

corrective makeup

By Linda Seidel

For more than 30 years, I have been helping people through the art of corrective makeup. In that time, I've worked with virtually every type of skin discoloration, disfigurement or birth defect, and it's taught me a very important lesson: It's all about perception.

When you think about it, visual cues are often what draw us to approach another human being to strike up a conversation or share a thought. If a person feels there is something about their appearance they don't like, it can often cause them to feel that as if the "flaw" is the only thing people see and they become shy, hesitant and withdrawn. Yet, when that same person is given a means to correct the condition, suddenly, they are free to be the person they want the world to see. It has been a life-changing experience for so many of my clients—one that I feel privileged to witness.

When I first tried my hand at corrective makeup years ago, there were no products that could deliver the kind of miracle I knew my clients were hoping for. Most makeup was orange or pink in color—nothing

to do with human skin tones at all!

One day, while sitting in a cafe with my cup of coffee, I realized that human skin tones most resembled a cup of coffee with varying degrees of cream added. It was a revelation, and it set me on the path to working with a chemist who would help me develop a product that not only matched skin tones perfectly, but would act like a "second skin" once it was applied.

The end result of four years of research and development was Natural Cover, my own foundation-concealer. Over the years, Natural Cover has provided a solution for thousands of men, women and children who have used it to camouflage everything from vitiligo and birthmarks to scars and the visible effects of illness or post-surgical healing.

Corrective makeup application can be very challenging, but never more so than when dealing with children. Since children would not normally wear makeup, it is more important than ever for the application to look and feel as much like their own skin as possible. And it has to be easy

enough for them to apply it themselves with success.

Simply having the option of concealing something they don't like seems to be the key to the "healing through concealing" process. Whether they apply the makeup daily or only for special occasions doesn't seem to matter; the fact that they now have control over the situation is key in the development of self-confidence and self-worth.

Learning to use corrective makeup simply provides an option for a child who may be struggling with his or her appearance and longing to simply "blend in" with the world. Ultimately, they might choose not to wear it, but having the choice seems to make a great deal of difference in the child's outlook. I am very proud that in Natural Cover I have provided a solution so perfectly suited for young clients that it can make a lasting impact on their lives even if they don't continue to use it forever. It is a testament to the power of healing psychologically as well as physically.

Corrective makeup is a perfect partner for the advancements in all types of rehabilitative and

reconstructive surgery. It is a desirable addition to patient care for those physicians who want to provide a more holistic approach to treatment.

Again, it all comes back to perception. Studies have shown, and there is plenty of anecdotal evidence to demonstrate, that patients who are pleased with their appearance actually feel better and have more energy to devote to getting back to their normal routines, while patients who look ill tend to feel less energetic and have a less positive outlook on their prognosis for recovery. For this reason alone, I hope that physicians will seriously consider the addition of corrective makeup to treatment plans for some of their patients.

Particularly for facial disfigurements, corrective makeup offers one more tool to complete the transformation that begins with surgery. Makeup can ease the transition between the period of healing and total recovery by camouflaging redness, swelling or uneven skin tone caused by grafts or scarring. Continued use of corrective makeup for some patients may be

desirable, but again, the choice will vary based on the comfort level of each person.

While the addition of makeup to a medical practice may seem a stretch to some, I can assure you that it is simply another method of treatment to be considered. Aestheticians are now firmly established in many surgical and dermatological practices, and to support that trend, I

offer training to professionals in corrective makeup techniques. And if a practice doesn't offer services, I often consult with patients by telephone to help them choose products and learn to use makeup techniques that are best suited to their particular needs.

I am very pleased to be working with the CCA to help raise funds and awareness. You can participate in our program

by using the consultation form posted on ccakids.org. Once you've downloaded the form, call to make an appointment for your personal consultation.

Please don't send in the form without speaking to me first! Together, we'll discuss your needs and choose the shades that are right for you, and I'll provide basic instruction in the use of the product. Also, a portion of every

sale made using this form will be donated to CCA.

Helping people through the art of corrective makeup has been my daily work, my life-long dream and my passion. I look forward to working with you and helping you realize your dreams.

For more information on Linda Seidel and Natural Cover, please visit lindaseidelpro.com or call 1-800-471-2601.