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Winter 2010

Musq is the makeup of choice of these Melbourne makeup artists -
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Specials – If you've been following us on **Twitter** you'd see new specials and tips as soon as they're loaded....follow us on Twitter and don't miss out.

Stocktake sale All customers at our Canterbury salon will see great price reductions of up to 50% on fashion accessories, makeup tools, skincare, beauty books, body care etc. Top up on your own needs or pick up some gorgeous gifts as we prepare for the joys of stocktake!

More New Products: Zoya nailpolishes have been hugely popular in the salon being formaldehyde, toluene and phthalate free. A larger selection of shades is now available, along with their base and top coat and lacquer remover.

Banish dry Winter skin! Your hands and body need t.l.c. too. **Musq's own rich Peony Rose body butter.** A cocktail of exotic oils and butters and bursting with antioxidants and hydrating properties it spreads beautifully. (100g & vegan) Just \$29, and **free for the first 10 online shoppers spending \$150 AND typing the words "Peony Rose" after their name.**



Eminence's new Biodynamic range has arrived!

Unlike other ranges drawing on some biodynamic ingredients this exquisite range of 9 products has no lanolin or petrolatum slipped in! Eminence uses certified organic biodynamic ingredients, and the range itself has been certified Biodynamic. The benefits from Biodynamic ingredients include the highest level of purity, increased vitality and potency, and they are ideal on sensitive skin. Try our Biodynamic facial or buy home care products and experience the difference!

Longer lasting Lashes

Regular mascaras offer fast lengthening, thickening and waterproof properties. But they also are very irritating to the eyes. Their strong ingredients and the solvents needed to remove them weaken the lashes by drying them out. Condition lashes with natural oil like rosehip or avocado. Gentle & effective! Perfect mascara application comes from patience. Coat the tips first, then after a few minutes drying time, coat the entire lash.

90% of the brands we retail are Australian AND Choose Cruelty Free / PETA approved. Most can be posted, so phone the salon for further details.

Tell us the topics that interest you most for including in future Newsletters. Email us at info@musq.com.au

Eating for Skin Health

Eat these skin 'super foods' regularly as they're great for the skin.

Deep sea fish are a great source of protein needed by the skin for elasticity, repair and healing. They are also high in essential fatty acids which help to keep skin flexible and hydrated and promote skin healing. Try tuna, salmon, anchovies and sardines. Another source of good fatty acids include whole grains, dark leafy green vegetables, nuts & seeds and cold-pressed oils such as flax, pumpkin, sunflower and sesame.

The deeper the colour of green vegies the richer in nutrients they are! Leafy or flowering (broccoli) they are great on their own or added to stir fries, and bursting in vitamins, minerals, water, antioxidants, essential fatty acids, fibre and detoxifying chlorophyll. Some may also have some red or purple tones in their leaves. Served with your deep sea fish the meal will be particularly beneficial for the skin!

All berries taste delicious, are high in flavour and antioxidants. Be creative in using them...cranberries taste amazing in a salad, raspberries combine beautifully with apple or plum in a crumble, and all berries liven up porridge or other cereal. Warm them in winter and top with yoghurt for a delicious breakfast.

Green Tea -green tea is wonderful to drink and a fabulous skin tonic both topically and internally. The trick in making it is to use water that has not fully come to the boil so that you do not burn the leaves and diminish their nutrient value. Full of antioxidants, green tea also helps to reduce inflammation. Use it cold in place of a toner or as a hydrating spray.

Solve That Skin Problem: Milia

Milia are those tiny hard bumps, like mini whiteheads, that linger and look like a form of acne. Most often they are seen under the eye area and on the nose. They are 1-2mm wide, yellowish or white and filled with keratin, a protein produced to strengthen the skin.

Milia has had fairly little research devoted to it given it is harmless. It is particularly common in children and babies, usually going away without treatment. When it starts as a teenager or adult it tends to persist. It is caused by the skin failing to shed or exfoliate itself properly so dead skin cells remain and become trapped in small pockets under the skin. This blockage causes keratin to fill up and form the tiny hard cyst. It is also suggested that some milia conditions are a result of excess cholesterol in the skin. This can happen because although it is normal for frequent deposits going into the skin for conversion into a form of vitamin D after exposure to sunlight, people with milia having enough vitamin D, so the conversion doesn't occur and the cholesterol builds up. Certain areas are more prone to clogging and thus to develop a cluster of milia. A few tips can help to keep it from getting worse, or if removed from reoccurring.

- Don't pick at the milia and risk infection. Only have them manually removed by a qualified therapist or doctor using a sterilised equipment and correct follow up products to guard against infection and scarring. Keep skin protected from the sun as they heal, but using natural sun screening agents as regular sunscreen will exacerbate milia.
- Avoid too harsh scrubs in an effort to remove it, especially around the eyes, but exfoliating gently will help. There are some suitable exfoliants designed especially for the eye area.
- Avoid all regular forms of skincare and makeup, as the synthetic ingredients block skin and further impair the natural shedding.
- Discuss an appropriate form of peel with a beauty therapist that can be used to both treat and minimise formation of new milia.

Print off this ingredient checklist and keep in your handbag when shopping!

Musq's Ingredient Checklist.

What you don't want on your skin!

Bismuth Oxychloride
Talc
Carmine
nylon-12
Synthetic colours (FD&C or D&C followed by a number)
Parabens - Ethyl, Methyl, Butyl and Propylparaben.
Propylene Glycol
Imid Urea, Diaz Urea
Polybutylene
Petroleum by-products eg: Mineral Oil, paraffin
Sodium Laurel Sulphate and Sodium Laureth Sulfate



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Ingredient Focus: Retinol / Retin A

Are they the same? No but they are related. It's rather like the Doona / continental quilt confusion of the past, whereby Doona was the brand name of a particular continental quilt but it seem to become the generic name for them!

Retinol is a soluble form of vitamin A. Retin A is a trademarked brand name of tretinoin – trans-retinoic acid or retinoic acid. Retinol like other forms of vitamin A, such as retinal and retinyl palmitate, don't have much direct effect until first converted by enzymes into the active metabolite, retinoic acid which can penetrate the dermis and which **does** directly affect skin cells.

KNOW WHAT YOU ARE BUYING!

Not a month goes past without a magazine feature on mineral makeup! Unfortunately still, many writers – not beauty experts- provide incomplete or inaccurate information based on generalizations or reliance on what they are being told by the brand advertising in that issue! *There is no requirement by the manufacturer when calling a product a mineral cosmetic to have particular minerals or ratios. Therefore they may be using only talc or kaolin, or that cheap synthetically produced bismuth oxychloride which blocks and irritates skin. It may be little different from regular makeup.*

Minerals used should be safe and useful for the performance of the product, not simply convenient for the manufacturer to maximize their profits. They should be in a higher ratio to the other ingredients, particularly in the case of loose powder products where minerals alone can be used without the need for any preservatives. Zinc in particular is useful for the variety of wonderful skin benefits it is known to provide, while creating excellent coverage. More expensive than talc, bismuth etc it is therefore frequently omitted.

Labeling can be as misleading as marketing material – read the ingredients!

