

## **SKIN CARE AND MAKEUP TIPS**

### **SKIN CARE:**

A great looking face at any age begins with great skin. Ask yourself, do you care for your skin? Everyday? A regular and high quality skin care program is critical to a youthful appearance and will repay you many times the price they paid with positive compliments and a healthy youthful look.

A good skin care program requires as a minimum. A twice daily routine of cleansing, toning and moisturizing your skin as well as using supplements designed to aide aging or problem skin. It is important to carefully manage dry skin as it can be the cause of wrinkles and premature aging.

### **EYEBROWS:**

Beautiful shaped eyebrows act as a frame to set off the eyes, just as a hairstyle frames the face. The brow shape can make or break your look.

Well-shaped brows can also take years off your appearance. And although brow shapes may come and go the basics of shaping stay the same.

Some women have plucked their eyebrows to extinction and are now forced to draw them on. And some are sporting eyebrows that look completely unnatural. A few looks that are not the best; the sharply inward angled brow (the cranky face), the ultra arched (perpetually surprised look), the brow that starts with a heavy blunt line and tapers out to nothing and the long thin brow drawn on so dark that they look like a 1940's harlot.

Other women have never touched their eyebrows and they lay across the brow bone, thick and shapeless.

A perfect brow is fine to medium in width, nicely arched just above the outer third of the eye and neither extends inward or outward too far. It is particularly important to shape your eyebrows into a fine line if they are dark and you wish to go blonde. Many celebrities such as Madonna or Brooke Shields have learned that thick dark eyebrows look masculine and out of balance when accompanied with blonde hair.

## **MAKE-UP FOUNDATION**

As a woman's face begins to show signs of aging it is very tempting to try to camouflage everything with a heavier foundation and more powder. However, this will only result in a more aged looking face.

Use a foundation that offers maximum coverage, minimum depth and meets your skin's needs (e.g., moisturizing or oil free formulas)

**Fair skin;** When it comes to eyes, lips and cheeks, women with fair skin look best in cool. Subtle tones such as rose and pale pink. Avoid taupes and browns, which can appear dull on pale skin. Foundation should be in the lighter shades, with names like Porcelain and Ivory. These colors have pink or red undertones, which are good for red skin undertones (yellow base can wash a fair skinned person out)

**Fair to medium skin;** For lips and cheeks, look for light shades with a hint of warmth, such as peach and bronze, pale apricot and orange complement this range. The color should be slightly sheer. Foundation, choose shades with names like Bisque and Natural, these tend to be pale with a touch of yellow.

**Medium to dark skin;** This skin tone can pull off lip and cheek colors in warm, bold shades like apricot, coal and gold. Darker shades like plum also work well on lips. Foundation, choose one with strong yellow undertones, like honey or caramel. Cooler shades can make you look sallow.

**Dark skin;** Dark skin doesn't have to mean dark makeup. It could be colors with glossy textures, rich metallic and bright shades on the eyes, lips and cheeks. **Foundation;** Colors with the deepest shades

## LIPLINER AND LIPSTICK

As we age our lips become thinner and that makes lip liner one of the most important items in a mature women's makeup kit. Lip liner redefines the lip line, keeps lipstick on longer and reduces the chances of “bleeding” lipstick.

If your lipsticks have a tendency to bleed avoid ultra moisturizing or moisture rich lipsticks as these are likely to bleed even with a sealant. Instead use cream formula lipsticks.

Avoid highly frosted lipsticks.

## EYESHADOW

Skip ultra trendy shades in any form of makeup, such as sunny yellow, tangy lime, bright violet as well as the frosted azalea.

## MASCARA AND EYELINER

Mascara and eyeliner are must haves, however, I recommend waterproof mascara only for weddings and funerals as they have are very drying and, when worn everyday, can cause the lashes to snap.

Eyeliner is a wonderful way to add an interesting touch of elegance and definition to the eye if applied in a softly blended line to the top eyelid and outer third of the lower lid.

With older women apply wet eyeliner using eye shadow or cake eyeliner and then blend it with a fine flat brush. Eyeliner pencils are often too hard on the eye and liquids can create too harsh a line.

Mascara defines the lashes and frames the eye.

## **THE RIGHT AMOUNT OF MAKE-UP**

1. Your foundation is perfectly matched to the skin tone, is not too pasty and is evenly applied.
2. The eyes are subtly colored and well defined.
3. There is a gentle flush of color in the cheeks.
4. Lips are well defined and finished with lipstick that enhances skin tone and clothing.

## **SURE FIRE WAYS TO LOOK OLDER**

1. Leave your make-up on when you go to bed
2. Go out in the sun without sunscreen
3. Apply make-up with a heavy hand
4. Wear dated make-up
5. Don't bother with make-up
6. Apply make-up in poor light
7. Drink minimal amounts of water
8. Let lipstick stick to your teeth
9. Allow your lipstick to bleed unchecked
10. Loose weight quickly
11. Ignore skin problems

12. Do not bother to adapt your make-up or skin care products to meet your skin's changing needs.
13. Smoke