

## **Tips for Using Keromask® Camouflage and Concealing Cream**

Keromask® was created in Great Britain just after World War II and has as a long established history, being the first cosmetic brand to be recognized and recommended for use by the British Medical Association (BMA). It is considered today to be one of the top performing cosmetic concealing creams world-wide. Keromask® was originally developed to meet the needs of pioneering plastic surgeons that specialized in treating badly burned British and American fighter pilots after World War II. A new field of remedial camouflage was emerging and Keromask® was fast becoming a successful and vital cosmetic cover cream that effectively camouflaged post-operative scars.

Over the decades since Keromask® has helped many people restore confidence in their physical looks with the natural looking coverage it offers. The formulation has kept in step and carefully refined over the years to give the product even greater performance and wearability. There are a few “copy cat” imitations of Keromask® Camouflage and Concealing Cream on the market today, but none rival this unique British-made formulation that gives Keromask® its hallmark ability to cover naturally and wear beautifully!

Sometimes surgery for skin anomalies is not an option and ordinary foundations, concealers, and other types of camouflaging products can't provide the kind of coverage that's needed. Keromask® is an ultra-highly pigmented and extremely concentrated camouflage cream for disguising a variety of common skin problems, large or small, such as:

- Birthmarks
- Rosacea
- Vitiligo
- Tattoos
- Scar discoloration
- Burn Scars
- Acne Scars
- Age spots
- Moles
- Broken capillaries
- Varicose veins
- Eczema
- Acne marks
- Dark circles
- Flushing
- Psoriasis
- Bruises and Post-operative bruising
- Dark circles under the eyes
- Temporary discoloration
- Permanent pigmentation problems
- Port wine stains
- And more...

Serious skin irregularities as mentioned above can have a devastating effect on and individual's morale and self-confidence. Keromask® is widely recommended by

hospitals, dermatologists, plastic surgeons, and skin clinics as well as leading beauty establishments as a superior camouflage product, and is the top choice for disguising the after effects of plastic or reconstructive surgery. These pages will show you how to use this product effectively for the best adhesion, coverage and long wear.

Keromask® allows the patient to get on with everyday life in comfort and confidence. Powerfully concentrated, just a small pin-drop of Keromask is all that's needed for many kinds of skin discoloration coverage. Keromask® should never be applied on open lesions or unhealed scar tissue. Keromask® is NOT TESTED on animals and does not contain animal derivatives.

Generally one thin smoothed layer is sufficient coverage for most situations however, in the case of very prominent discolorations, additional thinly applied layers of cream will be more effective. Everyday make-up can be applied over a sealed area of Keromask® without disturbing it. Keromask has a SPF12 sunscreen and is 100% waterproof when sealed with a loose finishing powder. Keromask can be worn even when swimming or playing sports, and just one application can last up to eight hours, providing you with effective coverage throughout your day.

Available in a choice of seven specially formulated shades from ultra light to very dark, and including two toning colors (yellow and white) Keromask® provides 10 times the coverage of conventional foundations and can be adapted to suit every skin color. This provides for the perfect custom matching or blending of shades to achieve a perfect match for any skin tone.

## **Paramedical Use**

To apply Keromask® in the same way makeup professionals use this product for paramedical applications just follow these tips for the best results:

1. It is strongly suggested that you use a professional #10 camouflage Taklon brush, such as [PPS-0013](#), for blending the product, and a velour type powder puff or large dusting brush, [PPS-0015](#), to apply a loose finishing powder. If you don't have a Taklon brush, then use a wedge type makeup sponge that has been dampened with water or a very light moisturizer.
2. Use a light moisturizer, such as Graftobian's OxyDerm Moisturizer [PPS-0052](#), on the skin area to be covered first, and allow it to sink in thoroughly, about 5 minutes. Using a moisturizer under the Keromask® helps the product blend more smoothly onto the skin for the best natural look
3. Place a small dot amount of Keromask® on a clean mixing surface. Using a circular motion, soften and warm the cream with the brush, and if you are mixing colors together this is the time to add them in.
4. Using a dabbing and patting motion at first, apply a small amount of the Keromask® to the middle of the area, and then begin to pull and thin out the layer with your brush or sponge until the imperfection is covered, lightly blending out the edges outward until no line of demarcation is seen. Blend until the product is completely thinned out to resemble skin. Remember, less is better for natural looking results.

5. If you are satisfied with this one thin layer you must "fix" the Keromask® cream application with a loose finishing powder, such as Natural Born Cosmetics™ Oil Control Loose Setting Powder [PPS-0014](#), to give a long-lasting finish. Use a velour type puff that has a sufficient amount of powder placed in it, or a large powder brush with a good amount of loose powder to cover the entire area and the surrounding skin. Powdering the layer is very important to make the application wearable, waterproof, and smudge resistant, and providing long lasting coverage. It also gives a fresh matte look, as if it is part of the skin and virtually undetectable.
6. Apply the powder liberally to the Keromask® application. Allow to absorb for a few minutes and then lightly dust off any excess powder with a fluffy type powder type brush.
7. If you feel you need more coverage, apply another light layer ON TOP of this previous finished layer, following steps 1 through 6 again, making sure each layer is powdered and set sufficiently.

Most applications with one layer prove to be sufficient in coverage, and you can then follow with your regular foundation products on top. Many Keromask clients don't feel the need for foundation when they have properly matched their skin tone with Keromask®, however it is recommended that you use a water-based foundation on top of a Keromask® application for best results should you decide to use a foundation product.

8. If using a foundation over the Keromask® application, use a sponge with the foundation on it and apply with a gentle patting motion to smooth out the application over the Keromask®. Apply the loose setting powder to the foundation application to set it in place.
9. If you wish to apply color products on top of Keromask®, always use the powder types. Using a cream blush or eye shadow formulation can disturb the Keromask® application or cause the color to oxidize.

### **Beauty Use:**

- Keromask® is also excellent for use as an under eye concealer (especially dark circles) and other facial irregularities, and used frequently in the movie and television industry for covering imperfections and under eye problems on actors.

For best results using Keromask® as a facial concealing product, use a water or silicone based skin primer product under any foundation product Keromask® is being placed over, or as a base to apply the Keromask® over, and let dry. Apply a very thin layer of Keromask®, blending out well with a Taklon brush. Set with a small amount of powder.

- Apply a super thin layer of Keromask® to the lips and set with Finishing Powder. Then apply lip color with a lip brush. Take a tissue and hold it next to lips and apply powder through the tissue. Then re-apply color again with lip brush. This will make for a very long lasting lip color application.

- Some Keromask® clients like to take a non-powder coated blotting paper, such as Nurturing Force Continuous Roll Blotting Papers [PPS-0001](#), and gently press a piece of it against the area that has been applied with Keromask® to remove any extra emollient shine before applying Finishing Powder. This has proven to help keep the application stable for less touching up throughout the day.
- There will be times when a touch-up or repair is needed especially after an extremely hot or humid day, strenuous exercise, or close contact that may cause the application to rub off. First, dab away any moisture you see with tissue. Next, use blotting paper to remove any remaining shine. If you see areas that need touching up with another application of Keromask®, apply thinly and evenly to blend in with surrounding areas and finish with loose powder.
- When attempting to cover exceptionally dark areas of the skin, it is very helpful to “blank” out the area first with a thin layer of the Keromask® White color. Powder over that, then proceed to apply the skin tone shade.
- If you tan during the summer months, remember that you may need to have a darker shade on hand to match your tanned skin tone. Discolorations that undergo tanning also get darker, so you may need to “blank” out the area first with a thin layer of the Keromask® White color before applying the darker shade.
- Natural Born Cosmetics™ Oil Control Blotting Powder comes in a convenient pressed compact form, [PPS-0089](#), for easy touch ups during the day to keep the makeup application more durable and longer lasting and shine at a minimum.

### **To Remove Keromask™ From Skin:**

- It is suggested that you use a quick dissolving creamy type of makeup remover, such as Graftobian’s Creamy Clean Cream Makeup Remover [PPS-0030](#). Apply the product using a circular motion and then gently tissue off. Use a cleanser, such as Graftobian’s Derma Cleanse Gentle Facial Cleanser which is excellent for washing away any remaining makeup remover without stripping skin.
- Follow with Graftobian Derma Care Facial Recovery Balm [PPS-0031](#), designed especially for people who use highly pigmented makeup, to quickly restore the skin to its natural pH condition. It is especially good for overstressed skin, and also ideal as a sun burn recovery balm and as treatment for chapped skin.