formulated without oils and oily waxes. The purpose of this powdering is to set the make-up so that the layers will not blend together (especially in the neutralising and camouflage type of application) and to add extra protection so the make-up will not rub off against clothes and others.
Detailed steps for covering a tattoo

1. Using the Stainless Steel Palette and Spatula, get a generous portion of the Foundation colour that matches the skin tone and place it on the palette. Using the flat side of the Spatula, mix the Foundation colour using friction to cream up the product, this will make stippling easier.

2. Using a Sponge, take a generous amount of Foundation from the Foundation Palette and cover a large portion of the tattoo with long strokes. Repeat this process until the tattoo is covered with the first layer of Foundation.

3. Take the HD Clear Loose Powder and apply a generous amount of powder over the Foundation. Press the powder into the Foundation with the powder puff. Brush away the excess with the Powder Brush. (For additional information on powdering see the section on Powdering)

4. Take the Spatula and place a generous amount of two to three other accent Foundations on the palette in separate locations. These colours can be a little lighter, darker, close undertone matches or even highlighting colours. You will have to look at the Foundation that is on the tattoo you applied in step 2 to know exactly how to adjust the colour(s). Remember you are matching the skin tone. Look at the skin and see where the skin tones change. Load the Sponge and commence a stippling motion (as in the stippling technique) over the Foundation. Rotate the colours to reflect realism. Blend the colours out away from the tattoo into the skin so as not to show a line of demarcation of skin and Foundation.

5. Check your covering and make sure the tattoo is completely gone and covered. If not, cover areas by stippling.

6. Load the Powder Puff with the HD Clear Loose Powder and repeat the process of powdering the entire area where the Foundation(s) have been applied.

Your tattoo should now be covered. This process can be used for covering any type of problems on the skin. It is important to note the dimensional part of covering tattoos, as well as working with burn survivors, you will need to offer an additional explanation to the client. Make sure the client fully understands your abilities to cover the colour and not the dimensional part of the area.

Covering problem skin can sometimes be a challenge. Your best result will be from practice and making mistakes. If you know someone who has a tattoo, birthmark, or other secondary skin colouring problem, ask him or her if you can sometimes practice on him or her. Who knows, you may get them as a skin revision client or a DMKC client.

Materials needed:
- DMKC Foundation
- Stainless Steel Palette
- Stainless Steel Spatula
- Applicator Sponge
- DMKC HD Clear Powder
- Powder Puff
- Premier Powder Brush
- Small Foundation Brush
- 3 or 4 DMK Foundations (for altering the cover to imitate skin tone)
Clean up: Using DMKC Pro-Brush Cleaner

DMKC Brush Cleaner information

DMK Cosmetics Professional Brush Cleaner is the only non-flammable Brush cleaner in the world which cleans, conditions, sanitises and promotes longevity with all make-up Brushes. It contains no harmful ingredients that will harm natural hair or synthetic fibres, yet it is strong enough to clean stubborn mascara, lipstick and other highly pigmented cosmetics from Brushes.

Size:

DMKC Brush Cleaner comes in a 4-oz./120ml bottle with a pour spot. The number of Brushes to be cleaned is dependent on the size of the Brushes.

Ingredients usage of DMKC Brush Cleaner

This proprietary blend of ingredients is non-flammable and can be transported in luggage. The CFR listings code (regulatory code for possible hazardous materials is listed on each bottle stating the all materials that are considered hazardous are in concentrations lower than the standards set for by government regulations). This product can be shipped by all shipping methods including air shipments.

DMK Cosmetics developed the Brush Cleaner in response to the demands of professional make-up artists in Hollywood.

Materials needed:

- DMKC Professional Brush Cleaner
- Small tissue or cotton cloth
- Small glass bowl

NOTE: Be sure to use a glass bowl or small container to hold DMKC Brush Cleaner during the cleaning process. Never place your dirty DMKC Brush directly into your supply of Brush Cleaner – this contaminates your supply.
Directions for using the DMKC Brush Cleaner:

1. In a small glass bowl pour in approximately 1/2 cm of DMKC Brush Cleaner.
2. If you are not going to use the cleaner immediately, you may want to consider covering with some type of cap.
3. Remove the excess DMKC Brush Cleaner from the Brush using a tissue or small towel. This is an important first step. Removing excess only saves on Brush cleaner.
4. For small Brushes, place the tip of the Brush into the Brush Cleaner. Do not push the Brush against the bottom. Brushes naturally absorb liquids; so let your Brush do the work for you. Pushing the Brush and swirling the Brush around in circles can destroy the integrity of the Brush and damage its shape. Pull the Brush out of the Brush cleaner and clean using a tissue or towel. Repeat if necessary until the Brush is clean.
5. For larger Brushes (like a powder Brush), place the tip in the Brush cleaner and allow the Brush cleaner to flow up into the Brush. When the Brush is thoroughly soaked, take it out of the Brush cleaner and gently remove the cleaner from the bristles using a tissue or towel. This may be repeated if necessary.
6. Allow one to two minutes for small Brushes to dry completely and 10 to 20 minutes for larger Brushes (depending on the size of the Brush). You can use a hand held hair dryer to dry larger Brushes if you cannot afford the time.
7. Your Brushes are now completely cleaned, conditioned and sanitized.
8. For storage and especially travelling, keep your DMKC Premier Brushes in the tube – this will protect them from possible bristle damage. When travelling with Brush cleaner, make sure the cap is tightly applied to avoid spillage – just in case place it in a plastic, zip lock type of bag. Do this for all liquid or cream products when you are travelling.

NOTE: DMKC Brush Cleaner is formulated so all make-up particles sink to the bottom of the container. By ‘tipping’ your Brush into the top of the container, you never pull out contaminated Brush Cleaner while cleaning.

Tech Tip
When you place your items out for application, it is always a good idea to have at least 2 of each Brush so that while 1 is drying, you have the 2nd one available for instant usage.
the foundation of skin

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