



Colorescience founder Diane Ranger and Dr. Joel Schlessinger during Ranger's recent visit to Omaha

Mineral Supplement



Colorescience founder and "The Mother of Mineral Makeup" Diane Ranger visited Omaha September 23. Ranger was the guest of Dr. Joel Schlessinger and Aesthetica Day Spa, which hosted an all-day event devoted to education about mineral makeup and makeovers. Said Dr. Schlessinger of Ranger's visit: "We had a great time at this event and it was a fantastic opportunity to introduce the Omaha population to the newest and most innovative mineral makeup line. It was especially exciting to have Diane Ranger, the inventor of this makeup line and Bare Escentuals, in our office and have the ability for her to explain the benefits and show it on our patients and customers. We are looking forward to having her out in the future as well."

I had some time to sit down with Ranger to talk about her fascinating contributions to the beauty industry. Ranger founded Bare Escentuals in 1977 and launched Colorescience in 2000. Her mission

statement: "To keep minerals pure and true to her original philosophy." I asked her about how mineral makeup and more specifically, Colorescience can be a good option for Omaha women.

Omaha women deal with (some would say endure) all four seasons. I asked, should we change our routine throughout the year? Ranger said: "With mineral makeup, you don't have to, it adapts for you. It adapts to heat and humidity. You apply it first thing and it stays on all day. You may want to change colors with the seasons, and absolutely have a wardrobe of color year round. Some are more likely to wear warmer colors in fall and clear colors in the spring. My foundation is your sun protection. That keeps your skin shielded so you don't have to change your foundation color."

Omaha women travel a lot. When asked about Colorescience's portability, Ranger quickly replied that her product leaves no worries about airport security, as the products are minerals, not liquids. Some



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of the products have built-in brushes that make them even more convenient for travel. Even though Ranger is petite in stature, she commands the room with her engaging enthusiasm. Dozens of women gathered for the event and listened to her presentation, rapt and anxious for their personal makeovers by Ranger and her attendant assistants. Ranger opened the presentation up for questions, and one woman asked about what products would be good for a 50-something woman who "runs around every day and doesn't have time for a long routine." Ranger described Colorescience as a line that can be simple in that it combines several elements. They call it the Core 4: improvement, protection, color, and correction.

Finally, I asked Ranger how she became acquainted with Dr. Schlessinger and LovelySkin.com. Ranger explained, "We don't sell direct. We distribute through a doctor or doctor's website. I met Dr. Schlessinger at a meeting of the American Institute of Dermatology in San Francisco, of which he was president. Dr. Schlessinger has a great reputation in the industry."

Celebrity fans of Colorescience include Cameron Diaz, Daryl Hannah, Heather Locklear, Ashton Kutcher and Goldie Hawn.

My personal favorite? The gem facial spritzers! This is not a new idea, however Colorescience's have lovely scents. They don't disturb your makeup and, in fact, are intended to refresh your color.

Aesthetica Day Spa staff is trained in Colorescience products and can answer any questions about the products, available either in the spa or at LovelySkin.com. ❖



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