

PROFILE:**Name:** Nika Ambrozic**Category:** Make-up**Country:** Spain**Discipline:** Makeup Artist & Hairstylist**Instagram:** https://www.instagram.com/erion_mua/**IN-TREND'S TAKE:**

Who?: Nika Ambrozic, Make-up Artist and Educator pioneering the Clinical Color conversation beyond ingredients.

What?: A collaboration with Spanish derma brand Sensilis to bring its make-up with skincare ingredients to life. The brand is sold in dermatologist offices and pharmacies – promoting its Sensitive Skin Expertise usually for post-procedure, like a chemical peel or laser. Nika collaborated with the brand on 'Make-up Bibles'; training and educating dermatologists and pharmacists on the importance of application techniques, finishes, texture and color theory on different skin concerns.

Why?: Services are taking over products – leading to a booming post-procedure market. The future of make-up is clinical color – make-up that heals post these procedures and is also hyper-targeted to the individuals skin concerns. Read more about the Future of Clinical Color in a teaser of our report available now on our website.

INSIGHTS**Date of interview:**
20/05/2024**On Working with Sensilis & Creating the Makeup Bible for Pharmacists**

The brand manager, Paloma, came to me about a year and a half ago with a project for IMCAS: They wanted to do move into medical makeup since we're seeing such an increase in Spain. The amount of money that's being spent on aesthetics is mind blowing: about the same as the amount that the Spanish State invest into public health care.

They already had some of the formulas done and wanted to make sure that we cater protocols to the right skin types. And then my mind just kind of started exploding of how we can do it, what techniques work for what skin types, what can we do to make sure that we work with the range that they already have?

Spain

Medical Makeup

Education

On Treatment and Coverage: Acne, Hyperpigmentation & Rosacea

As far as acne goes avoiding really high coverage foundations and going for something a little bit more medium coverage and also doing point concealing and concentrating the coverage where you actually need it.

Shimmer shine would be something that has makeup in it, and wet shine would be something that has kind of emollient. And you can usually get away with wet shine on textured skin.

The bigger conversation and this is something that I've had in the works for a while, is the importance of skin prep. Because if skin is not properly prepped, makeup just doesn't sit well on top of it. And I think for the longest time, skin prep was a primer and primers just do nothing. There's this independent brand, Sonia Rose Beauty, and she created these amazing skin prep products.

I find that people who use skin tones in fine layers that they let dry down just works so much better than correctors.

I find that people who have hyperpigmentation are usually in treatment for it, whether it's creams or lasers. The skin then has a bit more of a rough texture usually because it's healing. So, it's really important to exfoliate before you put any make-up on there.

A lot of women have hyperpigmentation around the mouth. So the direction of application is really important because if you apply makeup upwards, you're lifting those hairs up, accentuating them.

What is your opinion on the color-correcting market currently?

I would say there are certain things that color correcting can do well without complication like undereye circles. With a nice salmon peach and burnt orange, you can cover well.

Colored concealing also works on deeper skin tones because deeper skin tones can carry more foundation and still look fantastic.

It's also difficult because color theory is something that you take years to master. You need to understand what happens with pigments. And it's completely changed my view on how makeup is made and how it influences itself. For example, I see a lot of the Indian skin tones that are very green, really struggle with this because their color range is completely different from someone who's of European descent.

Are there specific tips that you would have to correct an Indian skin tone more or a diversity of Indian skin tones?

The colors that work best are the colors of their spices like ochres and burnt siennas. Again, it depends: when you say Indian skin, there is such a tonal range. They have really light skin tones and then they have really dark skin tones and you can't say, "we'll just throw out an orange and that's it."

What is the color correcting shade missing at market?

A true olive green. All these milky greens only work for a select few.

Are color correctors the solution to the tone unevenness and skin issues we are facing?

You don't need a full on green concealer. You need tiny drops to add to foundation or your concealer. You mix it in and done. Color adjusters would also save so much people the struggle of having to find the exact right shade.

On the Paradox of Shade of Diversity

What's interesting is that we have this idea that brands must always have 40 shades (for representation). I don't carry 40 shades in my kit. 10 is enough and brands don't always know this.

There's a makeup artist who does a lot on the side with brands of consulting. Kevin Bennett who gives best talks. I think he was one of the first people that was saying, you don't need that much. You could have a limited range and still functional for most people and still be beautiful formulas that work.

What is your opinion on Hybrid products, and do you believe there is an industry over-hybridization?

It's been interesting to see how we can shape people's understanding of how makeup can be part of your skincare routine.

From my personal experience, people are pulling away from this trend we were talking about last year about the over hybridization. Yes. It has conversations within base makeup, yes, within lip with the SPF but we've seen it in so many eyeshadows, so many blushes. I saw a mascara with vitamin C the other day.

Those don't make sense. What makes sense to me is lip products and skin products, complexion products not bronzer foundation because it goes all over concealer because it goes under the eye. If it has a bit of hyaluronic acid, a bit of caffeine, great.

Are there ingredients that you see within these products that make sense, you mentioned Caffeine, Hyaluronic Acid?

Yes. Antioxidants make a lot of sense. I found that foundations, when they're layered over serum with antioxidants, or if they contain antioxidants, stabilize the formula and don't oxidize as much

Also, I find Vitamin C can be great in foundations. I was working on a campaign with a girl who was in the wrong phase of her in cycle for a skincare campaign and the next day she asked me: "What foundation did you put on my face because it's glowing?" It was the new foundation from Sisley that has Vitamin C.