

# TEYE

## MINERALS™

### MINERAL ASSETS

Art historians are well versed in the astonishing colour range found in natural minerals. From scarlet lake to ultramarine, those pigments were prized ingredients in the works of painters. Now, a Canadian company is mining similar ground to create a luxury mineral-based makeup line. Developed by Calgary's Oasis Wellness Centre and Spa, the Teye Minerals makeup collection uses elements such as titanium dioxide, bismuth oxide, boron nitride, mica and zinc oxide in its foundations, blushes and eye shadows. "Not only do minerals provide impressive light-diffusing effects but they are also remarkably friendly to the face," says the brand's creative director, Dan Thompson.

Unlike more commonly used coal-tar dyes, which often cause reactive rashes, minerals are both naturally antibacterial and anti-inflammatory. This is why Teye is recommended for after cosmetic procedures

such as microdermabrasion and chemical peels. "Our products are so safe they could be used on a child of six months," Thompson says.

The line includes a liquid foundation in eight shades, which offers superior coverage as well as an SPF 15 sunscreen (minerals are natural sunblocks). Some products come in one universal shade, such as Silk Radiance powder, which can be used on any skin colour to provide an all-over glow. Thompson recommends the powders be applied with Teye's line of whisper-soft silk-fibre brushes, which he demonstrates on the company's website, [www.teye.ca](http://www.teye.ca).

The collection's mineral theme is reflected in its eco-friendly packaging, which includes stunning titanium-finish compacts (recyclable at blue-bin facilities) and reusable black velvet drawstring bags.



Top to bottom: Teye silk-fibre brushes, Teye Minerals Silk Radiance powder

### BRING IT HOME

If you've been wondering why there are so many pink laptops and cellphones out there, it's because the tech industry has finally figured out that cool consumer gadgets aren't just for guys. This does not come as news to the beauty business, with its own set of tools long in its employ. What is newsworthy, however, is the current level of sophistication of products offered for home use.

One of the hottest items on the market is the Tanda skincare system ([www.tanda.com](http://www.tanda.com)) by the Canadian company Pharos Life. It involves a sleek rechargeable handheld device that is the first to offer light therapy for skincare in the home. Tanda does this with two interchangeable triangular heads: one features intense blue light, which has been used for years in clinical settings to treat acne; and the other uses red light to stimulate collagen and rejuvenate the skin.

The beautifully designed and comfortable-to-use product has also been approved by Health Canada. Simply apply it to problem areas for several minutes a day. And word is out that it gets results. "The Tanda has blown us away; we can't keep it on the floor," says Jackie Charest, Holt Renfrew's Director of Marketing for Cosmetics and Beauty Services.

Charest notes part of the appeal of such devices is that they "bridge the gap" between professional cosmetic procedures and moisturizers out of a jar, helping to maintain the effects of treatments between visits. They can also maximize the delivery of products to the skin.

The Clarisonic skincare brush, for example, features superfine brush heads for deep-cleaning and sonic stimulation. Oscillating at a frequency of 300 movements per second, it's designed for use with a daily cleanser, and it keeps you on task with preprogrammed beeps to alert you when to move the brush to different areas of the face.

The Clarisonic, also available at Holt Renfrew, is waterproof, too, which means you can use it in the shower. Call it the new women's power tool.



Top to bottom: the Tanda skincare system, Clarisonic skincare brush