



1001

Everyday Makeup Tips

Beauty Secrets To
Keep You Looking
Gorgeous Every
Single Day

SPECIAL REPORT

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INTRODUCTION



Dear Frustrated Lady,

I give up!

For a while I have contemplated writing and compiling this special report for you. It started off on my list of topics for a future blog post.

And over time it built up steam, to now... while flying to spend time with family for Christmas, I write these words.

It's a Friday afternoon, December the 21st to be precise and the plane is full. In fact 99% of the women on this plane would love to be looking over my shoulder if they knew what I was writing!

What In The World Am I Talking About, And Why Should You Invest Your Time To Keep Reading?

The answer to that question is the same answer to this question, "Why are hundreds of thousands of women who are trying to enhance how they look and feel, with all of the information available showing you how to do exactly that... **effectively apply your makeup and keep up with the times**... still frustrated, confused, overwhelmed and no closer to the success you desire than when you started?"

Hi, my name is Peter Vaughn, and over the previous 29 months we have been working with women behind the scenes to teach them where to start, and how to transform themselves into beautiful, stunning, drop-dead gorgeous ladies.

And although up to now we have only taught a select few women about 'How To Apply Makeup', it has given us an amazing insight to the problems that plague women when it comes to their Makeup and Beauty and the industry in general.

Have You Ever Experienced This? (I Like To Call It The 'Beauty Bummer'!)

Let me explain. You see, my wife Chloe grew up like many of you... without an older sister to show her how to do her make up and with a Mother that had no real fashion or style sense at all. And if that's you... you're not alone.

So what's a girl to do?

You start talking to your friends. But the problem here is that most of them are in the same situation you are, **wanting to learn how to do it also**.

Next, you start buying magazines and books to try figure out how to make yourself look like a knockout. Or you purchase a beauty product that makes some amazing claims on the results it will produce for you, even backed up with proof it will live up to those promises.

But after you finish going through the product you are no closer than when you started?

Would you believe that is normal?

In fact in most cases it would be very difficult to see the results promised.

Why Failure Is NOT Your Fault 90% Of The Time!

Did you know that failure is not your fault the majority of the time? I'm serious. You're **prone to blame and beat yourself up** for not succeeding. But, the crazy thing is, most of the time it's a **failure of the process or system** you're trying to follow rather than you.

Picture this: Someone has given you the task of putting a puzzle together. Now **here's the rub**, instead of just one puzzle, they **dump the contents of 5 different puzzles on the floor**. Not only that...they then give you the box cover **to only one** of the puzzles.

Let me ask you: **What are the odds** of you putting the puzzle together without **losing your sanity?**

Near to none.

Now, let me ask you this: Does that make you a failure?

NO! Of Course Not!

And it's because of one specific reason – the Beauty Bummer.

Can you agree that to be successful in anything in life requires skill in that area? From hitting a baseball to applying makeup to looking gorgeous requires the skill to do those activities.

Of course that's true.

And skill is developed over time either through long, sometimes painful trial and error. Or it's developed by consistently following a proven system that develops that skill and allows you to produce your desired results.

Every “**how I mastered applying makeup story**” you hear, although true, it conveniently leaves out what it really took to get to the point where they could produce those dramatic results. (And I now realize they leave out something even more important, which is the “Dirty Laundry” part of this report.) In my case, back in 2005, I really wanted to help Chloe ‘get this sorted in her life’, so I created from scratch a brand new site called [Hollywood Makeup Secrets](http://www.HollywoodMakeupSecrets.com).

I discovered a little-known makeup artist, Allison Saunders, who swore to me... **'she could make ANY women look absolutely gorgeous in 10 minutes or less'**.

AND she was right!

So together we created a series of six - 10 minute videos, capturing Allison on film, working with models of different skin types and shades, applying makeup.

Most people trying to sell you something will stop with that and let you draw your own conclusions, like you will see similar results. It is all true you know, but like Paul Harvey says...

And Now, “The Rest of The Story”...

Even though Allison did a tremendous job, and she was responsible for helping hundreds of women, through the videos... I fell short!

Yes, you heard me right...

I fell short, and it's not so easy to admit, but I'm doing it anyway. We're all friends here right?

The reason I fell short, was the videos although excellent, left gaps, and many questions unanswered.

During the past 2 years since I discovered Allison, I learned a lot, and received some invaluable feedback from women just like you.

However at the end of the day, if you're willing to accept the truth after reading that, just like I did, then...

You Are Left With 3 Options:

One is quit, give up on your desire to improve how you look, knowing it will make you feel even better and continue to quietly suffer, unfulfilled, frustrated and angry.

Admit you are just not willing to accept the truth and move onto somebody else, who is willing to sell you the dream so you can keep living in that wonderful fantasy world. A world where promises are made, but not delivered, and you and your beauty suffer.

The second is to keep on trudging and gain your own trial and error experience and after many thousands of dollars, and sleepless nights, finally have your breakthrough that allows you to finally master how to apply makeup so you look and feel like a star.

The third is to take advantage of somebody else's learning curve and follow a proven step-by-step system.

That eliminates a lot of the "painful, costly, trial and error learning curve". That means instead of years you can do it in a matter of hours or minutes with practice. So if you were like me, the solution would appear to be following a system, just like the videos I created for my wife. But that opened up a whole new can of worms... It's called the "Beauty Bummer."

The Beauty Bummer In Hiding...

Since releasing the original [Hollywood Makeup Secrets](#) videos (you'll get to see those soon enough), there has been a proliferation of products people have been selling as online “**beauty systems**”.

And over the past 6 months is when I realized the second major problem facing women buying these products online.

You Are Being Given An Incomplete System!

Some women will find what I'm about to say shocking, others will nod your head and say that makes sense and most of you will do both!

Here Is The Life of A Typical Online Product In The beauty Marketplace.

The owner (let's call them an “Expert” for fun) either comes up with an idea for a product, or has a need to generate some fast cash. They then slap all their ideas together into a product as quickly as possible or worse yet create the “idea” for the product and then plan to create it “when needed” at the very last moment after its already been sold.

Next... they **rush their product** to completion and **hype it up to high heaven** (usually using the Get Gorgeous Quick myths we talked about) so people will buy it like *ants attacking a picnic*.

If a “**real company**” looked at this process they would laugh hysterically and think it was a joke or something dreamt up by a couple of drunken college kids.

Can you imagine Loreal or MAC releasing a new product using that “system”?

In the real world new products go through a process first based on market research, product concept, validation, prototype, testing, improvement, small scale trial roll out and then, once it has made it that far and proven to be a rock solid product that produces the results promised, it's sold to the public as a product.

Time for me to step back for a second...

Now don't get me wrong. I am a part of the online Beauty community. Like any group of people, most of them are great people that are focused on truly helping their customers. So I'm not trying to bash anyone. Heck, I am probably one of the biggest buyers of new online beauty and makeup information around.

But Let's Get Real...

Because here's the critically important thing to understand. Though most of these products possess good information, a lot of what you buy is incomplete or mis-marketed. In other words, the only way you could realistically implement what you learn is if **you're already happy with how you apply your makeup and consider yourself a success.**

How can somebody document and effectively teach something that was concocted within days or even hours?

It can't help but be incomplete; in fact it's virtually guaranteed to be incomplete. See what I'm getting at?

Again, is it any wonder you're confused, frustrated and flat out baffled about what it takes to apply makeup so you look great and feel even better? I think not.

Just like you can't complete a puzzle when its missing most of its pieces, you can't have success using an incomplete system.

THE PURPOSE OF THIS REPORT...

... is not to point fingers, sling mud and any other unproductive, useless, negative feeding activity that keeps you from moving forward. I wouldn't want my time wasted like that and am sure you don't either.

It's to help you see what I see (sometimes it's downright disgusting) so you can make smarter, more educated decisions. Which is why I want to focus on delivering you what you need... in a way you can successfully use it.

Start At The Beginning... End At The End!

Developing success with makeup is like building a house. To have a successful house you need the complete blueprint. It starts with the foundation, then the first floor, then the second floor and finally the roof. If you are missing just one of them it's not going to work.

However you see it time and time again. You are sold a "system" but really it's only part of their system, not the whole system. They either unknowingly leave out critical pieces or, worse yet, intentionally make it incomplete (yet sell it to you that it is a complete system) and then make you buy the rest of the pieces.

So... what can you do starting today to successfully move forward? What's the solution?

And no, it's not to buy something, it's instead following a TRUE makeup and beauty system. With a heavy emphasis on the word **true** and **system**.

Real Value, Producing Real Results – Given To You For Free

Right now you are probably waiting for the "hard sell" on some wonder system. Sorry to disappoint you I'm not writing this to sell you anything today.

Nor do I want to raise the awareness of this problem and then leave you hanging without a solution.

Instead I want to give you something to help you. Over the next few weeks I will be giving you a lot of information and techniques to help you in improving your looks, your confidence, and feeling more vibrant than you ever have before.

But...

To get the '**real benefits**', you must be willing to **consume it, use it** and **get results** with everything I am giving you for free.

Then, once I have proven to you beyond a shadow of a doubt, the [Hollywood Makeup Secrets Beauty System](#) will give you the **results you want**, you will want to become a member of this elite community of beautiful, gorgeous, happy women.

So let's begin...

Starting with the '**best resources on makeup and beauty**', saving you your precious time and helping you to quickly and easily build a **solid foundation** of useful, practical cosmetics and beauty knowledge.

Enjoy,

Peter Vaughn

P.S. Be sure to stop and [read page 156](#), where you can share this report so others you care about no longer have to remain frustrated, overwhelmed and confused in this online world of makeup and beauty.

And instead they can make smarter, more educated decisions and achieve the confidence and vitality that comes from looking good and feeling great!

EVERYDAY MAKEUP TIPS

How To Apply Makeup

About.com has a section on makeup that is a good beginning for anyone interested in cosmetics. Below are some quick tips taken from the site: <http://beauty.about.com/od/makeup/>

Overdosing on Color

It is very easy to use too much color on your face. All you have to do is look around to see how often this mistake occurs. Here are some guidelines.

If your eyes are the focal point of your face, the lips and cheeks can be almost natural. Don't allow the three areas of the face to compete.

Another area where lots of mistakes are made are on the eyelids. Learn to layer your colors instead of applying a heavy layer of shadow. If you want a sheer dusting of color, start with one light coat. If it is too light, add another layer. Building layers is an easy way to create depth to your eyes, without looking like a racoon.

If you are trying to create a smoky look, you can easily deviate from blacks. Try a coffee or chocolate brown. A slightly lighter shade might be perfect for your coloring and black might be all wrong!

You might have noticed that some celebrities can completely line their eyes with charcoal black liner and it looks great. Unfortunately, this can also make the eyes look very small. Perhaps the outer corners of your eyes would enhance the smoky look. Try both and see which you prefer.

Now think jewellery. If your makeup is natural, you can get away with a brightly colored pair of earrings. The same would go for a necklace.

Skin too Pale

While we are supposed to stay with our own skin tones, sometimes, those tones are too pale and adding more of the same with foundation, simply doesn't look right. Here is the answer.

Warm up your skin with a tinted moisturizer topped with a hint of coppery gold blush dusted all over your face with a concentration on your cheekbones and chin. When changing the skin tones, think about where the sun hits the face.

How to Create Flirty Eyes

The trick is to not over-do the look. We want to make your eyes look as if you didn't do a thing to them at all. We are simply going to make what you have... look a whole lot better. Only you will know how many steps it took to create incredibly flirty eyes.

Prepare the eyelids with a base to help hold the shadow in place. Allow to set. Apply a layer of flesh colored shadow across lid. Depending on your coloring, the color could almost appear a salmon shade, but it will blend into the lids quite easily. If your skin has more pink tones, use a soft pink shadow instead. What you don't want is for the shadow to be noticeable. We are simply making the lids a uniform color.

Sweep a line of icy blue cream liner across the base of the lashes.

Apply a brand of mascara that will thicken and lengthen the lashes.

Check below the eyes for any splashes of mascara. If necessary, use a cotton bud that has been dipped into makeup remover to take care of the area.

Tips

If you have very sensitive skin, you should be very cautious about waxing any part of your face.

Not sure what your brows should look like? A good technician should be able to help you. Have them waxed and then all you have to do is tidy them up whenever you spot a stray hair.

How to Apply Makeup in Five Minutes

You have exactly five minutes before rushing out the door. Here are the steps you can follow for a fast but polished face.

Here's How:

Dot on moisturizer.

Apply foundation and blend.

Apply blush and blend.

Apply your favorite eye shadow.

Apply eyeliner according to eye shape.

Apply mascara to lashes.

Using a fat brown pencil, apply color to brow bone and blend.

If your brows need color, apply it now with small strokes of a pencil.

Color your lips.

Powder your nose and t-zone with loose powder.

Check your blush and add a tiny bit more if necessary.

Tips:

Before you begin your makeup application, set out everything you need.

For individual how-to on any of the above, see the how-to index.

Your five minute makeup is perfect to take along on holidays. It's fast and easy and won't take up a lot of room.

Most Common Mistakes Made While Applying Concealer

I don't think that there is a woman alive, who hasn't made at least some of the mistakes listed below. But, with a little practice and some know-how, you should have the art of concealer use mastered in no time at all.

You should never apply concealer straight from the tube. The application will be too heavy.

You apply too much. With proper technique, you shouldn't be able to see the concealer at all.

You choose the wrong color. Don't choose something too light. This is one of the most common mistakes.

The concealer is not blended. It should be applied with brush and then tapped on, not dragged.

The wrong formulation was chosen. You have a choice of liquid, stick or pencil. The liquid is the easiest to use, the stick should be used for very dark circles as this gives a heavier coverage, and a pencil should be used for blemishes.

Obviously, using concealing cosmetics can be difficult. It takes lots of practice. It is also important to consider if you are going to be out in full sun or in a dimly lit restaurant.

Eye Lining Tricks

Lining your eyes can either make your eyes look gorgeous or tell the world that you haven't quite got the hang of it yet. Here are some quick little tricks to make you look like a pro!

Applying Color Below the Lashes

The best tool I have found for applying shadow beneath the lashes is with a sponge applicator. The color sticks to the sponge until it is softly deposited exactly where you want it to be. A brush is about the worst tool you can use for this purpose. No control at all.

How Much to Line

Although some models can line their entire eye, this look is not for everyone. But that doesn't mean that you can't create a look that is close to what you see here. Play around with your liner. Line the upper lid and just the corner of your lower lid.

Line the upper lid and leave the lower lid bare. Get into the habit of playing with your makeup. You never know when you will happen upon something absolutely amazing.

Using an Eye Lining Pencil

Don't draw the pencil across your eyelid as this could cause stretching of the skin. Instead, apply the color to the palm of your hand, pick up some of the color with your pinky and apply gently to eyelid.

One Continuous Line?

I would suggest a series of dashes or dots worked into the lash line. It's easier to control and no mistakes to be carefully fixed.

But My Lids are Oily

This is a common problem that causes liner to migrate up into the crease area. To prevent this from happening, choose a product to prep your lid. Not only will this prevent the liner from moving, it will keep your shadow in place at the same time.

How To Apply Foundation

Applying foundation is a simple procedure, but a lot of mistakes can be made. Here is an easy way to look great.

Here's How

Foundation is not going to help you if it's the wrong color. Go to a cosmetic counter and request help. They will provide samples that can be matched to your specific coloring.

Apply foundation by dotting it on your forehead, cheeks, chin and nose. If you don't want all over coverage, apply just in the needed areas.

Dampen a sponge and gently distribute the foundation across your face.

Check jaw line and hairline to make sure foundation is well blended.

Use pads of fingers and press gently all over your face. The heat from your fingers will help in the blending process. Don't avoid this step.

Go to a natural light source and check your application. Any problem areas will stand out so that they can be attended to.

Additional Info... If your freckles are light, don't even try to cover them up. Show them off by using a sheer foundation. If you happen to have the darker ones that you just can't live with, choose a cream foundation to cover and even out skin tones.

More Additional Info... I always apply foundation with a wet sea sponge. I like this variety even more than the little wedges that are available. When wet, the sponge promises a sheer layer of coverage. Try it both ways to see which you prefer.

Tips

Be sure to blend, blend, blend. Special areas to watch are the hair and jaw line. And be sure that your face isn't one color and your neck another.

More quick tips and further information can be found at: <http://beauty.about.com/od/makeup/>

Other good guides to applying makeup include the following

“How to Apply Makeup,” Lifestyle 101

<http://www.101lifestyle.com/beauty/makeup/makeup.html>

How To Apply Makeup

- Makeup should be applied in the following sequence
- Foundation proceeded if required by under eye concealers.
- Corrections and Improvements.
- Blushers.
- Powders.
- Eye Makeup.
- Lip Makeup.

Use of Under-Eye Concealers

Concealers are applied to cover dark circles around the eyes, thereby greatly enhancing the appearance of the face. They are matched to the skin tone and are applied before using the harmony foundation. When any product is applied around the eyes, special care must be taken so that the skin is not stretched. Instead of applying the cream from the inside corner of the eye to the outside it should be dabbed on the skin and then gently blended with the finger tips moving from the outside corner to the inside corner. This procedure will not pull the skin. After the product has dried, more can be applied to build up the desired opacity. To remove, use a cosmetic cleanser, instead of vigorously rubbing the skin with soap and water.

Foundation

Application Technique

Put a little foundation on the hand (add a complimentary tone if necessary). Dot it over the face- on the nose, the cheeks, the chin and the temples and in between the brows. Using the tips of two fingers or a small clean, dampened sponge (from which excess water has been removed) blend the foundation. Always work from the face outwards, to avoid an accumulation of the foundation around the hairline-move from the cheeks to the ears, from between the brows down over the nose, from the chin out towards the jaw, then onto the neck. Work quickly, carefully and lightly. Blend well around the hairline, on the neck, below the eyes and behind the ears. Also take the foundation over the eyelids. Finally blot the face with a clean dry tissue, pressing it lightly over the skin.

Corrections And Improvements Through The Use Of Make-up

Correction of poor skin tones is achieved by using a correcting make-up base: a mauve base can conceal pale and dull skin tones and brighten the skin. A green base masks red blotches and ruddiness. The under-eye concealer camouflages dark circles under the eye. These correcting bases have to be applied before applying foundation. To improve facial features, use is made of the fact that pale shades lengthen, fill out, and brighten, while dark shades reduce, deepen, darken, and conceal. This form of correcting base is applied after the use of basic foundation. These correcting bases are available as liquids, creams and even as pencils.

Correcting The Facial Morphology: The ideal facial shape is oval and by the clever use of dark and pale tones, every facial type can be made to appear oval.

Trapezoidal Face: The trapezoidal face can be made to look more oval by redefining the lower part with dark foundation and using light makeup at the temple.

Rectangular And A Square Face: Both these shapes are redefined at the four corners with dark foundation.

Triangular Face: The triangular face needs dark foundation at the temples and to shorten the chin while the lower face needs enlargement using light makeup.

An Oval Face: The oval face needs shortening at the forehead and chin with dark foundation.

Round Face: The round face is made to appear oval by using dark makeup at the temples and around the lower face.

Correcting The Chin And The Nose: Here again, playing with colours, you can balance other features of your face.

A Prominent Chin: This can be corrected by applying dark foundation on the tip of the chin.

A Double Chin: This can be corrected by putting a dark foundation on the double chin.

A Long Nose: A long nose appears short by applying dark makeup on the tip.

A Broad Nose: For a broad nose apply dark foundation along each side of the nose.

Short Nose: To emphasize a short nose apply pale makeup along the top of the nose along its whole length.

Narrow Nose: For a narrow nose apply a bright foundation on each side.

Crooked Nose: For a crooked nose, cover the crooked side with a dark foundation and the opposite side with a light foundation.

Applying Blusher

The next step is the use of the blusher or the rouge. These cosmetics do several things to your face.

How To Apply Blusher?

Use the colour on the blush area. This is the part of the face between parallel lines, one extending outward from the corner of your eye and the second from the bottom of your nose. Smile and lightly touch the blusher brush on the fatty part of the cheek and gently brush the blusher toward the temple, making a slight curve. A touch of colour across the forehead and on the chin completes the look. The cream rouge is applied to the cheeks with the fingertips in small amounts and spread in the desired fashion. The powder blusher is applied with a brush.

Applying Powder

Technique: Make sure the foundation is well blended. Blot the face lightly with a tissue, especially over the forehead, nose and chin. Pick up the powder on the puff and press it firmly on the face, one area at a time. Don't try to smooth it on by massaging the puff over the face. Now using a soft, thick powder brush, whisk away the excess, with downward movement to stop the powder getting caught in the fine facial hair.

Eye Makeup

Almond shaped eyes are considered to be the ideal. So when making up eyes one tries with the help of light and dark eye makeup to make the necessary changes to give the eyes an almond appearance.

Eye Shadow

Application Technique: The following steps are followed in the application of eye shadow shades.

Using a fine, blunt-ended brush, gently apply the base colour to the entire lid from the inside to the outside corner and from the base of the lashes to the eyelid crease.

If the eyes need extra definition, a deeper shade is blended into the crease line. This gives depth to the eyes.

The brow bone is highlighted with a light shade. This gives the eyes a wide, open look. The colour is applied to the most prominent area and blended up towards the brow and down to where the contour curves down, toward the eyelid creases.

Before using them on the lids, always test the colours on the back of the hand to test the intensity. You can use even 3-4 colours, provided they are blended well. Remember pale tones emphasize, while deep sooty shades define.

Eye Liners

Application Technique For The Liquid Eye Liner: Test, on the back of your hand, the amount of pressure you should apply. Unless you are a real artist, it is best to steady your elbow on a flat surface. Work from the inside of the eye to the outside corner and keep the line light and even. If you stop at the corner of the eyes, the effect will be round and wide-eyed; if you continue the line and sweep it up and out, you would get a more exotic look. Finally smudge the edges with a cotton bud to soften them.

Application Technique For The Pencil Eyeliner: Pencils can be used in the same manner to define or extend the shape of the eyes, but they give a softer, more natural line. Keep them sharpened and ready for use, as blunted or broken points can spoil the whole effect.

Mascara

How To Apply Mascara?

For best results, first look down and brush the top lashes from the roots downwards, then look up and brush the top lashes upwards. Then still looking up brush colour on the lower lashes. Wait for a minute for them to dry, and similarly apply a second coat. Finally brush with a clean dry brush, to separate the lashes.

To Remove Mascara

While removing the mascara avoid the colour from going onto the delicate area below the bottom lashes and close your eyes. Roll a cotton bud dipped in a cosmetic cleanser over the lashes, taking the mascara down onto the tissue. Repeat till all the mascara is gone.

Correction Of Eyes Using Makeup

You can improve your eye shape by experimenting with colour and texture. Identify the shape of your eyes and follow the tips given

For Small Eyes

Pluck the eyebrows fine to give maximum eye area. Use a little shadow under the lower lashes as well as on the top of the lid. Blend the shadow on the upper lid from the centre outwards, curving it upwards towards the brow in the shape of a wing. Line both the lids, extending the meeting line fairly out, to increase the length of the eyes. Mascara both the upper and lower lashes, using two coats on the outer lashes only.

For Wide-Set Eyes:

Pencil the eyebrows close to each other. Add a little shadow onto the bridge of the nose or blend your shadow close to the corner of the nose and stop at the centre of the upper lid. To make the eyes appear a little closer, start outlining the upper lid from the inner corner of the eye, bringing it near the nose ridge, leaving just the width of one eye in between the two eyes. Continue the line towards the outer corner but not quite extending up to it.

For Close-Set Eyes:

Shape the eyebrows so that they don't have the close-together appearance. Use the eye shadow on the upper outer half of the lid extending above the eye and under the brow. To offset the closeness of the eyes, start drawing the eye line on the upper lid away from the inner corner. Draw it up and out. Similarly the lower line should not begin from the inner corner.

For Deep-Set Eyes

Use a dark eye shadow under the eyebrow, but not on the lid, where if you want to, you can use a lighter eye shadow. Line only the lower lid and extend the line fairly out and up.

For Round Eyes

Make sure the shape of your eyebrows is angular. Blend your shadow from the centre of the lid and deepen it at the outer edge of the eye, extending it a little beyond the outer corner of the eye. Line the upper lids, starting from the inner corner and extend it out and up so as to suggest length.

Lip Makeup

Lipstick provides the final touch to your makeup; without it no look is complete. For a perfect result, you will need a steady hand, some practice, the correct implementations and a knowledge of the correcting techniques.

What You Would Need?

A narrow flat ended brush, a selection of finely sharpened lip pencils, lip gloss and lipstick (either the conventional tube lipstick or the cream type with a sponge-tip applicator). If your lip colour is uneven, then you will need a special lip base or balancer-use a lighter tone on the dark areas and a dark tone on the light areas. These balancers also form a base for lipstick and help to keep the colour of the lipstick pure and clear.

Lip Makeup Application Technique

Outlining With Lip Liner

Before outlining the lips check that your lips are smooth and grease free. Use a sharp lip liner pencil in a shade close to that of your lipstick colour and with a steady hand, lightly outline the lips. For the upper lip, start at the centre and work out, towards the corner of the mouth.

For the lower lip, work from side to side.

Priming The Lips With A Lip Balancer

Fill in the lips with a special base or balancer to even out the skin tones. If your lips are of an even colour, use a face powder as a base.

Filling Up With Lipstick

Using a lip brush, fill in the colour. For the upper lip start at the centre and work outwards. On the lower lip work from side to side. Don't pile up too much colour. It is much easier to add more later than to remove any excess.

Blotting Off:

Fold a clean tissue and place it between your lips. Press the lips lightly together to remove the excess colour and to help seal the remainder, so that it stays on the lips rather than moving onto every glass you use.

Final Lip Gloss Application:

Finally finish with a lip gloss to get a gleaming look. However, women with extra-full lips should use lip gloss very sparingly.

Shaping Up Your Lips

Through knowledge of what you can do to correct lip shape you can truly achieve a perfect finish to your face. Study the shape of your lips, identify the defects, if any, and decide on what you want to achieve and then proceed.

Small Mouth With Small Lips

These are easily corrected by taking the lip liner pencil outside the natural lip line. Work slowly and steadily to form a perfect shape. Fill in with primer and finally with the lipstick. A highlight of frosting on the upper lip would also create an impression of fullness.

Large Mouth With Full Lips

Apply liquid foundation makeup to the entire mouth, then outline with a dark shade of lipstick just inside the natural contours of the mouth. Then apply lipstick of a lighter shade carefully and accurately within this outline. Subdued shades work well for this kind of mouth. Use medium toned lip colours and avoid dark browns, plums, electric bright or pale shimmer shades.

Full Upper Lip

Apply fluid foundation makeup to the upper lip. Outline just inside its natural contour and apply a dark shade of lipstick. Then outline the lower lip just outside its natural contour and emphasize by filling in with a lighter shade of lipstick.

Full Lower Lip

Outline upper lip just outside its natural contour. Apply a light shade of lipstick and in the centre add a touch of lip gloss. Apply fluid foundation makeup to the lower lip. Outline just inside its natural contour. Then fill in with a darker shade of lipstick, using a lip brush.

Wide Mouth

Cover the corners of the mouth with foundation makeup or a cover stick. Apply lipstick with a lip brush, stopping a few millimeters before the corners of the mouth are reached.

Patching Up

If makeup has to be touched up during the day, only powder makeup should be applied, using a brush. Use gentle patting strokes and blot the excess off.

“How to Apply Makeup,” Lifestyle 101

<http://www.101lifestyle.com/beauty/makeup/makeup.html>

How To Apply Your Makeup - By Julia Anderson

Foundation

After Cleansing, Toning and Moisturizing your face apply a small amount of foundation to the tip of your index finger, dot on forehead, nose, cheeks and chin then blend in an upward and outward motion without leaving a line. Be sure to apply foundation over your eyelids and blend without leaving a line. Glance in the mirror to ensure there's no line. You can use a concealer to cover imperfections such as blemishes and dark spots. You can use our NATU-CLEAR to remove dark spots, even skin tone and skin discoloration.

Translucent Powder

Using a Powder Brush apply Translucent Powder in a downward motion for a smooth finish. Translucent Powder helps eye makeup and blush to go on smoother and blend better. It also keeps your face looking fresh and your Makeup will last longer.

Eye Makeup

Starting at your lash line, apply your Base Color first, then apply your crease color in the crease area. Apply your Highlight Color in the highlight color area, below the brow bone. Finally, blend the colors with a cotton ball or your fingertip to remove any obvious line. If the colors are too bright tone them down with a little Translucent Powder then apply your Mascara, and dust your entire face downward with Translucent Powder.

Blush

Your Blush should go on the apples of your cheeks to radiate when you smile. It should go no closer to your nose, but directly beneath the iris of your eye; below nostril-level and into your temple hairline. A good Blush Brush that's tapered for precise placement, is a must.

Lipsticks

Define the outline of your lips with a professional lip brush or lip liner pencil that closely matches the color of your lipstick. Then apply your lipstick and blend the liner with a lip brush. Start from the center working outwards.

"How To Apply Your Makeup," Pioneer Thinking,

http://www.pioneerthinking.com/ja_makeup.html

For more "HOW TO" Makeup and Skin Care Tips and advice visit

<http://www.beautysensation.com/>

How To Select Face Makeup That Complements African-American Coloring

Since skin tones vary greatly among women of African descent, finding the right face makeup can be tricky. The wrong makeup can lead to an ashen or flat complexion, but with a little insight and a lot of experimentation, you can minimize the guesswork and put your best face forward.

Steps

Look beyond your skin's color and examine its undertones. Rich ebony complexions usually have cool, almost blue undertones, while brown and caramel complexions have warm golden undertones.

Choose from shades that appear to be in your color range and may complement your complexion's undertones. Remember that foundation will look different on your skin than it does in a bottle or on a thumbnail palette.

Consider lines that specialize in black beauty products for the widest color selection. Always try foundation on your jawline or the inside of your wrist to get the best idea of a color match.

Set your makeup with a loose translucent powder. If you're blessed with a flawless even complexion, skip the foundation and opt for a tinted moisturizer or tinted powder over bare skin.

Contour your cheekbones with a sweep of blush. Plums, currants and mauves will flatter a medium to dark complexion. Caramel, honey and apricot will complement a medium to light complexion.

Tips

Bronzer is an alternative to blush for those with a warmer complexion. Dust a light coating over the face, contouring at temples and cheekbones.

When faced with uneven skin pigment, consult a beauty expert for suggestions on a foundation that will even out your skin tone. You may be a candidate for two colors, that when spread over the right areas, will render the uniform look you desire.

Think about your skin type when selecting a face makeup. Oilier skins do better with water-based liquid foundations and cream blush, while drier skins benefit from cream formulas.

Warnings

Testers in drug stores may not be sterile. Buy with a store guarantee: if the color is not right, then the item is returnable.

“How To Select Makeup that Compliments African American Coloring,”

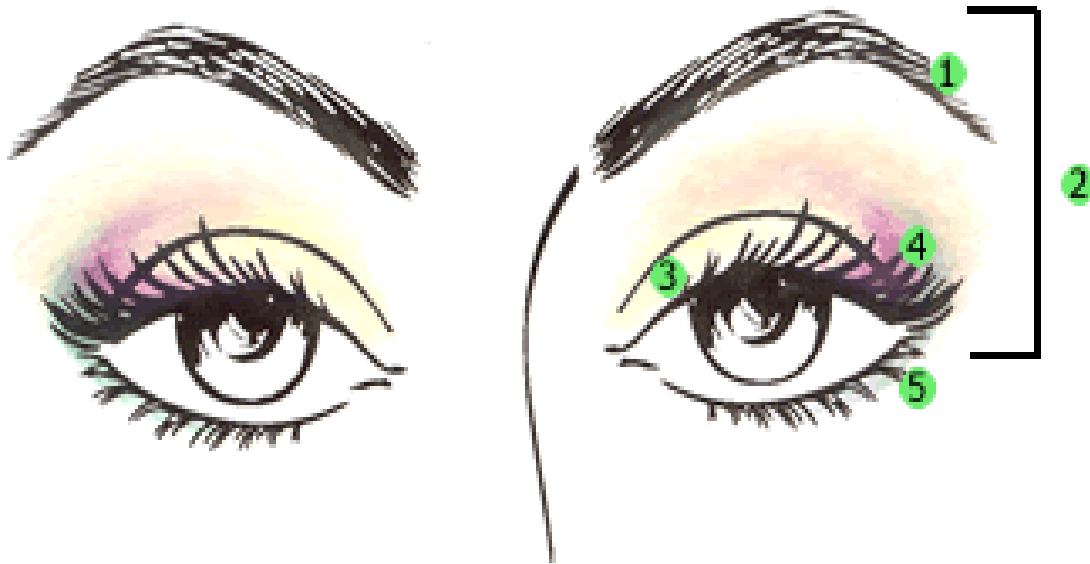
eHow, http://www.ehow.com/how_17978_select-face-makeup.html

Eye Shadows

Makeup artists love our exquisite, color-rich, eye shadows. The colors you see in the container are the colors you see when applied. Our trio eye shadows have been color co-ordinated by our makeup artists for easy use. Check out our newsletter for tips on using our products.

Follow the simple instructions below and voila, spectacular looking eyes!

Glamour Eyes



Shape your eyebrows. Apply eyeliner. Select the appropriate Kit - pastelle for daytime or adventurous for nighttime.

Use the lightest shade in your Kit and cover the entire lid, from lash line to brow.

Apply the medium shade on the lower lid.

Apply the darkest shade to the outer corners of the eyes from lash line to crease. Intensify for a more dramatic night-time look.

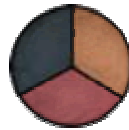
Apply mascara sparingly for a sophisticated daytime look. Load on two coats for a more dramatic night-time look.

PLUMBERRY

TERRA COTTA

DOWN TO EARTH

ICED
CHAMPAGNE



GALAXY

CAPPUCCINO
CHILLER

PINK FLIRT

PERFECT WENDY



REGGAE

SAFARI

ONYX

AMETHYST



“Eye Shadows,” Sacha, <http://www.sachacosmetics.com/eyeshadows.htm>

How To Apply Make Up

Beauty, they say, is skin deep. But who doesn't like to look beautiful? With a deft touch of the lipstick and assorted paraphernalia, you can bring about startling changes in your face! Here are thirteen easy steps to transform the femme ordinaire to femme fatale!

Priming the canvas

Apply a light moisturizer and allow it to sink into the skin for at least 10 - 15 minutes before you apply any make-up. Avoid anything too oily.

A concealer stick or cream disguises spots, under-eye shadows, uneven patches of redness. You can apply a little more later, if necessary, over foundation and blend away edges.

Apply skin-matching foundation with fingers or a small sponge. Blend away carefully round hairline and under chin.

Loose powder sets your make-up and keeps it looking fresh for longer. Pat it all over your face with a puff or a ball of cotton wool. Use a lighter touch around eyes where powder can settle into wrinkles.

Brush strokes

Use a big, soft powder brush for brushing off surplus powder.

Use a big, soft brush for applying blusher too. The blusher is one of the most flattering cosmetics for lifting your looks. Apply from centre cheek and sweep upwards and out to temples. Do NOT be heavy-handed - go easy on the blusher.

Define eyebrows with pencil or use eyeshadow powder on a brush for softer touch. Avoid over-plucked arches or exaggerated sweeps which always look ageing.

You can soften brow colour and remove surplus powder with a brush - a baby's tooth brush will do perfectly.

Fine Details

Apply charcoal grey shadow to outer corners of eyes and blend up into socket.

Dust a paler, touch-of-gold shadow on the lids - but avoid anything sparkly or glittery. An earthy brown colour defines the eye socket and will help to disguise any hooded effect.

Apply a couple of thin coats of mascara and go over lashes with a clean brush to stop clogging.

Finishing touches

Use a lip brush or a pencil to outline mouth for a clean finish.

Fill in with lipstick - and voila! you are ready to wow everybody!

"How To Apply Makeup," Chennai Online,

<http://www.chennaionline.com/style/Beautytrends/makeup.asp>

Applying Makeup

Whether your beauty regime takes five minutes and a dash of lipstick or requires you to wake up an hour earlier to achieve that flawless look, here are some valuable tips to assist you with your make-up routine. Your Pharmaprix Cosmetician has tips to make applying make-up easier.

These recommendations are not based on trends. Instead, they focus on basic beauty principles, from suitable colours to proper methods of application. They are intended to enhance your appearance and assist you with any questions you may have. Speak with your Pharmaprix Cosmetician to find out what products and shades best suit you.

Foundation

What you'll need

Foundations with a yellow hue, rather than pink, are appropriate for most skin tones. Yellow will erase any redness from your skin. Your foundation should match your neck colour. If you are attempting to hide flaws, you should purchase a darker foundation. Imperfections tend to be darker than your overall skin colour. A darker foundation will camouflage better than a lighter one.

How to put foundation on

When applying foundation, you can use your finger or a sponge. Most make-up artists prefer to use their fingers because they are able to move into the tiniest crevices and corners. If you prefer a sponge, the wedge-shaped ones work best. After using the sponge, wash it with soap and water. Replace your sponge after a few uses. Prep your whole face with moisturizer. Dab foundation in the centre of your face, under your eyes and on your nose. This is where the concentration of your foundation should be, as it is usually the biggest problem area. Don't forget your forehead.

Use circular motions to blend your foundation, working it upward and outward. Gradually, work your make-up down your chin and blend down your jaw. Your face and neck should match in colour. Do not use too much foundation – it shouldn't look like another layer of skin. Try to apply your foundation in daylight so you can check for streaks.

Eyebrows

How to Shape Eyebrows

Eyebrow tweezing is technical and not a lot of fun, but it can drastically affect your appearance. The ideal brow is one that is nicely groomed and not over-plucked. Beware of an eyebrow arch that is too high or skinny. To judge the appropriate shape for your brow, follow these steps.

Take a pencil and hold it vertically along the side of the nose (in the middle of the nostril). Your brow should start on the outside edge of the pencil.

Keep the pencil beside your nose, move the top of the pencil along your brow line. The point where the pencil intersects with the iris is your arch line. Continue to move the pencil along until it hits the outer corner of the eye. This will determine where your brows should end.

Before you start to tweeze, you may want to draw the desired shape with powder and eyebrow brush, or highlight the hairs to be tweezed by marking them with white eyeliner.

Starting on the inside of the brow (closest to the nose), gradually tweeze the bottom of your brow until the outer corner is half the width of the inner corner of the brow. Take your time when tweezing and go one row at a time.

After you have finished with the bottom row of hair, comb your brows upward and trim any hairs that extend beyond the natural top border. Brush your brows upward and outward to the final shape. Finally, fill in any bare areas with an eyebrow pencil. Build up slowly, so your brows do not appear painted on.

Styling Tips

If you try, try a tinted moisturizer.

Concealer

How to put concealer on

Take the concealer and dot the problem area.

Smooth it over with your clean finger or brush.

Make certain that it either blends into your skin tone or foundation.

Styling Tips

If you're wearing foundation and concealer, put concealer on after foundation. This will ensure that it will not rub off when you blend the foundation.

Speak with your Pharmaprix Cosmetician to find out what products and shades best suit you.

Powder

How to put powder on

Powder can be worn on top of foundation, concealer or alone. When worn with concealer or foundation, it should be pressed on with a powder puff over the areas that were concealed. This will help to set the foundation or concealer. If you have clear skin that does not need cover-up, powder can be used on its own to prevent shine.

Target the problem areas, such as the top and sides of the nose and the forehead.

Be sure to tap your brush or puff a few times to take off some of the excess. A little powder goes a long way.

Use a brush for this technique.

Styling Tips

A colour-free, translucent powder maintains the true shade of your foundation.

Cheeks

How to put blush on

Before you begin to apply your blush, smile in the mirror to plump up your cheek. This will give you the best coverage.

Evenly distribute a small amount of blush on your brush.

Move your brush gently along the rounded part of your cheek and upward towards your temple. Stop at the temple. Most of the blush should appear on your cheek and gradually move upward.

Styling Tips

Never press the brush against your cheek. Instead, dust the brush against your skin. You can also use blush along your jaw line and on your temples

Do not apply too much blush. It should give you a healthy glow.

Blush should be the last step in your make-up routine. This will enable you to judge how much blush will balance the make-up that you already applied. If you have a clear complexion, you can use blush in place of foundation.

Eye Pencil

How to Put on Eyeliner

Take a sharp pencil and line either the top and bottom lids or just the top. Move your pencil as close to your lash line as possible.

Follow the complete shape of the eye.

Place more emphasis on the outer corner of the lids rather than the inner corners near your nose. This will make your eyes look wider apart.

Styling Tips

For a softer effect, smudge your pencil line with a cotton swab or a small brush. If you prefer a stronger look, avoid blending the pencil lines and leave them blunt.

The same principle applied to mascara also applies to eye pencils. If you tend to have dark circles under your eyes only pencil the top lid and avoid the bottom one.

Eye Shadow

How to Put on Eye Shadow

Your lids should not look dull or dense in colour. The shadow should make your eyes look brighter.

Use your finger, brush or sponge applicator to apply eye shadow. The applicator is easier to manipulate and goes on lighter than a brush.

Apply a smudge of eye shadow to the inner corner of the eye.

Move your finger along the whole lid and stroke upward as you reach the outside of the eye.

You can also choose to apply your shadow all the way up your brow line for a more dramatic look. If you decide on a bright colour for your lids, stay closer to your lashes and don't smudge too high on the lids.

Styling Tips

Eye shadow that is vivid in colour is best with nude lips and minimal colour in the cheek - too much make-up can be overwhelming. Some eye shadow colours work better than others, depending on your eye colour or skin tone.

Dark-skinned women should veer towards light colours in eye shadow, such as yellows and browns. Be careful not to choose a colour that is too pink, it can make you look tired.

Eye shadow can also complement eye colour - blue eyes look fantastic with grays and browns, green eyes are most flattered by golds and yellows, and brown eyes are best suited to golds, grays and blues.

Mascara

How to Put Mascara on

For a fuller lash, begin by curling your lashes with an eyelash curler. Count to ten as you curl each row of lashes. With the mascara brush, apply the majority of mascara to the outer lashes and less to the lashes beside the bridge of your nose. This method lifts the eye and makes it almond in shape. You can choose to do both sets of lashes or just the top set.

The proper way to move the brush is upward and outward. Continue to apply until you have achieved your desired effect. Otherwise, if you let your mascara dry between coats, it will clump the lashes together.

Styling Tips

If you have dark circles under your eyes, it is not recommended to coat the lower set of lashes. This will draw attention to the circles. Instead, coat only the upper lashes.

Lips

How to Apply Lipliner and Lipstick

Make-up for the mouth is divided into two categories - lipliner for smaller lips and lipstick for larger ones. A lipliner will make smaller lips appear larger.

Using your lipliner, follow the outer edge of your lip with your pencil to maximize its fullness. Fill in your lips using the liner as a lipstick. Pout your lips as you are filling them in.

The bulk of the liner should be in the centre of your lips. This area is also a good starting point for filling them in. Blend your liner. The lines that you have drawn around your mouth should never be visible.

Finish off with a lip gloss to avoid any dryness that the liner may create. Like the lipliner, the bulk of the gloss should be in the centre of your lips. You do not have to put a lot of gloss on the corners of your mouth, as it may dribble or look drippy. A fuller mouth does not need any lipliner.

Styling Tips

Coloured gloss or lipstick is all that is required. The same rules that apply to lipliner also apply to lipstick. Follow the outer edge of your lips with lipstick or gloss - do not overdraw. Place the majority of your lipstick or gloss in the centre of your lips. If you are using lipstick alone, add a layer of gloss on top.

You do not need to blot your lipliner, lipstick or lip gloss unless there is an excess. Colour for your lips is an individual choice - there are no rules, simply suggestions. Dark colours are best for dark skin tones. Oranges may not be flattering on everyone. Bubblegum pinks are generally reserved for the young. Berry shades work on almost everybody.

If you prefer a brighter or deeper shade of lipstick, keep your eye make-up to a minimum. A little gloss is the best thing for those who like to accentuate their eyes with heavy eye shadow or eyeliner.

To learn more about how to choose colours best suited for you visit our your colours section.

Your Colours

Everyone's skin tone is different. Your natural colour should be your guide when choosing your make-up. Skin tones are divided into two categories: warm tones and cool tones. Warm tones apply to women who tan easily; whereas, cool tones cater to those who tend to burn. In most make-up products, warm tones are colours such as peach, bronze, brown and the whole family of earth tones. Cool tones include colours like pink, plum, burgundy, blue and green.

Select your skin tone

In choosing a foundation, determine the most appropriate tone. Finding the right foundation is very important as it must match your skin tone and is the base for the rest of your make-up. If you are a warm tone and end up wearing a cool tone foundation, it may appear gray on your face. However, if you are a cool tone and choose a warm tone foundation, it may cast a green hue on your skin.

The best advice, in determining your tone, is to visit your Pharmaprix Cosmeticsian to sample a number of colours prior to purchasing. To discover the make-up and colours best suited for you, select the image closest to your skin tone.

Applying Makeup, http://www.pharmaprix.ca/english/beauty/tips/applying_make_up/

How To Apply Makeup: Artist Tricks To Lips And Cheeks

Have a too blue based lipstick? Mix a dot of yellow concealer into your lipstick, or apply a yellow-based loose powder on clean lips, and apply lipstick on top. There will be just enough warmth in the product to take the edge off a too cool/blue shade.

Want to update your lipsticks to the new cool blue based tones? Apply a navy blue eye pencil, or eye shadow on lips and apply your lipstick on top....just a little will do and you'll have a new shade. A soft, brown eye shadow applied on lips first will darken any too light shade.

Make your own deep lipstick color by mixing blue eye shadow and red blush on your lips. Apply a lip balm on top and you're set. The most fun part is that every time you try this, you can experiment and get a different version every time.

Use your shimmer highlighter sticks from spring/summer to highlight lipsticks. Apply on a clean mouth first, and then your dull lipstick on top. An instant frosted shade.

The color of the moment is the 'bitten' lip look. Just take your rosy blush and apply dry on lips. Apply your Vitamin E stick, or gloss on top with a lip blush. Gel cheek colors work great for this too.

A quick dusting of shimmering body powder or an iridescent eye shadow over the high points of the face, (cheekbones, chin, top of nose, eyelids, across forehead..) a quick day to night look.

A model told me this trick! She runs a Gold Shimmer stick through her blonde hair! Instant shimmer and highlights, especially around the face....

Use a Concealer Pencil on your lips first, fill in, and then apply an old, dark lipstick. The concealer pencil lightens up the lipstick by about 3-4 shades....

A warm brick eyeshadow is the perfect all over color for lips, cheeks, eyes and a little lip gloss on top and you're off!

Find a blush brush that perfectly fits the size of the apple of your cheek when you smile. Anything bigger than that and you'll get blush where you don't want it. You really don't need a huge blush brush for color, those are meant for shimmery powders.....

Pick up your blush by lightly tapping the blush with the tips of the bristles. If you are sweeping the brush across the color, you'll pick up about 10 x more color than you need, and you waste a lot of product. Just tap the ends of the bristles about 2-3 times onto the color. Shake off any excess. You should barely be able to see the color on the brush. Don't worry, you do have enough on!

When applying blush, don't "sweep" or "stroke" the color across the cheeks. You'll usually end up streaking the color on, and then having to go back to 'correct' and 'blend'. Instead, smile, and tap on gently going across your cheeks. By tapping the color onto the brush, and then tapping in onto the cheeks..... you'll avoid excess color, streaking and more. Tapping on blends the color for you and you can always add more if you want.

Always swipe your blush brush across a Kleenex to clean off any excess, or pick up your powder brush (with no extra powder on) and sweep over and blend your blush into your skin. You'll get a softer, more 'real' look to your blush.

OOPS! Okay, you look like a clown, wrong color, too much.....now what? Easy! With a clean dry beauty sponge, pick up a light layer of loose powder and 'erase' as much off as possible. Too bright or too dark? Take a slightly dampened sponge and clean off as much as you can. The water will pick up and 'dilute' the color.....it just may be enough to fix it and look ok! "Blush!"--

For more beauty tips, Advice and cosmetics - visit CosmeticMall.com with a wide range of top brands and cosmetics to fill your need for beauty.

Article by: Elke Von Freudenberg a top editorial makeup artist and hair stylist, based in New York and Los Angeles. Her clients include Calvin Klein, Paul Mitchell Hair Systems, Aveda, Rolling Stone Magazine, Cosmopolitan, Allure, Neue Magazine.

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"How To Apply Makeup Artist Tricks to Lips and Cheeks," How To

Universe, <http://www.howtouniverse.com/FF/makeupartisttips01.html>

www.HollywoodMakeupSecrets.com

Makeup Powders - An Important Product To Any Makeup Artist

Uses of makeup powders

It gives a super smooth sheen to your skin.

It sets the rest of your makeup so that it will last longer.

It can make all products stay in place whether they are cream based or shadows and pencils.

It absorbs oil and prevents shine.

Types of makeup powders

Loose Powder

Loose powder is almost always the choice of the professional. It is especially good if used in the morning to set your makeup, as it will keep your makeup looking fresh all day.

Pressed Powder

Pressed powders are easy to carry around so they are good for touching up your makeup during the day. Most compact powders come with a sponge but you will get a better finish if you apply it using a powder brush.

Choosing makeup powder according to your skin type

If you have normal to oily skin then it is best to use a translucent loose powder, as it will absorb any excess oil. If your skin is dry then a pressed powder would be good for you, as it will add moisture.

[Applying Makeup Powder](#)

Before applying powder make sure that there are no lines or creases in your makeup; once you have put powder over them they will stay put. If your face is very moist blot it with a tissue first or your powder will clump.

Apply powder by sweeping a large powder brush downwards and outwards. If you brush upwards the small hairs on your face will stand up and make the rest of your makeup look fuzzy. If you have applied too much eyeshadow or blusher dust a light layer of powder over the top to soften the colour.

Identify your skin type here

[Know your Skin Type](#)

The first step towards beautiful skin is working out what your skin type is. This is necessary so that you can work out how to care for your skin, and what products you should use. Below are the features of the 5 main skin types which you can compare to your own skin type. Once you have decided what type your skin is you can find out what the best way is to look after your skin.

Which of these do you think is the closest match to your skin?

[Normal Skin Type](#)

- Normal skin does not feel dry or oily.
- Pores are visible but not large or clogged.
- After a wash it feels smooth and comfortable.
- At midday it still looks fresh and clean.
- Only occasionally break out in spots.

[Caring for Normal Skin Type](#)

To care for normal skin you should start with a gentle foaming facial wash. Massaging it into your face will give you a rosy complexion. Cool your skin with a refreshing toner. Too finish dot moisturiser onto your skin and massage it with your fingers in light upward strokes.

[Dry Skin Type](#)

- Dry skin has a thin and papery texture.
- It feels dry to touch.
- The pores are very fine.
- After a wash it feels tight, as though it is too small for the face.
- By midday flaky patches appear.
- Hardly ever break out in spots

[Caring for Dry Skin Type](#)

For dry skin use a creamy cleanser to melt away dirt. Leave it on your skin before sweeping it away with cotton wool. Splash cold water onto your face to clean and refresh your skin. Use a thick cream moisturiser to seal in as much moisture as possible. Check out some home remedies for dry skin type.

[Oily Skin Type](#)

- Oily skin feels very greasy. Often break out in spots.
- The texture is often very thick and coarse.
- There are large, visible pores.
- After a wash it feels fine.
- By midday it looks shiny.

[Caring for Oily Skin Type](#)

To care for oily skin you should start with a gentle, foaming facial wash. This will remove dirt and oil without stripping away moisture. Soak cotton wool in a gentle astringent lotion and sweep it over your skin to refresh and cool it. Even oily skin needs a moisturiser, but choose a light, watery fluid; this will be enough for your skin. Allow the moisturiser to sink in and then absorb the excess with a tissue to prevent shine.

Check out some home remedies for oily skin type.

[Combination Skin Type](#)

- Combination skin is normal with a few dry patches and a few oily patches.
- Dryness is usually on the cheeks.
- Oiliness is usually on the T-zone.
- After a wash some areas feel dry and some smooth.
- By the midday the T-zone is shiny.
- Often break out in spots in the T-zone.
- Most women have combination skin.

[Caring For Combination Skin Type](#)

If you have combination skin use a foaming facial wash in the mornings to cleanse your skin. This will keep the oily areas clean to prevent blackheads. In the evening use a cream cleanser to soothe your dry areas. This will keep a balance between excess dryness and excess oiliness. Use a strong astringent for your oily areas and a mild skin freshener for the dry areas. This is not an expensive option, as you will only need a little of each. Use moisturiser on your whole face, but make sure you concentrate on your drier areas.

Learn more on combination skin care.

Balanced Care for Combination Skin

Combination skin needs careful care because it has a blend of oily and dry patches. T-zone, across the forehead and down the nose and chin tends to be oily, and needs to be treated like oily skin. However, the other areas are prone to dryness and flakiness due to lack of moisture, and need to be treated like dry skin.⁵

5 steps care for combination skin

Choose an oil-based eye makeup remover to clear away every trace of eye makeup from this delicate area which is prone to dryness. Use a cotton bud to remove any stubborn traces. Splash with cool water afterwards to rinse away any excess oil.

Use a foaming facial wash in the morning to cleanse your skin. This will ensure the oily areas are clean, and that the pores on your nose are kept clear to prevent blackheads and blemishes. Massage a little onto damp skin, concentrating on the oily areas. Leave for a few seconds to dissolve the dirt, then splash with cool water to remove the cleanser.

In the evening, switch to a cream cleanser, to ensure the dry areas of skin are kept clean and soothed on a daily basis. This will give you a balance between excess oiliness or excess dryness in your complexion. Massage well into your skin, concentrating on the drier areas, then gently remove with cotton-wool pads.

To freshen your skin, you need to buy two different strengths of toners to deal with the differing areas of skin. Choose a stronger astringent for the oily areas, and a mild skin freshner for the drier ones. This isn't as expensive as you think, because you'll only need to use a little of each. Sweep over your skin with cottonwool pads.

Smooth moisturizer onto your entire skin, concentrating on the drier areas. Then blot off any excess from the oily areas with a tissue. This will give all your skin the nourishment it needs.

Sensitive Skin Type

Sensitive skin can be easily irritated.

Typical reactions are itching, burning, chafing and stinging.

After a wash it feels dry and itchy in places.

By midday there are flaky patches and some redness.

Occasionally break out in spots.

Check out some home remedies for sensitive skin type.

Caring For Sensitive Skin Type

If you have sensitive skin do not use facial washes or soap; instead use a light, hypoallergenic cleansing lotion. Use a moisturiser to strengthen your skin and provide a barrier against irritants. Make sure you use an unperfumed moisturiser so as not to irritate your skin.

Sensitive skin care - Homemade natural recipes for sensitive skin

Cleansers

Sweet almond and jojoba oil: massage gently, remove with warm cloth

Papaya: mash and smooth over face, massage gently, remove

Toners

Herbal: 1oz dried/3 big handfuls fresh COMFREY, 600ml water. Heat herbs in water slowly, tightly covered. do not boil, remove from heat, infuse overnight. Use as a regular toner. Keep refrigerated, use within 3 days.

Exfoliators

Grapefruit and oatmeal: add 3-4 tablespoons of oatmeal to the juice of a grapefruit. Mix to thick paste. Spread on face and leave on 15 minutes, remove with warm water.

Masks

Grapes - mashed: cooling, soothing nourishing tonic.

Peach - mashed: soothing, texture refining

Cucumber and yoghurt: mashed together, add clay powder to smooth the mixture. Leave 10 minutes. Remove with lukewarm water. A cooling, soothing and toning mask.

Homemade Facial Masks - Make your own facial mask ! Face masks for every type of skin

Below are some simple yet efficient homemade face masks that you can make and use in minutes.

Homemade Facial Masks for dry skin

Mask 1. Mix 2 tablespoons honey with 2 teaspoons milk. Smooth over face and throat. Leave on for 10 minutes. Rinse off with warm water.

Mask 2. You will need:

2 oz/60g ripe avocado flesh

1 oz/25g orange juice

1 tsp/5g pure acacia honey

1 tsp/5g molasses

5 drops chamomile essential oil

Put all the ingredients in a blender, or mash by hand in a bowl. Add extra orange juice if the mixture is too thick. Use your fingers to spread the mask over your face and neck and leave it on for at least 30 minutes, preferably longer, before removing. Use a warm flannel to rinse off the mask - this will help gently exfoliate skin as well as clean your face. This mask will keep for a day or two in the fridge if you don't use it all.

Mask 3. Mash apricots mix it with warm olive oil to form a paste. Apply it on your face and leave it for 10 minutes, then wash off.

[Homemade Facial Masks for oily skin](#)

Mask 1. It works wonders - Grate an apple finely and then add about 4 tablespoons of honey. Mix it well apply it to your face wait 10 minutes and rinse.

Mask 2. You will need:

1 egg white

6 drops witch hazel

6 drops lemon juice

Whisk the egg white until it's stiff, and then add the remaining ingredients. Gently apply the mixture to your face, avoiding your eyes. Leave to dry for 15 minutes or so. Rinse well with warm water.

Mask 3. Tomato Mask: For oily skin, mash up a ripe tomato and leave it on for 15 to 20 minutes. Rinse with warm (not hot) water.

A clay mask works wonder for oily skin. We recommend this clay mask

[ZIRH Clay Mask](#)

Natural bentonite clay detoxifies and balances the skin's surface by absorbing impurities and excess oils.

Homemade Facial Mask for sensitive skin

Mask 1. Warm a small pot of honey in a double boiler, then test a small amount on your hand to make sure it's not too hot. When warm, apply the honey generously over your entire face. Leave the mask on for 15 minutes. Rinse thoroughly with warm, then cool water.

Homemade Facial Masks for normal skin

Mask 1. Lettuce leaves are best home remedies for normal skin. Dip two large lettuce leaves in olive oil and sprinkle on them a few drops of lemon juice. Place them on both sides of your face, and then cover them with a paper towel dipped in mineral water. Wipe your face with a cotton ball soaked in warm milk, then rinse with boiled warm water.

Homemade Mud Masks for your face

You can mix Kaolin, Fullers earth or any cosmetic clay with a suitable liquid to form a mud mask. Mix the clay with the liquid to form a paste. Wash your face Pat dry your face Apply the paste on your face Leave to dry Rinse off completely.

Liquids to use:

Distilled Water

Spring Water

Rose Water : For sensitive skin

Witch Hazel : For oily skin

Herbal Tea : To treat your skin conditions

Aloe Vera juice : Read complete benefits here

Egg white : For firming the skin

Egg Yolk : For nourishing the skin

Honey : For attracting moisture to the skin

[More homemade facial masks](#)

[To loosen blackheads](#)

Combine equal parts baking soda and water in your hand and rub gently on your skin for 2 to 3 minutes. Rinse with warm water.

[Firming Facial Masks](#)

Whisk together 1 tablespoon honey, 1 egg white, 1 teaspoon glycerin and enough flour to form a paste. (Approximately $\frac{1}{4}$ cup). Smooth over face and throat. Leave on for 10 minutes. Rinse off with warm water.

[Banana Mash](#)

Mash up a very ripe banana. Add just enough honey to make a soft pulp. Apply over face and hair. This is such a great firming mask that aging movie stars have been known to put it in the cups of their bras to make their breasts "perky."

[Marie Antoinette's homemade facial mask](#)

This wife of King Louis XVI of France was a legendary beauty. Many believe that this mixture was the secret of her clear and glowing skin - so much so that it's still used as a popular facial treatment in France. This mask is suitable for all skin types, but the witch hazel and lemon can be harsh on dry skin. If you indulge, be sure to use your regular moisturiser afterwards.

You will need:

1 egg

Juice of one lemon

4 tbsp cup non-fat dry milk powder

1 tbsp witch hazel

Put all the ingredients in a blender or food processor and mix well. Alternatively, you can blend them together by using a fork or a wire whisk. Apply the mixture to your face, neck and chest

and allow it to dry for around 15 minutes. Use the remaining cream as a cleanser to remove the mask. Then, rinse your face thoroughly with warm water and pat dry.

[Honey Cleansing Scrub](#)

Mix 1 tablespoon honey with 2 tablespoons finely ground almonds and ½ teaspoon lemon juice. Rub gently onto face. Rinse off with warm water.

These homemade facial masks will make your skin glow from the inside. So go ahead... try them out and all the best!! Ideal for both men and women of all ages.

Get these natural face packs to get a glowing face

[Natural face packs for winter time](#)

For facial skin you can use these natural face packs.

Make a paste by adding wheat flour to milk and rub it well on your face. When the paste dries up, wash it off. The dirt and dust will come out along with the maida paste leaving the skin soft.

Make a paste of ground mustard seeds with either milk or water. Apply this paste on face and neck and leave on for ten minutes. Wash off with cold water.

Mix water and vinegar in equal quantity and apply on face with a cotton swab. On dry skin, use cold cream and massage.

[Homemade facial masks, Facials and face masks](#)

[An egg pack to smoothen your wrinkles](#)

Whisk away those wrinkles and keep your facial skin soft and supple, by using these homemade egg-based face-packs.

For normal skin, mix the yolk of one egg, with two spoonfuls of rosewater and one spoonful of honey and preserve. Use it once a week. It is especially useful in the winter, to keep skin soft and glowing.

For wrinkles, take the white of an egg, beat it, mix in it three teaspoonfuls of oat powder, one spoonful of honey and apply on the face.

For dry skin, use this regularly. Mix the yolk of one egg, two spoonfuls of orange juice, a few drops of sweet almond oil and half a spoon of lemon juice. Mix well, beat and apply. Keep it for half an hour before washing off.

[Fruity punch for a glowing face](#)

All it takes is a few season fruit to restore that perfect glow on your face. Here are a few time-tested remedies that are absolutely hassles free. As a bonus we even share secrets to pearly whites!

Blend equal quantities of strawberries, pear, grapes, apples and orange in a blender. Apply a thin film of honey on face and apply this deliciously good fruit mask. Let it stand for 30 minutes and rinse off with warm water.

Powder orange peels and blend in curds. Apply on scarred or pigmented areas and wash off after 15 minutes with cold water.

Get best facials for your skin - Homemade Facials

Why are facials good?

Contrary to what most people think, having a facial at a beauty saloon is not a luxury. Professional facials help in a deep-cleansing routine that you cannot possibly do for yourself at home. Facials involve:

Steaming, which helps to open out pores

Cleansing to remove blackheads and white heads.

This is followed by a face mask for skin rejuvenation.

Then finally a skin dehydration treatment with a moisturiser.

Our skin regenerates cells about every three weeks, leading to an accumulation of dead cells. Facials help get rid of them. So a facial once a month would help you maintain healthy and glowing skin.

This home facial is economical and easy!

It's a good idea to mark a day off during the week to get a home facial. Follow these simple instructions for an exhilarating home facial

- Place a head band or scarf just above the forehead along the hairline and tie it at the nape of your neck. This is to protect the hair.
- Start by cleansing the skin thoroughly. Choose a cleanser according to skin type. Apply on face and wipe off with damp cotton wool.
- While the face is still damp, apply a facial scrub for deep pore cleansing. If suffering from pimples or eruptions avoid using a scrub.
- If you have a normal to dry skin, apply a nourishing cream, wet your hands with water and massage the cream into the skin using outwards and upwards strokes.
- Wipe skin with damp cotton wool or a clean, moist face towel.
- Avoid applying cream if skin is oily but nourish neck area.
- Apply a face mask leaving out area around the eyes.
- Soak two cotton wool pads in rosewater and place these on eyes. Lie down, and relax as the mask dries off.
- After 20 to 30 minutes wash off face mask with water.
- Wrap an ice cube in a clean cloth and rub this on face.
- Do not apply ice directly on the skin, or keep it on one spot for long.
- Choosing from a variety of homemade face masks for every type of skin.

Beauty treatment from your kitchen!

Tomato

Tomato slices or juice can be applied on the skin. It is good for oily skin and has a cleansing effect. Also lightens skin colour.

Fennel

Soak fennel in water overnight. Strain the water and use it to wash the face. Cleanses and brightens dull skin.

Lemon Peels

Collect lemon peels and dry them in the sun. Grind coarsely and use in face masks or scrubs. Cleanses the skin and keeps it healthy.

Mayonnaise

It can be used on the face to nourish the skin. Can also be applied on the hair to condition it.

Onions

The juice can be used on the face to prevent blemishes. Mixed with honey and applied on the skin, it can be an effective anti-wrinkle remedy.

“Applying Makeup Powder Tips,” Ultimate Cosmetics,

<http://www.ultimate-cosmetics.com/beauty/makeup/makeup-powders.htm>

Makeup Application Step By Step

Before you start

- Always apply makeup to clean skin (follow the routine appropriate for your skin type).
- Make sure you have all the appropriate makeup tools and products you need.
- Apply makeup in a well-lighted area.
- Use a magnifying mirror to check your blending and overall smoothness.

Foundation

Select a foundation for your skin type that matches your underlying skin tone exactly. Using the flat, smooth surface of a round, nonporous synthetic sponge, pour some foundation onto the sponge, then transfer the foundation in dots and dabs all over the face and the eyelids. You can also use your fingers to transfer the foundation in dots from the bottle to the face. Use your sponge to blend the foundation down and out over the face. Use the edge of the sponge without foundation (or turn the sponge over to the clean side) to dab or buff away any excess product. Do not apply foundation on the neck or under the chin. Your sponge is an exceptional blending tool that can be utilized throughout the makeup application process. Note: If you are relying on a foundation with sunscreen for sun protection, you must apply a complete, even layer over the entire face. A thin or too sheer application will not provide adequate protection from the sun.

Concealer

Use a concealer that is one or two shades lighter than your foundation. Apply it in a small arc around the inside corner of the eye. Using your fingers or a concealer brush, blend the concealer out evenly by dabbing and buffing. Avoid pulling or tugging the skin under the eye. Be careful not to spread the concealer onto areas where you don't want it. You can also apply concealer to the eyelid if that area is dark or, if your concealer has a matte finish, as a way to help eyeshadow cling better. For concealing facial discolorations such as freckles, blemishes, or red spots, use a concealer that matches or is just slightly lighter than your natural skin tone. Note: Overly emollient or greasy moisturizers can make concealer slip into the lines around the eyes.

Powder

After you apply the foundation and concealer, dust a light layer of powder over the entire face and eyelids. Apply the powder with a large, full, round brush. Avoid using a sponge or powder puff, which can put too much powder onto the face. Pick up some of the powder on the full end of the brush, knock off the excess, and brush it on using the same motion and direction as you did for the foundation (down and out). Powder is great for touch-ups as the day goes by to dust down excessive shine. Powder with sunscreen must be applied liberally so a thorough application is necessary for adequate protection. It is best to use a powder with sunscreen in combination with a foundation and/or moisturizer that also offers sun protection.

Eyeshadow

All of the options for building an eye design are too numerous to list here. The following is a basic application that can be adapted to create a variety of looks: Typically, the lightest color is applied to the entire eyelid and to the edge of the eyebrow. (The general rule is that the larger or more prominent the eyelid area is compared with the under-brow area, the darker or deeper the eyelid color can be; the smaller the eyelid area is compared with the under-brow area, the brighter or lighter the eyelid color can be.) Select a deeper color from the same or a complementary color family to shade the crease. Practice your application and blend well; the goal is not to have obvious edges of color. Remember, lighter colors bring things forward and highlight, dark colors recede and add depth and shading.

Eyeliner

Position the brush, pencil, or applicator as close to the lashline along the eyelid as possible. Then draw a line from the inner to outer corner using one fluid stroke, following the curvature of the eyelid. As a general rule, do not extend the line past the outer corner of the eye or hug the tear duct area of the eye. At first, keep the line as thin as possible, and if a thicker line is desired, repeat the process either across the entire lash line or simply on the outer third of the lid along the lashes. Generally, the line along the lower lashes should be thinner and a less-intense color than the upper liner. Make sure that the two lines meet at the back corner of the eye. As a general rule, the larger the eyelid area, the thicker and softer the eyeliner should be. The smaller the eyelid area, the thinner and more intense the liner should be. For health reasons, avoid lining the rim of the eye.

Eyebrow Shaping

Use a color that closely matches the color of your brows rather than your hair color or a color you think would look better than what already exists. Apply powder brow color using a wedge brush, working in the direction the hair grows. Use a light touch, with short, quick motions, and avoid the temptation to exaggerate the shape of the brow by arching it severely or extending the brow into the temple area.

Mascara

If you use a lash curler, it is best to use it before you apply mascara. Squeeze gently with even pressure. Hold for a few seconds as you “walk” the curler along the length of the eyelashes, and release slowly. Apply mascara to the upper lashes using long, sweeping strokes. Be sure to begin as close to the lash root as possible and brush up and out. Use an old, cleaned-up mascara wand to remove any clumping that occurs. Apply mascara to the lower lashes by holding the wand perpendicular to the eye and parallel to the lashes (using the tip of the wand). If necessary, use a tissue to wipe excess mascara off the brush before applying to the lower lashes.

Blush

Using a blush brush, apply blush along the full line of the cheekbone brushing down and back toward the ear. Always knock the excess powder out of the brush to avoid applying too much blush. Use your sponge to soften any hard edges. Do not apply blush to the temple area, chin, nose, or forehead--this tends to make skin look uneven and ruddy.

Lipstick and Lip Liner

A lip brush or lip pencil is an optional accessory. You can use a lip pencil to draw a definitive edge around the mouth to follow when applying lipstick, and a lip brush to control your application. A standard tube of lipstick makes too wide a mark for some lips and too narrow a mark for others. If your lips are small, it is best to use a lip brush; if your lips are large, the only reason to use a lip brush is to improve your accuracy, especially with deeper shades such as red. Line the actual shape of your mouth. Do not use corrective techniques that make the mouth look larger or longer, especially for daytime makeup--it almost always looks like a mistake.

Important Reminder:

Good brushes are essential for applying makeup:

Use soft, pliable brushes. Avoid hard or stiff brushes.

Use a brush that is the correct size for the area of the face you are working on. Avoid brushes that are too large or too small.

Remember to knock the excess powder off the brush before you apply the color to your face.

Brush on the color gently with short even strokes; avoid wiping or rubbing the brush across the face.

Gently wash your brushes every month or so.

"Makeup Application, Step by Step," Cosmetics Cop,

<http://www.cosmeticscop.com/shop/makeupstep/default.asp>

Makeup Brush Techniques

By Paula Begoun

Brushes can be foolproof tools for applying makeup, yet it is definitely possible to use brushes incorrectly. I've seen enough women use their brushes in a rubbing or wiping motion on the face to know how often it can happen. Many women beat at their faces with a wild brushing motion as they attempt to apply their blush and eyeshadows. There truly is an easier and more effective method. When you wipe, beat, or heavily rub the brush against the face, it may be removing what you just put on, not to mention wiping off the foundation underneath, which can result in a streaky uneven appearance. The best technique is to brush in short, light, purposeful motions that glide over the skin.

If there is a distinct line where the brushstroke was placed or if you feel an urge to use your finger to blend what you've just applied, most likely you are not using the brush properly or your brush is too stiff for a soft application. (You may also have applied your foundation too thickly or use a foundation that is too greasy, or the blush color you've chosen is too strongly pigmented for your skin color.) You should be blending anything with your fingers — use your brush or the flat, square, thin sponge you use to apply your foundation. Remember, use your sponge for applying foundation and softening edges of your blush, contour, and eyeshadows.

Something else that is critical to using brushes effectively — even though it may seem insignificant at first — is the way you pick up the powder on your brush before you apply it. Never mash or rub your brush into the powder. Rather, gently place your brush into the powder without moving the bristles. You don't want to see the brush hair bend or splay. Always stroke through the powder evenly and always knock the excess powder off the brush before you apply it to the face. This prevents applying too much color to the first place your brush touches. When it comes to makeup, it is always easier to add than subtract!

Makeup Brush Mistakes to Avoid

- Do not use hard or stiff brushes.
- Do not use a brush that is too big or too small with bristles that are too sparse, they won't hold up over time.
- Do not forget to knock the excess powder off the brush before you apply the color to your face.
- Do not wipe or rub the brush across the face; instead, gently brush on the color with short even strokes.
- Do not forget to use your sponge to blend out hard edges and soften your color application.
- Do not forget to gently wash your brushes every month or so, unless you are using them on a variety of people, in which case you should be washing or disinfecting them every day.

For more on the proper makeup application techniques, visit Paula online at www.cosmeticscop.com.

Cheek-to-chic: blush basics for achieving a natural glow

By Tamar Nordenberg

Nabbed in a bare-faced lie, a distressed blush marks the hilt of humiliation. But cosmetics experts say that's just the natural, red-in-the-face shade you should try to mimic when you make up your cheeks. Want to see the shade without the chagrin? A light workout will give you the healthy, flushed look that your makeup should mirror.

Here's the how-to for blushing beautifully, from two renowned experts

One type that fits all

Powder blushes are perfect for any skin type, for their ease of application and ability to blend, says Paula Begoun, self-characterized "cosmetics cop" and author of *The Beauty Bible*. Begoun is less whole-hearted about the other blush types — liquids, gels, creams, cream-to-powders and sticks — which, she says, tend to streak on all but the most flawless of skin types.

Figure out which color will compliment, not clash

Go for the tried-and-true colors, not the trendy hues, Begoun recommends. And remember, neutral equals natural. One color's "foolproof," according to makeup maven Begoun. That color is a gently golden, tannish-type brown. And for darker skin tones, go with a deeper golden brown. Be sure, too, to choose a common color family for your lipstick and your blush — and carefully avoid colors that could clash. (See Bobbi Brown's *Palette Picks*.)

Apply your blush with the right kind of brush

In her book *Bobbi Brown Beauty Evolution*, cosmetics authority Brown puts it bluntly: "The first thing you should do when you bring home a new blush is to throw away that little brush that came with it." They're skinny and leave a stripe, Brown warns. Instead, go with a soft, fluffy brush that spreads the makeup over your skin.

Target your blush to all the right places

Keep blush to your cheekbones — across the full cheek — and away from your eyes, Begoun directs. Start behind the laugh line, brushing downward and back toward the center of your ear. Then soften blunt edges with a makeup sponge.

To take your blush from everyday to elegant

To dress up your healthy glow for evening, add a blush that is a little on the brighter side, recommends Bobbi Brown, and wear it higher on your cheekbone.

Whether healthy or hot is the look you want, doing blush right is so easy it's embarrassing — whether you're a beginner blusher or cosmetics connoisseur, you can expertly avoid the streaked, striped cheeks that are anything but chic.

Bobbi Browns Palette Picks

Cosmetic expert Bobbi Brown lends her tips on how to choose the right blush shade for your skin type.

If Your Skin Is: Pale	Try: Pale pink or pastel apricot
If Your Skin Is: Fair	Try: Sandy pinks
If Your Skin Is: Medium	Try: Tawny brownish pinks
If Your Skin Is: Tan	Try: Deeper brownish rose
If Your Skin Is: Latin or Light Brown	Try: Plum, golden brown or deep rose
If Your Skin Is: Dark Brown or Black	Try: Dark bronze or deep red

Marvelous Mascara

By Paula Begoun

Mascara Basics

Mascara is an amazing invention and is considered fundamental to any kind of makeup application. Many makeup artists, including myself, say that if you're not wearing any other makeup but still want to wear something, wear mascara. On the other hand, many of us — and I'm guilty of this too — get carried away and wear way too much mascara.

Unfortunately, applying too much mascara increases the chances that the mascara will flake, chip or smear, and that the lashes will appear hard and spiked. Also, the eyelashes can take only so much weight, and excess weight can break them. Gunked-up lashes with tons of mascara do not resemble long, thick lashes — they resemble gunked-up lashes.

The desire for longer, more noticeable lashes inspires many women to use the device that curls the lashes by squeezing them into a bent-upward shape. The problem with lash curlers is that they can crimp lashes into a severe angle, which looks unnatural, and while it may make lashes more noticeable, it can also break and pull them out. If you still want to curl your lashes, only do so before you apply mascara, never after, or you will end up with broken or strangely bent lashes. The best lash curlers are the ones with a sponge tip to protect your eyelashes. Squeeze gently with even pressure. Hold for a few seconds and release slowly.

Types of Mascara

Mascara comes in two basic types: waterproof and water-soluble. Mascaras should not smudge, flake or clump. It is not your fault if they do. Price does not tell you anything about how a mascara will perform. Drugstore mascaras can be as good as any on the market, and sometimes even better.

Water-soluble mascaras: The problem with some water-soluble mascaras is that they don't come off easily with water, even though they should. Luckily, there are great water-soluble mascaras that build long, thick lashes without clumping or flaking and that come off with a water-soluble cleanser. I recommend many excellent mascaras in a variety of price ranges in my book *Don't Go to the Cosmetics Counter Without Me*.

Waterproof mascaras: These can be problematic, because in order to remove this type of mascara you must pull and wipe around the eye area. This, in turn, sags the skin and causes lashes to fall out. I understand the desire to go swimming while wearing your makeup, or to cry at weddings and not have mascara streaming down your cheeks. Waterproof mascara is fine for occasional use, but wearing it every day can cause more headaches in the long run. Another drawback is that most waterproof mascaras can break down and smear due to oil from your skin or emollients in your moisturizer or foundation. Do not make the mistake of thinking that waterproof means smear-proof.

Applying Mascara

Start by applying mascara to the lower lashes by holding the wand perpendicular to the eye and parallel to the lashes. Combine this technique with the traditional upper-lash application of brushing the mascara wand from the base of the lashes up. Keep an old, clean mascara wand in your makeup bag to be used for removing mascara clumps and separating lashes.

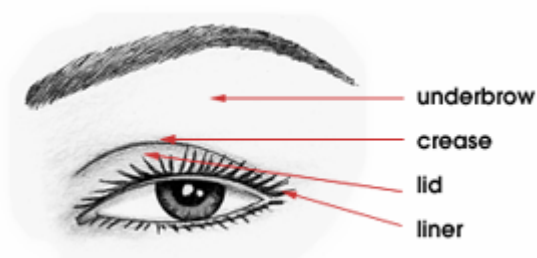
Have you ever had mascara end up on the eyelid or under the eye while you're applying it? Wait until it dries completely and then chip it away with a cotton swab or your sponge. Most of it will just flake off, with very little repair work needed. Always check for mascara smudges; they can look sloppy and distracting.

Mascara Mistakes to Avoid

- Do not wear colored mascara such as blue, purple or green if you're going for a professional daytime look.
- Do not wear mascara that smears; there are lots of brands that don't.
- Do not use waterproof mascaras on a daily basis; they are too difficult to remove and too hard on your lashes.
- Do not forget to apply mascara evenly to lower lashes.
- Do not over-apply mascara; your lashes will look clumpy.
- This article is an excerpt from Paula's web site, www.cosmeticscop.com

Applying an Eye Make-up Design

By Paula Begoun



Options for building an eye design are almost too numerous to list. The basic concept is to shade the eye to accent its shape, or to change its shape by using a progression of light to dark colors across the eye, blending one over the other so that you can't see where one stops and another starts. Here I will explain, step by step, how you can use one eyeshadow or several different eyeshadows to create a well-blended, classic eye-makeup design.

Even for the most formal eye-makeup design, four different colors should be plenty. Whether you use one, two, three or four different eyeshadows, they become a full design when worn with eyeliner, temple contour.

One-color eye-makeup design

This design blends one soft, subtle color all over the eye area, from the lashes to just under the eyebrow, with no patches of skin showing through. You should not wear only a splash of color over the eyelid and ignore the rest of the eye area.

Application

When applying a single color, first place it from the lashes to the crease using a brush. Make sure that you do not extend the color into the inside corner of the eye (off the lid area) or out beyond the lid onto the temple. Also be certain there are no patches of skin showing through on the lid next to the eyelashes. The entire lid at this point is one solid color.

Next, place the color from the crease up to the brow, following the entire length of the eyebrow from the nose out to the temple area. Avoid leaving a hard edge at the back (outside) corner of the eye where the eyeshadow stops. If desired, fade the eyeshadow as you blend up and out from the crease.

This will create subtlety and a soft highlight under the eyebrow. Because the eyeshadow for the one-color eye-makeup design is so soft and subtle, blending and application is quite easy. The best colors for this design include light tan, neutral taupe, beige, pale mauve-brown, pale gray, light golden brown, camel and light auburn. Whatever the color, it should definitely not be obvious.

Two-color eye-makeup design: This is one of the most common, practical eye designs for many women. You can approach this design by applying the lighter color to the eyelid and the deeper color from the crease up to the brow, or you can apply the deeper color to the lid and the lighter color from the crease to the brow. Generally speaking, the under-eyebrow color should be a shade or two darker than the lid color.

You do not want it to be a distinctly different color, just a different shade. The lid can be taupe, beige, tan, camel, gray, light auburn, golden brown or any light neutral shade, and the under-eyebrow color would be a deeper shade of the same color. Women with darker skin tones can wear muted rose, mauve or peach as long as it doesn't make their eyes look irritated or isn't too obvious. Bright, shiny or whitish shadows can look dated and make the brow bone look more prominent and heavy.

Which color and what shades go where? The general rule is that the larger or more prominent the eyelid area is compared with the under-brow area, the darker or deeper the eyelid color can be; the smaller the eyelid area is compared with the under-brow area, the brighter or lighter the eyelid color can be. The notion is that if the eyelid area is already prominent or large, it isn't necessary to make it appear any bigger by applying a light color to it. If the eyelid area is small, it is appropriate to make it more prominent by wearing a lighter color.

Application

Whichever way you choose to apply this design, the lid and under-brow shades should meet — but not overlap — at the crease. As an option for the two-color eye-makeup design, you can use a large round or small round eyeshadow brush to apply the light shade to the lid and the darker shade from the crease up to the brow. Then, using a small wedge brush you can use the light color again as a highlight just along the lower edge of the eyebrow.

This can bring dramatic, but subtle, attention to the shape of the brow and the eye without the need for another eyeshadow color. You can also apply the lighter color from the lid to the under-brow area and use the darker color in and slightly above the crease. Then take the brush and use the darker color to softly shade the back corner of the eye, being sure this shading is an extension of the crease color. For more dramatic variations on this theme, see the descriptions below.

Three-color eye-makeup design:

Start by applying either of the basic one- or two-color eye-makeup designs mentioned above. Once you have done that, the third shade, an even deeper color than the two previous colors, is added to the back (outside) corner of the lid or in the crease, or over both the crease and the back corner of the lid.

In this design, the lid and under-brow colors are softer and less intense than the color at the back corner of the lid or in the crease. Regardless of where you place this third, darker color, it can be a beautiful deep shade of brown, charcoal, cedar, mahogany, sable, red-brown, slate, chocolate brown, camel, deep taupe or even black.

Application

If you apply the third eyeshadow in the crease, the trick is to not get the crease color on the lid, but rather to blend it slightly up into the under-eyebrow area and out onto the temple. When sweeping the crease color across the eye, be sure to not follow the down-curving movement of the shape of the eye. The best look is achieved if you blend the crease color out and up into the full back (outer) corner of the eye, and up onto the back of the brow bone.

When you apply the crease color, be sure to watch the angle of your brush as you blend the color from the crease out and up toward the under-brow area. If you place your color with the brush straight up at a 90-degree angle, you will look like you drew on wings.

The softer the angle and the fuller the sweep, the softer the appearance, so be certain you blend out and slightly up from the lid area toward the under-brow area. If you have a small eye crease area, a precision shadow brush will make a controlled application and expert placement foolproof.

If you apply the third color at the back corner of the eye, the color hugs a small section of the lid, blending out and up into the crease and temple area. I explain this step in more detail for the four-color eye-makeup design.

Four-color eye-makeup design

In this design, you again start with the one- or two-color eye-makeup design, then add a darker color to the crease and an even darker color such as black or deepest gray to the back corner of the eye. Shading the back corner of the eyelid involves the arts of placement and blending. Because this area almost always requires a dark color, blending is essential to make it look soft, with no hard edges.

Why bother with a crease color and more shading at the back corner of the eye? The best part of this full eye-makeup design is that it shades, defines and creates movement by adding a shadow in a curved flowing motion that follows the natural shape of the eye.

The difficult part of this design is blending the crease color across the entire length of the eye without making it look obvious, choppy or smeared. The goal is to tuck the color just in the crease at the fold nearest the nose and have it hug the crease until you get to the back corner of the eye, where you start the movement of the eyeshadow up and out onto the brow bone. Again, this sweep of color should not look like a stripe across the eye.

Application

Be sure to knock the excess eyeshadow off your brush, and apply the color with very small strokes over the back corner of the lid only. The problem here is keeping the color on the back of the lid only. If you don't know how to handle the brush, the back wedge can take up more than half of the eyelid (looking more like a mistake rather than carefully blended shading) or look like a stripe across the temple.

As mentioned above, when you apply the crease color, be sure to watch the angle of your brush as you blend the color from the crease out and up toward the under-brow area. If you place your color with the brush straight up at a 90-degree angle, you will look like you drew on wings. The softer the angle and the fuller the sweep, the softer the appearance, so be certain you blend out and slightly up from the lid area toward the under-brow area.

Remember, the center or fold of the crease area is always the darkest, so start your brush there and blend out in each direction. Concentrate your efforts on how much of the crease area you want to shade. You can start all the way at the front part of the eye area under the front third of the brow, then follow the crease through the center, blending slightly up toward the brow. As you approach the back corner of the eye, begin your movement up and out toward the temple, aiming toward the eyebrow.

Set Your Sights On Right Eye Make-Up Colours

By Tamar Nordenberg

Bold can be beautiful in a magazine model's eye makeup. But in the real world, get yourself noticed with neutral shades. Going for a subdued look will keep your makeup from upstaging your eyes, says self-described "cosmetics cop" Paula Begoun. Beauty expert Bobbi Brown agrees, and in her book *Beauty Evolution* presents these additional eye-opening tips on choosing right-for-you makeup colors that are simultaneously subtle and sexy.

All-over eye-shadow base. The color, which is applied from the lashes up to the brow bone, should blend with your skin tone. Eye dos: White, bone, toast, sand or banana. Colors to avoid: Red-toned shadows — they can make you appear tired.

Lid shadow. Use neutral shades to enhance your eyes. For blue eyes — ashy taupe, gray or heather. For green ones — yellowy taupe, camel or heather. And for brown — rich taupe, sable or mocha. Want to complement your eye shadow with an optional contouring color, to further define by day or add a dramatic touch by night? Go with a shade that's not too dark, such as brown, slate or mocha. Brown's word of warning where contouring is concerned: "Smoky black lids are for rock stars and supermodels only!"

Liner. Go for darker shades, not bright ones — mahogany, charcoal or navy can be nice.

Mascara. Black is makeup expert Brown's favorite, but not for women with fair skin and light-colored hair and eyelashes — for them brown mascara can create a look that's less harsh.

What about going beyond the basics to try trendy for a change? That can be OK, but only if the color doesn't clash with your skin tone and hair and eye color. And if you're older, bear in mind this added pointer from Rockville, Md., makeup artist Barbara Roybal: Stick with matte-colored eye shadows — and stay away from frosted ones — to minimize the appearance of wrinkles.

Nail care do's and don'ts

Who among us doesn't feel better when we have a great set of nails to show off? Going to the salon and getting the works is one thing, but what are the steps to caring for those gorgeous nails all week long?

Paula Begoun tells us the dos and don'ts of nail care from her book, *The Beauty Bible* (Beginning Press)

- Do coat the outside of the nails with polish or ridge fillers, which can help protect the nail and prevent breaking and splitting, at least while the manicure lasts.
- Do moisturize the cuticle area to prevent cracking and peeling, which can hurt the matrix.
- Do wear gloves to protect nails and cuticles from housework, gardening and washing dishes.
- Do be cautious when doing office work. Nails and cuticles take a beating filing, opening letters (use a letter opener), typing (use the flat of your finger pads on the keyboard instead of the tips of your nails) and handling papers.
- Do apply hand cream frequently, especially after you're done washing your hands, and pay attention to the cuticle area.
- Do wear a sunscreen during the day on your hands and cuticles to prevent sun damage, which can hurt your nails. Reapply every time you wash your hands.
- Do meticulously clean all nail implements and change nail files often. Bacteria and other microbes can get transferred by the nail tools you use, causing infection or harm to the matrix.
- Do disinfect any tears or cuts to the cuticle, and treat ingrown nails as soon as possible. Nail infections are not only unsightly, but also can cause long-lasting damage to the nail. Any drugstore antibacterial ointment, such as Polysporin, Neosporin or Bacitracin, will do.
- Don't use nail products that contain formaldehyde or toluene. They pose health risks for the nail and for your entire body as well.

- Don't use fingernails as tools to pry things open.
- Don't use your fingers as letter openers. That destroys the cuticles, which destroys the nail matrix and affects nail growth and strength.
- Don't soak nails for long periods, and never use any kind of soap or detergent when soaking. Nails and cuticles that become engorged with water weaken, and the longer soap or detergent is in contact with skin and nails (despite the advertisements for Palmolive dish detergent) the greater the potential for damaging the nail and cuticle structure.
- Don't overuse any kind of nail-polish remover. Use a minimal amount on the nail and avoid getting too much on the cuticle and skin.
- Don't push the cuticle back too far. Leave the cuticle alone as much as possible. Trim only the part of the cuticle that has started to lift away from the nail.
- Don't allow any manicurist to touch your hands with utensils that have not been properly sterilized. The importance of this step cannot be stressed enough. Risking your health and well-being for a manicure is just not worth it, and that is a definite possibility with bacteria-laden nail instruments!
- Don't pull or tear at hangnails. Always gently cut them away, leaving the cuticle intact and as untampered with as possible.
- Don't ignore nail or cuticle inflammation. Disinfect the skin as soon as you can with an antibacterial or antifungal agent. Any change to the nail's appearance needs to be checked out by a dermatologist.

For more nail care tips, visit Paula's web site, www.cosmeticscop.com.

Get Younger Looking Hands

By Julie Noble

A kiss on the hand may be quite continental...unless you're embarrassed by your brittle nails, cracked skin and wrinkled bony knuckles.

Maybe you can hide them at business meetings and in dark restaurants but if you make a champagne toast, hold hands on a date or sign a credit card transaction...there is no hiding. People take a good long at your hands.

What do they see? Are they youthful, moist and touchable? Or are they brittle, scaly and cracked? Here are some new secrets to beautify those hands so you can begin to wave them with pride.

According to Dr. Roberta Palestine, who completed her residency in dermatology at the Mayo Clinic, your nails get more brittle as you get older. They suffer more in winter too, so now is a great time to pay them some attention.

Here's what you should do

Protect and defend your nails.

When you rummage into your purse, empty dishwashers, hammer a wall...you ruin your nails. If you forget your sunscreen or wash your hands too much, you're in for more trouble. "Make sure your general health is good, first," says Palestine, "by getting a complete physical exam with blood tests." Poor nails can sometimes be a symptom of internal ailments.

Balance your diet

You need enough protein for good hair and nails. "Drastic low-calorie diets or protein in short supply will cause the body to divert resources to more vital areas and your nails will suffer," explains Dr. Palestine.

Moisturize the cuticles

"Cuticles provide the protective barrier that prevents yeast, bacteria and fungus from starting infections," explains Palestine.

Be careful with artificial nails

They can invite infection — and cause permanent damage — if you keep them on too long. Be sure to inspect the nail bed routinely for infection.

Go easy on polish changes

"Manicures help for appearance," says Palestine, "but always ask what the sterilization routine is, even in an upscale salon." If there is any doubt, politely get up and leave.

So many women spend all their resources and attention on their face and neglect their hands.

With time, the skin on your hands develops wrinkles, becomes discolored and loses its elasticity. After 40 you begin to see this accelerate each year.

Reversing Damage to Your Hands

But now you can actually remove the damage from age and sun. Dr. Palestine is seeing mostly women patients, 40 and over, take advantage of new chemical peel treatments — for the hands.

These peels can actually remove the damage caused by aging and, if you use sun protection, the youthful results should be long lasting.

Individual brown spots or "liver spots" on the hands from age or sun respond well to the Diolite laser and body peels. Your dermatologist can assess whether you need both or a combination of these treatments.

Laser Resurfacing for Hands

For very sun-damaged and aged skin, consider microdermabrasion or laser resurfacing. This is a mini sand-blaster that polishes the skin surface painlessly. According to Palestine, "The skin may appear slightly flushed or wind burned for a few hours and usually you need several treatment sessions."

Laser resurfacing has been revolutionized by the Erbium laser. (Erbium is the type of wavelength used.) This delivers "dramatic rejuvenation" but requires more down time.

"Discolorations and wrinkles are removed or greatly improved and the skin is tighter and smoother," says Palestine. Expect a local anesthetic and then reddish hands for a week, pinkish hands for a month.

The Body Peel

For fast healing, the body peel is probably the most appealing option. This is a special chemical peel for non-facial skin, usually used on hands, neck and chest.

"Expect pink and scaly skin for a few hours to a few days, requiring moisturizer and sun protection but not the raw-red after effect of laser," says Palestine.

Lipo-injection for Hands

Remember staring at your grandmother's hands when you were very young? If your hands have that bony, veiny appearance, as you get older, consider lipo-injection. Yes. Fat transplants.

"We can move fat from the hips, buttocks or other areas by a minor procedure under local anesthetic. The skin of the hand is numbed and the fat is injected beneath the skin for an instantaneous improvement. Any mild bruising or swelling at the tiny injection sites subsides within a few days," explains Palestine.

Dr. Palestine starts injecting the fat at the wrist and then manipulates and massages it to fill the hollows of the hand.

Moisturizing and Sun Protection for Hands

Keep a tube of moisturizer in your purse, in your car, in your home, at work. It's a wonderful ritual to stop for a moment to nurture your hands. Moisturizing will pay off for a long, long time.

Start with products in drug stores or department stores that have the weaker strength ingredients and then move up to the products from dermatologist offices, with higher strengths.

Look for new skin rejuvenation creams designed for aging hands. These use stronger ingredients than department-store moisturizers and are distributed only through dermatologist offices.

Now go love those fingers, wrists, nails and palms. Make a special effort this month. Soon you will show off your hands and nails instead of hide them.

Beauty Tips and Tricks Index, Discovery,

<http://health.discovery.com/centers/healthbeauty/tipstricks/tipstricks.html>

USING MAKE UP YET LOOKING “NATURAL”

How To Apply Makeup To Achieve A Natural Look

This system of applying makeup for a natural look is fast and easy when you get the hang of it.

Understand that a 'natural' look is one that uses colors that are right for your skin tone. How much you use, and where, depends on your personal style.

Make sure your concealer is yellow in tone since it mutes imperfections without adding color, giving your skin a natural look.

Apply foundation that matches your skin tone. The right foundation will seem to disappear on your face. If you are African-American, it's a good idea to have light, medium and dark shades of your foundation to allow for different gradations of color on different parts of your face.

Apply eye makeup in earthy tones 'beige, brown, gold or plum for shadows and brown and charcoal gray for liner and mascara. Skip liner or shadow entirely if you want to keep makeup light.

Choose a blush color that is close to the color of your cheeks after you've exercised.

Tips

Apply makeup in the order described in "eHow to Apply Makeup in 10 Easy Steps" (see Related eHows), and remember to clean and moisturize your face first.

Choose brighter or darker tones for a stronger, more made-up look.

Intensify your natural makeup for evening. Instead of brown, for example, go for charcoal around the eyes. 'Pop' blush with a brighter color over your usual one. Make lips brighter, darker or more shimmery.

Warnings

Don't skimp on makeup tools. Better tools make applying makeup easier and faster.

Tips from eHow Users

Natural-looking foundation by Liz

For natural-looking foundation mix your moisturizer and foundation in your hand and blend well; it'll help you look less made-up.

More is good through a screen

If you are taking pictures, in a real photo shoot, to capture a memory, or if you plan to be on TV, it is OK to apply more makeup than usual. The people seeing this footage won't see you up close and will only judge your look from afar.

"How To Apply Makeup to Achieve a Natural Look," eHow,

http://www.ehow.com/how_11273_apply-makeup-achieve.html

Natural Makeup That Makes You Look Your Best

So you want to make your features pop, but you don't want to wear a lot of makeup? No problem! With so many new makeup lines on the market and the trends moving towards a clean soft look, the sky is the limit. Here are a few quick tips, start to finish, for a flawless, beautiful face.

Start with a sheer foundation to even out your skin tone. Tinted moisturizers are a nice way to lightly even out your skin tone without feeling and looking like you have a lot of makeup on. If you have oily skin, try a light oil-free foundation and apply it with a damp sponge for the sheerest application. If you're not a big foundation wearer, find a light concealer and use it only in the areas you need coverage. I like the Bobbi Brown Tinted moisturizer.

Next, apply a creme blush to the apples of your cheeks. For the best application, smile big and apply the blush from the apples blending up towards your temples. Peaches and pinks are the hottest colors this season. Opt for blush that has a hint of shimmer for a light reflecting glow!

After applying all your creme products, set them with a silky translucent loose powder. Instead of applying it with a brush, try using a velour powder puff and roll your powder on. This technique will set your makeup in place without moving it around (which can happen with a brush). The puff will also give you a little more coverage. Laura Mercier makes a great Velour Powder Puff.

The Eyes. Instead of using two or three levels of color on your eye, try doing a wash of color. Start with a light shimmery, satin eyeshadow all over the eye. For more depth add a complimentary color over the lid to the crease. Finish with a dark brown or black mascara, and don't forget to groom your brows!

With so many pretty lip glosses and sheer lip colors on the market, there is no end to your options. For the most natural looking lips, stay with sheer, light reflecting colors. Instead of lining your lips first, skip the liner or try lining after you have applied your lip color. Remember, keep your lips looking their best by applying a lip treatment at night before you go to sleep. This will keep chapping down to a minimum.

Finish your natural look with some of the shimmer powders and bronzers. Place the shimmer powders on places you want light to bounce off. Cheekbones, browbones, and temples are the

best places to wear a shimmery powder. Bronzers should be used sparingly and placed in all the areas that are suntouched.

And remember, always use good brushes to get the best results on your makeup application. Your tools are everything!

“Natural Makeup That Makes You Look Your Best,” Women Fitness,

http://www.womenfitness.net/beauty/skin/natural_makeup.htm

She's A Natural - Makeup Tips For Girls Girls' Life

by Karen Bokram

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Who she is: Megan, 15

The look she wants: "Something easy! I need something really fast that will still look good as the day goes on. My makeup always fades or ends up all over my face."

How-to: Start by rubbing Burt's Bees Wings of Love Blushing Creme in Tenderness (\$9, www.burtsbees.com) onto cheeks. Then dust eyes with Bourjois Pastel Lumiere in Beige Ambre 62 (\$13, www.sephora.com). Lips will last all day with Cover Girl Continuous Color Lipstick in rosegold Glow (\$4, available at drugstores). The best part? Revlon Coloretey Overtime Lash Tint in Black (\$7.50, at drugstores) lasts for three days! Yes. three! it darkens in with color that gently fades remover talking or ending up under you. Yes. How

Who needs a face full of makeup? Not you! The key to looking your best is to pick one feature to highlight, and then use colors and formulas sheer enough to let your naturally gorgeous self shine through. We show four readers the way to glow.

Who she is: Marqui, 13

How-to: Rub a deep berry gel like Alchemy Complexion Gel in Black-currant (\$17.50, www.alchemycosmetics.com) onto the apples of your cheeks, then on your lips (don't worry--it looks more intense straight out of the tube!). Then give lips a shimmery shine with Cargo lip gloss in Soho (\$17, www.sephora.com). Eyes sparkle with the faintest hint of creamy color (Bonne Bell Eye Fusion in Rain, \$4, at drugstores) and clear mascara, kissed with a hint of blue (Bonne Bell Lash Gloss in Tidal Wave, \$3.50, at Drugstores).

The look she wants: "I just started wearing makeup, so I want something that looks totally natural."

Who she is: Chelsea, 16

The look she wants: "I'm really pale and, whenever I wear color, I look too made up. I want to look pretty without looking too done."

How to: Give pale skin a little bit of glow by rubbing Revlon Skinlights Color Lighting for Eyes/Cheeks in Rosy (\$9, at drugstores) onto the apples of your cheeks. Make eyes come alive by using Gosh Velvet Touch Eye Shadow in Rose Sky on your lids and Stardust on your lids and Stardust on your browbone (\$10 each, www.houseofgosh.com). Lashes pop with Philosophy The Supernatural Lash Darkener (\$15, www.philosophy.com). Unlike mascara, lash darkener just adds color, no length or volume. Totally natural Finish off by glossing lips with L'Oreal Glass Shine High Shine Lip Gloss in Mauve Twinkle (\$8, at drugstores).

Who she is: Ally, 15

The look she wants: "I like wearing eye-makeup--I think my eyes are my best feature--but I am sick of using powder shadow and heavy mascara. Any other ideas?"

How-to: Skip powder shadow and, instead, grab Burt's Bees Wings of Love Eye Shadow in Patience (\$9, www.burtsbees.com), one of the new sheer eye color bases. Smooth it on your eyelid with your fingertip. Add sparkle and intensity by topping it with Pupa Eye-Frosted Jelly in Frosted Lilac, (\$10, www.sephora.com). Lashes get Neutrogena Weightless Wax-free Volume Mascara in Rich Black (\$7, at drugstores). This great formula adds color and little body but keeps lashes from looking stiff and cakey. Add a little Bloom Sheer Colour Cream in Dewy (\$13, www.sephora.com) on the apples of your cheeks and a slick of Bloom Lip Gloss in Sugar (\$16, www.sephora.com), and you're done!

Nails

Orly Salon Nails in Peach Tart, \$4, at drugstores; Sally Hansen Maximum Growth Nourishing Nail Color in Natural Beauty, \$4, at drugstores; Yves Rocher Nail Color in Orange, \$4 www.YRBeauty.com.

Cheeks

Get cheeky with new natural gels and cream blushes!

Becca Translucent Cheek Tint in Berry, \$18, www.beccacosmetics.com; Burt's Bees Wings of Love Blushing Creme in Courage, \$9, www.burtsbees.com; L'Oreal Translucide Sheer Blush in Barest Glow, \$10, at drugstores

Eyes

Forget powder shadow! Open your eyes to a new sheer shimmer gloss or color base. New York Color Eye Shimmer in Iced Blue, \$2, at drugstores; Burt's Bees Wings of Love Eye Shadow in Understanding, \$9, www.burtsbees.com; Becca Eye Gloss in Clear Shine, \$18, www.beccacosmetics.com

Lips

Nothing beats good old gloss. Your lips will love these!

Bonne Bell Lip Lites in Bubble Burst, \$3.50, at drugstores; Gosh Lip Gloss in 0035, \$10, www.houseofgosh.com or www.gosh.com; Becca Glossy Lip Tint in Berry, \$18, www.beccacosmetics.com

Inted moisturizer

Can't face the day without foundation? Time to try one of the new tinted moisturizers. Just enough coverage to create the look of bare, perfect skin.

Becca Tinted Glow Enhancer in Sandstone, \$33, www.beccacosmetics.com; Burt's Bees Wings of Love Tinted Moisturizer in Medium, \$11, www.burtsbees.com; Cover Girl Smoothers SP 15 Tinted Moisturizer in Light to Medium, \$7, at drugstores

"She's a Natural," Find Articles,

http://www.findarticles.com/p/articles/mi_m0IBX/is_2003_Feb-March/ai_97515422

www.HollywoodMakeupSecrets.com

The Natural Look: Simply Sweet

"A natural makeup looks great with a classic or trendy Prom dress. Your makeup should not be the focus of your look-- your face should be. Remember that you wear the makeup not vice versa," says Caprice Gray of Smashbox Studios. "It doesn't have to be a bore. The point is to feel fancy."

Follow Caprice's easy instructions for a natural look that's fresh and pretty!

The Color Palette

I like a 1-color palette for a natural look. I used variations of orange and nude for our natural beauties.

The Eyes

Duo Tone by Smashbox is the base. Concentrate the color in the crease and add a bit of shimmer at the lash line. Then add a nude flat shadow below the brow. Filter is a great choice.

On Set Shadow Converter with Dream Shadow as the liner. Use a flat brush to 'push' it into the lash line.

Try colored mascara. I used a burgundy one called Legend. It matches the Dream Shadow.

The Skin

I love using an illuminizing lotion on the skin. Try Smashbox Illuminizer in Diffuse.

The Lips

The lip is a nude liner and a gloss. Smashing Hue is a great choice.

"Natural Beauty Makeup," Prom Guide,

<http://www.promadvice.com/makeup/how-to/natural-look-makeup-advice-tips.shtm>

www.HollywoodMakeupSecrets.com

Get A Natural Glow - Top Makeup Artists Offer Simple Tips On How To Create This Season's Radiant Look

Clearly, the face of beauty has changed. The look we longed for years ago could be described today as obvious, particularly when it came to makeup. Foundations and powders were layered on - applied to hide our skin as well as our self-perceived flaws and imperfections. Now, the look is more natural and expressive - and products even work double duty to feed and protect the skin with good-for-you ingredients like antioxidants, vitamins and SPF. "Salespeople behind cosmetic counters used to sell you products to correct your shortcomings," says makeup artist Bobbi Brown. "Today the motto is that women should appreciate what's good about themselves. Makeup is now meant to accentuate the positive."

That's exactly what the new spring lineup does: Colors are vibrant, but sheer to let skin shine through, and skin glistens with a natural glow, never glitters. Think luminescent foundations, glossy lips, dewy cheeks and bright, soft eyes. "The idea," says New York City-based makeup artist Jim Crawford, "is that you want to look good without feeling like you have a lot of product on your skin."

Follow one or all of these simple expert tips on using this season's makeup to accentuate your features.

Update your foundation

"The goal of foundation used to be to cover, and the whole look was opaque and heavy, says makeup artist Darac, director of artistic development for Prescriptives. Now, high-tech foundations turn skin into a perfectly primed canvas, without a heavy-makeup look or feel. Some even contain light-diffusing microcrystals that create luminosity.

Expert tip

"For a truly natural look, use your fingers to apply foundation," Crawford suggests. "The heat from your fingers will warm the makeup, making it more blendable, and you'll have better control with your fingers than with applicators or sponges."

Ditch heavy pressed or loose powders

"Women don't want dry, matte complexions anymore (the result of layering on a heavy powder over their foundation)," explains New York City makeup artist Laura Geller. "They want dewy makeup that's lighter, more sheer and more natural looking." Enter light-reflective powders. Just as some foundations contain microcrystals to give skin a shimmery glow, so too do the new powders.

Best buys Cover Girl CG Smoothers AquaSmooth foundation (\$8.50; at drugstores), Almay Skin-Soothing Foundation with Kinetin (\$13; at drugstores), Revlon Skinlights Diffusing Tint SPF 15 (\$14; at drugstores) and Calvin Klein Light Coverage Oil-Free Foundation SPF 8 (\$29; sephora.com).

If your skin is even-toned, skip foundation and just dust on a powder.

Expert tip

If your skin is healthy looking and even-toned already, "go without foundation and just use a luminizing powder," Geller says. First, apply concealer where necessary, then dust on a loose, shimmery powder all over.

Best buys Fresh Face Luster (\$45; fresh.com), Bare Escentuals Mineral Veil (\$30; 800-227-3990), Chanel Natural Finish Loose Powder (\$45; gloss, com) and Tarte Glistening Powder (\$55; beauty.com).

Give your cheeks a rosy radiance. What you'll find in most of the new cheek colors is a high percentage of water, which is why these formulas glide on easily (imparting a smooth, natural finish), feel cool to the touch and help moisturize the skin. Los Angeles makeup artist Collier Strong suggests looking for an apricot-tinted cheek color this spring: "A peachy blush brings your face to life instantly, and it complements any skin tone."

Best buys Maybelline Cool Effect Blush in Very Berry Cool (\$6.50; at drugstores), Origins Brush-On Color in Pink Halo (\$16.50; origins.com), Linda Cantello Sweet Cream Blush in Brit (\$22; 800-218-4918) and Estee Lauder Floating Color All-Over Face and Body Powder (\$27; esteelauder.com).

Expert tip

"Apply blush where you flush naturally," says makeup artist Leslie Blodgett, president, of Bare Escentuals Cosmetics in San Francisco. To apply correctly, check your face in the mirror after your next workout and use your naturally rosy cheeks as a guide.

Experiment with colors on your eyes

Muted, tawny earth tones aren't the only natural hues to choose from anymore. Now any shade you can find in nature -- from the deep ruby of your favorite flower to the sparkling sapphire of a moonlit sea -- fits into the new spring palette, as long as you keep it soft. The goal: play with shades. "With these sheer tones, you don't have to worry about using shades from only one family of color," says celebrity makeup artist Diane Kendall, who adds that it's hard to look overly made-up with these new products.

Expert tip

"When applying color, keep it close to the lash line and then blend it on to the rest of the lid," Crawford says. Then, use the blush that you used on your cheeks, and swipe it under the brows to balance eyes and cheeks.

Best buys Aveda Shadow Plus Vitamins in Echo (soft lilac) (\$10; aveda.com), Bobbi Brown ColorOptions Sparkledust for Eyes and Cheeks (\$20; gloss.com), Clarins Sheer Shimmer Eye Colour in Serene Green (\$16; gloss.com) and Stila Eye Shadow in Darjeeling Floral (pinks and mauves) (\$28; gloss.com).

Create a nude lip

This season, nude and dewy will be on everyone's lips -- literally. The beauty of buff lips is that you can re-create the shape of your entire mouth (where a lip liner comes in) and still get natural results.

Expert tip "Use a lip pencil to line the lips, then fill in the whole lip with the color from the liner and swipe on a sheer gloss," Geller suggests. "Your lips will look natural with just a hint of tint. The gloss gives the lips a softer effect."

Best buys Liners: Rim mel 1000 Kisses Stay-On Lip liner (\$2; at Wal-Mart stores), Prescriptives Deluxe Up Pencil in Ginger (\$16; gloss.com) and Lancome Le Lipstique Liner in Fraichelle (\$19.50; lancome.com). Glosses: Neutrogena MoistureShine Gloss in Sweet Nothing (\$7; at drugstores), Makeup! Bobbe Joy Six on the Beach Lip Gloss Kit (\$45; 877-22-MAKEUP) and L'Oreal Glass Shine in Honey Halo (\$8.25; at drugstores).

"Get a Natural Glow," Find Article,

http://www.findarticles.com/p/articles/mi_m0846/is_8_21/ai_83911037

Look Natural – Wear Makeup!

Have you ever considered how difficult it is to look natural? Quite difficult – isn't it? Especially if there had been no makeup available to achieve it! Many-a-website points out how ordinary our glamorous celebrities look in real life without makeup on. No wonder then that they are always on the lookout for innovative makeup supplies. Such demands have seen a virtual makeover for the makeup business much to the delight of a demanding population yearning to look good.

The art and science of good makeup

Makeup is still an art – supported ably, of course, by science. Gone are the days when good makeup meant just soaps, perfumes and oils carefully selected after word-of-mouth recommendation. Today, your persona comes through in MAC makeup – or was it Max Factor? Take your pick! Show off your gorgeous eyes - wear eye makeup. Impress your peers with a prom makeup worn specially for "the nite". Make a statement with a tattoo or a strategic permanent makeup. Take expert advice – makeup tips are available for the asking. Desist from using chemicals which may harm your sensitive skin – wear mineral makeup instead! Consider this – you don't have to wear stage makeup if you don't need to flaunt your expressions under the arc lights to an audience. Wear makeup – an appropriate one. Or better still; don't wear any – especially if you are among the lucky few who can carry off that natural look – naturally!

"Look Natural, Wear Makeup," Ultimate Cosmetics,

<http://www.ultimate-cosmetics.com/beauty/articles/natural-makeup.htm>

MAKE UP THAT LOOKS EXPENSIVE BUT IS NOT

Expensive Makeup Looks For Less

Q: I really need to buy some new makeup, but I can't afford to spend a lot. Can you tell me how to achieve a full makeup look without breaking the bank?

A: Makeup doesn't have to be expensive, as long as you know what to look for. The key difference between most high-end and drugstore cosmetics is generally pigmentation, color selection, new technology and science. However, for wearing makeup on a day-to-day basis, these differences are not all that important.

The makeup you buy, regardless of price, is not going to look best if you don't have the right tools to use it. Although most eyeshadows and blushes come with their own applicators in the compact, try to invest in a few brushes that will help you blend and apply makeup so that it looks expensive.

Certain high-end brands carry brushes that range from \$50 to \$200, but you don't necessarily need to spend that much on quality tools. L'Oreal's Makeup Artiste line offers everything from powder to lip brushes, all for less than \$15 a pop. Sonia Kashuk Cosmetics (Target.com) also has a complete brush set including a powder brush, blush brush, three eyeshadow brushes, brow comb and brush case all for less than \$30.

Foundation is probably the toughest item to buy, since you can't try it on before you purchase it in the drugstore. If you don't want a lot of coverage, opt for a tinted moisturizer. This formula is sheer enough so if you don't get a perfect color match, the effect will not be noticeable. Try Neutrogena Healthy Skin Enhancer, which sells for about \$11.50. For heavier coverage, L'Oreal True Match foundations, concealers and powders (\$7.99 to \$9.99) offer colors in warm, cool and neutral tones so you are bound to find a color right for you.

Now for the fun part: color. Almost every drugstore line has an array of eyeshadows, blushes and lipsticks to choose from, most ranging from \$3 to \$7 each. At this price point, you can experiment with lots of different colors and not feel like you've overspent.

Later this month, Cover Girl will be launching their Custom Compact series, designed by celebrity makeup artist Pat McGrath. You'll be able to buy an empty four-pan palette and fill it with an array of lip and eye colors to suit your mood for about \$3 each. If you can't wait that long, Milani Cosmetics (Walgreens.com) also has a great line of eyeshadows and blushes that rival department store brands, also for about \$3 each.

"Expensive Makeup Looks for Less," eDiets,

http://www.ediets.com/news/article.cfm/cmi_1271501/cid_29

Cheap Tricks For Beauty Buffs

Who says you always get what you pay for? These days, every self-respecting beauty buff has a few cheap tricks up her sleeve. Jenni Baden Howard reports

Face value

When make-up trends change in the blink of a glossy, Gucci-esque eye, shopping for one-season wonders on a shoestring makes sense.

Carolyn Murphy

Carolyn Murphy, new face of Estée Lauder cosmetics, uses Vaseline to combat dry skin during flights

"You can be more adventurous, without making expensive mistakes," says Barbara Daly, whose range for Tesco has sent many industry insiders on a supermarket sweep. Worn by Stella McCartney and Emilia Fox, Daly's colours and textures are up to the minute. This season's new Eye, Cheek and Lip-Sticks (£5) in five matte stains and Gloss Over (£3.50) face and lip shine look like something you're more likely to find in Space NK than the aisle of a supermarket.

Other funky in-house collections include Superdrug's Kolor line, developed with make-up artist Ashley Ward (the push-up Shimmer Stick, a snip at £3.99, is not unlike a certain industry staple), and Debenhams' mea range (Sadie Frost is a fan of the Moisturising Foundation Mousse, £12).

When it comes to mascara, budget brands reign supreme. Courteney Cox-Arquette loves L'Oreal's Voluminous Mascara (£6.99), while Maybelline has created a lash lengthener to rival its Great Lash Mascara (£4.49), which is used by Catherine Zeta Jones, Laura Bailey and Elle Macpherson. Lash Discovery One By One (£6.49) has a tiny brush, which makes the most of every lash.

Having discovered the lash lengthener in America, actress Alice Evans is already a fan. She is a seasoned beauty bargain hunter who uses lipstick as blusher - "the brighter and cheaper the better, because it blends very nicely with a bit of moisturiser" - and avoids costly creams in favour of Oil of Olay's Complete Care Daily Moisturising Fluid (£5.99). "It's a great moisturiser,

and it has an SPF of 15, so it's cheaper than other sunscreens," she says. For a flawless finish, Evans then applies Rimmel's 1,000 Caresses Stay On Stick Foundation (£6.49) and Almay's Lasting Concealer (£5.99). "It's the best in the world," she says.

If you're searching for the perfect nude lip shine, take a tip from Kelly Lynch and try cherry-flavoured Chapstick. "Every time I wear it in a movie, people ask 'what was that colour?' " says the actress.

Skin savers

Lurking inside every model and make-up artist's bag of tricks is a trusty tub of Vaseline. Models Erin O'Conner and Alek Wek apply it from top to toe during show time, and, during flights, Carolyn Murphy slathers it on her skin to counteract dryness. Dry-skin soothing cream E45 is a favourite with beauty editors. When you're next in Marks & Spencer, look out for the Formula skincare line. Products range from a Creamy Cleansing Wash (£3.50) to a skin-rejuvenating Retinol Face Serum with Vitamin C (£8).

Bodycare bargains

Some of the most sought-after skin smoothers are surprisingly cheap. Sophie Anderton is a big fan of Vaseline Intensive Care's Aloe Fresh Body Lotion (£2.79) and Dove soap, while Will & Grace star Debra Messing likes Neutrogena's Sesame Body Oil (£6.99) - "It's the easiest way to get super-soft skin," she says.

Johnson's Baby Lotion remains a classic, and Millie Kendall (of Ruby & Millie) uses the Baby Oil to whisk off her eye make-up. Jennifer Lopez keeps her golden skin glowing with the Body Shop's Shea Body Butter (£7.50).

Tresses for less

Shampoo-ad shiny hair doesn't have to come with a hefty price tag. "I hear about all these expensive shampoos on shoots, but I always end up going back to Pantene," says Alice Evans. "It gives the perfect shine."

Alice Evans

Alice Evans: bargain hunter

To add shine and to tame frizzes, Dido, Nicole Kidman and Julia Roberts all reach for John Frieda's Frizz Ease Serum (£5.95), while Vitapointe cream is still one of the best smoothers and shine-boosters on the shelves.

Foreign pharmacies and supermarkets are superb sources of hair accessories. "I'm always on the lookout for cheap slides, grips and bands," says super-stylist Guido. "Anything simple, in black, looks expensive."

Sniff out a bargain

The scent spotted in Madonna's bag during her Drowned World tour? The classic, zingy 4711 Eau de Cologne (£7). Kylie, meanwhile, is a fan of L'Occitane's Solid Perfume in Green Tea (£5.95, tel: 020 7290 1421). Sarah Jessica Parker says that she gets compliments whenever she wears Skin Musk by American drugstore giant Bonne Bell.

Proof, it ever it were needed, that cheap can be truly chic.

"Cheap Tricks for Beauty Buffs," Telegraph,

<http://www.portal.telegraph.co.uk/fashion/main.jhtml?xml=/fashion/2001/10/25/efienni25.xml>

MAKE UP WITHOUT CHEMICALS

Don't miss this months All Natural Info article written by Marj Melchior of Cosmetics Without Synthetics. We all know that using un-natural chemicals is unhealthy for us. But who would have guessed that by using them, they can actually keep you from losing weight? Marj gives us the latest facts, and tips on how we can lose the chemicals from our lives, and lose the weight too.

Chemicals can make you fat!

Since I am in the natural cosmetics business, I am always open to new findings about toxins in the environment and their effects on one's health. I was intrigued by the title of a new book called, The Body Restoration Plan: Eliminate Chemical Calories and Repair Your Body's Natural Slimming System by Dr Paula Baillie-Hamilton. The summary of the book says that "chemical calories" are present in everything from our air, food, and water to packaging, cosmetics, and household products. Over time, their debilitating effects can make weight loss impossible. Wow! This could explain why so many children and adults are overweight these days. From 1960 to 2000, the percent of overweight adults has almost tripled! In like fashion, the production of synthetic chemicals has increased tremendously in the past 50 years. Don't make the mistake of thinking that you are only at risk if you are exposed to them in a work setting. Simply eating foods that are contaminated or using products that are "treated" could put you at risk.

Some examples of exposure to chemicals are: pesticides in foods, preservatives in foods and cosmetics, additives, pollutants, and contaminants from food containers. These toxins can be absorbed through water, absorbed through our skin as in cosmetics, bodycare, treated wood, sprayed plants, golf courses, and swimming pools. They are inhaled from car fumes, industrial waste, and from environmental pollutants. There is nowhere to hide! The chemicals causing these pollutants can be divided into 2 categories: toxic heavy metals and synthetic chemicals. I will focus on synthetic chemicals. The production in the US alone is over \$101 billion. It may surprise you to know that most synthetic chemicals start out as natural substances like crude oil, or coal. Because the raw ingredients are products of fossilized plants and animals, our bodies can recognize them. The problem lies in the fact that their new properties make them act in an unnatural way. In other words, synthetic chemicals can mimic natural substances and fool the body. Their continual disrupting effects can cause major health problems.

Dr. Baillie-Hamilton is an expert in human metabolism. She set out on her own to research a possible link between chemicals and body weight. She says in her new book that she never dreamed there would be such overwhelming evidence that chemicals can cause weight gain. A common example of this theory is seen with beef farmers. The farmers raise the cattle to sell for slaughter. The more it costs the farmer to feed the cattle, the less profit he makes. It is known that farmers use powerful synthetic fattening chemicals to increase an animal's weight. These weight gain inducing chemicals act by altering an animal's metabolism so that less food goes much further. So the farmer can spend less on food, and have cattle that weigh more. What happens to these chemicals? We consume them when we buy the meat from the farmer! This is just one example of a finding by Dr. Baillie-Hamilton. She spent months and months digging through medical journals and academic papers. These papers revealed to her how growth promoters, pesticides, synthetics, toxic chemicals, and a whole range of common pollutants are making us fat.

When Dr. Baillie-Hamilton found a paper that showed a link between the most commonly used pesticides in food and growth promoters to fatten animals, she knew that she was onto something. Although some of the growth promoters are now banned from use, we are still being exposed to them. Other common substances that are used to fatten up animals is antibiotics. One would assume antibiotics are used in animals to kill bacteria that would cause them to be lower in weight; but to her surprise, she found that in very low doses the antibiotics given to animals can actually promote weight gain by damaging the weight control hormones. Hence more evidence of what you eat is making you fat! Perhaps the most "fattening" group of synthetics is organochlorines. This group of chemicals has the ability to cause continual damage to our weight control systems. The best known members of this category are DDT, lindane, and PCB's. Although these have been banned, they have accumulated in our body tissues and can remain for decades. The following are the "Chemical Calories Hit List"

1st place - Organochlorine Pesticides (DDT, Lindane)

2nd place - PCBs and industrial pollutants

3rd place - Heavy metals

4th place - Plastics and PVC, styrenes

5th place - Solvents

So now that we understand these chemicals are making us gain weight and are not allowing us to lose it, what can we do? According to Dr. Baille-Hamilton, we all have a natural "slimming system". This system is made up of the control center, or brain, "slimming hormones", body structure, and a good supply of nutrients. These parts of the Slimming System are highly interdependent, with changes in one affecting all the others. In a nutshell, willpower is not enough to lose weight. Failure at weight-loss is due to your body's inability to deal with toxins in your food and in the environment. These are the steps necessary to allow your body's Slimming System to work properly.

In her Body Restoration Diet, Dr. Baille-Hamilton designed a program which has 4 basic principals. Firstly, you must feed the body's detoxification system by eating enough of the right foods to help your body to detox, and also take supplements. Secondly, your intake of raw foods, especially vegetables should be maximized. Thirdly, reduce your exposure to chemical calories (see list below). And fourthly, restrict foods mildly rather than drastically due to the fact that if fat stores are mobilized too quickly, it is hard for the body to detox. One to two pounds of weight loss per week is ideal. It is also vital to exercise, as this is the way to naturally lower your body weight.

By now you may have realized that chemicals can affect us at a more deeper level than was previously known. Dr. Baille-Hamilton spent long hours doing research to obtain an approach to a non-traditional weight-loss program. To recognize that we are contaminated with Chemical Calories is the first step we can take. Once accepted, it is easier to follow these guidelines. For the first time ever, you will have the power to control your own weight-by actively reversing damage done by many years of chemical injury. Dr. Baille-Hamilton's approach is not only beneficial to losing weight, but is a life long plan that should be followed to maintain optimal health and well-being!

Tips for ridding your life of chemical calories

- Eat meat and produce that is organic. Even though the food may be certified organic, this does not mean it is 100% "chemical calorie" free. It would be impossible to expect any food that is grown outdoors to be free of any chemicals, due to effects of polluted air.
- Eat foods with low Chemical Calories (worst offenders are butter, salmon, spinach, strawberries, cream cheese, raisins, apples, dill pickles, summer squash, green peppers, collards, processed cheese. Exception to this list is if the products are organic.)
- Use organic or chemical-free cosmetics whenever possible.
- Drink filtered water and bathe with filtered water.
- Look for household cleaners that do not contain chemicals.
- Wear natural fiber clothing and avoid clothing that is flame retardant, and "easy care".
- Have an air filter in your car, and stay at least 4 car lengths away from vehicles when driving.
- Use air filters in your home.
- Fill your rooms with plants that absorb toxins such as spider plants.
- Use natural bug repellants.
- Use gloves when fueling your car with gasoline.
- Take your supplements on a regular basis. (suggested to take multi vitamin-mineral supplement, CoQ 10, Omega-3 essential fatty acids, Tyrosine, Methionine, Glutathione, 5HTP, Milk Thistle, soluble fiber, and grapefruit pectin.)
- Look for toys made of natural materials.
- Don't store food in plastic containers. Fat acts as a magnet for chemical calories.
- Do not use cling free wrap or plastic containers when heating food in a microwave.

- Don't drink hot beverages from polystyrene cups.
- Avoid using "non-stick" frying pans.
- To speed up the "out-gassing" of a new refrigerator or stove, leave inside small containers of vegetable oil to absorb the toxins.
- Avoid chemical hair dyes. If you must use them, take extra vitamin C and E and a dose of soluble fiber before your visit.
- If you eat a meal that is high in "chemical calories", take some soluble fiber as soon as possible to reduce the absorption.

Baille-Hamilton, Dr. Paula, The Body Restoration Plan: Eliminate Chemical Calories and Repair Your Body's Natural Slimming System

WASHINGTON – Imagine reaching for a tube of lipstick or a can of shaving cream and finding this label: "Warning - The safety of this product has not been determined."

Many popular cosmetics and personal-care products could bear such warnings if the Food and Drug Administration decides they need them. The agency would act if it determines that the products' ingredients haven't been adequately tested to assure their safety. It's now working to decide that.

Last month the FDA informed the Cosmetic, Toiletry and Fragrance Association, a Washington-based trade group, that manufacturers of untested products might have to add the warning.

There's no hard evidence of any health effects from long-term, low-dose exposure to the kinds of chemicals in cosmetics, said Lauren Sucher, a spokeswoman for the Environmental Working group, based in Washington, D.C.

The nonprofit group describes itself on its Web site as a "nonpartisan organization dedicated to using the power of information to protect human health and the environment."

Some ingredients in cosmetics, such as methylpentan-2-one, found in nail polish, haven't been tested. Others, including triethanolamine, used in skin scrubs, are among the chemicals that some researchers fear might cause cancer.

Products that could be in line for FDA warnings, based on the Environmental Working Group's study, include

Mascara, which can contain ingredients linked or potentially linked to cancer.

Liquid hand soap, which might contain ingredients suspected of raising the risk of breast and skin cancer.

Hair dye, which can contain coal tar, which has been linked to bladder cancer and non-Hodgkin's lymphoma.

"The bottom line is people don't know what the health effects are of the many chemicals we're putting on our bodies every day," Sucher said.

A study last year by the Environmental Working Group found that only 18 of 7,500 common cosmetics and toiletries had had all their ingredients fully tested.

"Companies often do tests of short-term acute exposure to see whether their products make eyes water or skin itch," she said. "Often, however, they're not looking at whether they might cause cancer or birth defects that are long term and don't affect the profitability of their products."

Eric Kraus, vice president for corporate communications at The Gillette Co., which makes personal-care products, said, "Gillette products undergo rigorous testing, based on the best available scientific information."

Kraus said he believed that Gillette's product-safety tests included determinations of whether they could cause birth defects or cancer.

There's no federal requirement that the ingredients in such products be tested for safety. But federal law requires that cosmetics with unassessed ingredients include an FDA warning label informing consumers that "the safety of this product has not been determined."

Dr. Samuel Epstein, professor emeritus of environmental and occupational health at the Chicago School of Public Health at the University of Illinois and the chairman of the Cancer Prevention Coalition, called the FDA's recent letter to the cosmetics trade group "the first glimmer of responsibility in several decades."

The FDA doesn't assess the safety of cosmetics and toiletries before they hit the market, as it does with drugs.

The cosmetics industry does its own evaluations through an independent panel of experts whom it appoints. Representatives of the FDA and the Consumer Federation of America, an alliance of public interest groups, attend those sessions.

Since 1976, the panel has found 694 ingredients to be safe and nine to be unsafe.

In a statement last week, the Environmental Working Group said the panel had reviewed only 11 percent of the 10,500 cosmetic ingredients recorded by the FDA. Copyright 2005 The Orange County Register

The Ugly Side Of Pretty

"I don't pay much attention to the ingredient lists, I just know what works for me," said Shelley Carpenter, when asked what she looks for in her personal care products. Thinking a little harder, she adds, "I'm allergic to most perfumes, so I stay away from smelly stuff. But I couldn't pin it down." This begs the question, "Who can?" After all, how many of us have the time or inclination to scour the ingredient lists of our moisturizer, deodorant, body lotion and any of the other products we slather on daily?

Carpenter, 45, bases her choices of personal body care products primarily on how her skin immediately reacts to them, and second to that, their functionality. Her skin, beautifully clear and alabaster, erupts into a red, scaly rash at the slightest provocation and she's aware from years of trial and error that certain products set this in motion.

But beyond skin eruptions and rashes, emerging science suggests that untold numbers of cosmetics and personal care ingredients may be silently and insidiously promoting cancer, ravaging women's reproductive functions and causing birth defects. Known by hundreds of long, intimidating chemical names, these ingredients are in the products we shower and bathe with, rub, spray and dab on our bodies, unconsciously, day-in-and-day-out.

It's the day-in-and-day-out part that's of most concern, since these toxic ingredients leak their poisons through our porous skin and into our bodies bit-by-bit. "There's not one smoking gun that we can point to and say 'it's that personal care product, that deodorant, that nail polish that is going to give you cancer,'" said Jeanne Rizzo, the executive director of the San Francisco-based Breast Cancer Fund. "We can say the cumulative exposure -- the aggregate exposure that we all have to a myriad of personal care products containing carcinogens, mutagens and reproductive toxins, has not been assessed."

Categorically, the giant, mainstream personal care products companies continue to use known or suspected toxic ingredients in their product formulas. There are literally thousands of substances that have been used for decades without the slightest hint to consumers that they may be doing something more than making us squeaky clean and smell good. As activist Charlotte Brody points out, "Neither cosmetic products nor cosmetic ingredients are reviewed or approved by the Food and Drug Administration before they are sold to the public. And the FDA cannot require companies to do safety testing of their cosmetic products before marketing."

Hence, chemicals such as acrylamide (in foundation, face lotion and hand cream) linked to mammary tumors in lab research; formaldehyde (found in nail polish and blush) classified as a probable human carcinogen by the Environmental Protection Agency; and dibutyl phthalate (an industrial chemical commonly found in perfume and hair spray) known to damage the liver, kidney and reproductive systems, disrupt hormonal processes and increase breast cancer risk, are widely used in beauty products.

So should Shelley Carpenter be aware of this? She's certainly no slouch. She's a clinical hospital pharmacist advising doctors on the complex nuances of drug therapies; she's also working on her doctorate in pharmacy while being a mom and wife. Point is, like most of us, she's over-extended and assumes -- like most of us, that whatever personal care products we casually grab off the store shelf must be OK or, well, they wouldn't be sold. In other words, we think, "There's somebody watching out for us, probably some government agency."

"The public, bless our little democratic good government hearts, believes that there is some federal agency that makes sure that dangerous chemicals aren't put into the products we put all over ourselves. Sadly, it's just not true," quips Brody, who's executive director of Commonweal. It, along with Rizzo's Breast Cancer Fund and dozens of other social profit groups, are waging the Campaign for Safe Cosmetics. They're banging the drum to rouse consumers from our slumber of ignorance to realize the dangers lurking in personal care products and the failure -- or refusal -- of any power to change it.

<http://www.alternet.org/story/21686/>

The Innocents and the Knowing

If you believe that buying "natural" cosmetics and personal care products (those brands usually found in natural health stores and the like) guarantees toxin-free ingredients, you are wrong. The reasons for this are dicey with dollops of gray shading. It comes down to a spectrum that runs from 1) companies that know better but willfully use toxic ingredients to 2) well-intending natural products companies that heretofore operated out of ignorance.

But to understand this, we need to go to Europe for some perspective. The European Union (EU), with its 25 member countries, is taking a more enlightened (or a less Draconian) approach to protecting its 450 million people from toxins in personal care products. As of this March, an EU "Cosmetics Directive," will require companies doing business in Europe to eliminate chemicals in personal care products known or strongly suspected of causing "harm to human health." Although there are thousands of questionable chemicals, the directive is targeting about 450, which is huge compared to the nine chemicals that the FDA has banned or restricted in personal care products.

The Campaign for Safe Cosmetics has seized upon the EU's Cosmetic Directive and is urging consumers to sign a petition that asks U.S. companies to commit to meeting the same standards as their European counterparts and then beyond. So far, some 50 companies have signed the campaign's compact -- all of them are natural products companies. Not one single, large, mainstream company has stepped forward, according to Janet Nudelman, coordinator of the Campaign for Safe Cosmetics. "We've had dozens of conversations with these companies and they are absolutely unwilling to admit there's a single chemical that represents harm or could be harmful to consumers in their products," Nudelman said.

Problem is, they don't have to. Major loopholes in federal law allow the \$35 billion cosmetics industry to, basically, police itself, allowing unlimited amounts of chemicals into personal care products with no required testing, no monitoring of health effects and inadequate labeling requirements.

"The U.S. government, in relation to the FDA, has not been on the side of consumers and has not been on the side of public health," Nudelman said. "We certainly see that when we see industry representatives serving on government panels that are looking to the very issue that they are supposed to be regulating -- and that is consumer safety. Is the fox guarding the hen house? Yeah, absolutely in the U.S. without question."

However, consumers increasingly have a safe option in those "natural products" companies that have signed the Safe Cosmetics compact pledging to eliminate any questionable chemicals in the personal care products they sell. "The natural products companies may not be all pure and 100 percent where it is we want them to be, but the important thing is that they want to be there, and they're committed to getting there," Nudelman said. "We're talking about literally a massive reformulation on the part of many of these companies in order to meet the core components [of the compact]."

California-based Avalon Natural Products, with three different brands, including Avalon Organics, is one of those companies, reformulating more than 100 skin care products to eliminate questionable ingredients. For a casual observer, it's difficult to fathom why a "natural product" would even have this problem since chemicals like parabens aren't "natural" in the first place -- yet are pervasive in natural products.

Avalon brand manager Tim Schaeffer acknowledged the paradox, which stems from the complexity of preserving natural ingredients in packaged form. Parabens are used as preservatives to inhibit bacteria, yeast and mold growth.

"It's a big challenge to keep natural products from literally rotting. You buy them off a shelf in a store, where they were probably sitting for a month and before that in a warehouse for another month. Then you bring them home and put them in a warm, moist environment where they'll sit for six months or longer ... some things like a deodorant or cream you're putting your fingers in or rubbing in your armpit on a daily basis. That's a pretty tough environment to resist rotting. So preservation for products such as ours that have a lot of organic oils and herbs, is absolutely necessary."

Additionally, parabens (and thousands of other questionable ingredients), have always been legal to use in the U.S. and Canada, and only until recently, when studies have drawn correlations between their use and breast cancer, has concern been raised. Up to this time, many -- possibly most -- makers of natural personal care products were not aware of the hazards of these ingredients. Signers of the compact have scrambled to find effective natural alternatives.

Here's How to Check for Toxins in Your Products

In a massive undertaking, the Environmental Working Group (EWG) analyzed the health and safety reviews of 10,000 ingredients in personal care products. The EWG discovered that there is scant research available to document the safety or health risks of low-dose repeated exposures to chemical mixtures. But the absence of data should never be mistaken for proof of safety. The EWG points out that the more we study low-dose exposures, the more we understand that they can cause adverse effects ranging from the subtle and reversible, to effects that are more serious and permanent.

Based on that, the EWG has developed Skin Deep, a sophisticated online rating system that ranks brand-name products on their potential health risks and the absence of basic safety evaluations. To try out its usefulness, we ran a list of the personal care products that Shelley Carpenter uses (see chart). Six of the approximately 10 products she applies daily were recognized and scored. Among those was one product that may pose cancer risks and three products with ingredients that may contain impurities linked to breast cancer; another two, called "penetration enhancers," increase exposure to other products that are carcinogenic, six of the products contain ingredients that are unstudied or lack sufficient safety data and, despite Carpenter's efforts to avoid them, one product contains ingredients that are allergens. On a scale of one to 10, with 10 being of the highest health concern, Carpenter's score was a 6.7. What's yours?

Janet Nudelman, of the Safe Cosmetics Campaign, says she uses Skin Deep regularly to look up ingredients in personal care products to get a safety reading -- and make a purchase decision based on the results. "Consumers have real power they are not exercising," she said. "We need to let cosmetic companies know we're going to not buy their products unless they make a strong unwavering commitment to safety."

The USDA's National Organic Program (NOP) recently reaffirmed that as of October 21, 2005, companies cannot label certified organic body care products with the USDA Organic Seal or represent that certified organic products comply with the National Organic Program. This policy change was initially proposed in April 2004 but was rescinded shortly thereafter after widespread public outcry. The new policy completely contradicts the previous 2002 USDA directive that invited body care companies to invest in certifying NOP qualified products, punishing legitimate organic body care companies while rewarding "organic" labeling fraud. "Under pressure from big business, the Bush Administration's USDA is attempting to re-interpret the National Organic Program so as to kick out personal care companies that actually make certified organic lotions,

balms and other products certified to National Organic Standards," says Ronnie Cummins, Executive Director of the Organic Consumers Association (OCA), a nonprofit consumer watchdog organization. "Certified organic olive oil does not magically become non-organic if it is used as a massage oil instead of on a salad. There is no logic in the NOP denying use of the USDA seal on personal care products that meet the NOP standards especially when numerous personal care brands mislabel their products with 'Organic/Organics' that use conventional and synthetic ingredients and preservatives. OCA believes the USDA seal is the only way bona fide organic personal care products can be distinguished by organic consumers versus misbranded 'Organic/Organics' products."

The National Organic Program is for all products that comply with the program, that truly support sustainable organic agriculture and ecological processing without unnecessary synthetic ingredients. In May 2002 the NOP formalized this position to personal care manufacturers when they said in their scope policy statement, "Because these and other products, classes of products, and production systems contain agricultural products the producers and handlers of such products, classes of products, and production systems are eligible to seek certification under the NOP." "The USDA is sadly confused about free speech in this country to try and censure companies from communicating they comply with the NOP. It's totally outrageous that companies which spent considerable resources to develop high quality organic personal care products at the USDA's invitation may have to remove the USDA organic seal by October 21, 2005 unless legal action is taken," says Cummins. "OCA will join with any personal care company that already qualifies for the USDA organic seal in fighting more duplicity in the marketplace through this policy change. We urge companies that already qualify for the USDA organic seal to ignore the latest guidance because it is arbitrary and capricious and is beyond the authority of the NOP to enforce. "Personal care products can enter the body through the skin. Increasingly consumers are demanding organic products they know are free of chemicals and synthetic ingredients that can be harmful to environment and human health.

All Natural Cosmetics, <http://www.allnaturalcosmetics.com/>

Why Choose Organics?

Quite simply, certified organic is your guarantee of ONE Group's purity of product and integrity of company.

We, at ONE Group, are proud that our product range bears the seal of approval by Australia's leading organic certifier, the Biological Farmers of Australia. The BFA sets and maintains stringent quality standards that either comply with or exceed international requirements.

To obtain organic certification for a product, a minimum of 95% of all ingredients of agricultural origin must be certified organic. The remaining 5% of ingredients however are also bound by strict guidelines. They are, for example, not permitted to be synthetic chemicals or artificially processed ingredients.

The benefits of certified organic products and processes

Independent third-party guarantee of quality, and purity of ingredients.

Safe, clean and potent plant extracts of high vitality.

Sustainable agriculture that respects, supports and nurtures the complete ecology and energy of our planet.

Authenticity and integrity of organic and natural claims.

Prevention of damage to the environment and humans by the poisonous chemicals used in conventional agriculture.

While 'natural' and 'organic' claims abound, the only way you can be sure is by using a fully certified organic range of products.

Many may claim to use organic ingredients, but none have achieved third party independent certification.

ONE Group is the creator and manufacturer of the world's first range of certified organic skin, hair and personal care products.

The desire to produce a range that was previously considered "impossible", and the pioneering willingness to leap into uncharted territories and revolutionise, has resulted in the world's first certified organic skin, hair and personal care.

Our philosophy of using only 100% natural and organic ingredients stems from our belief in the body's innate intelligence, which responds to, and resonates in harmony with nature.

Our aim is to assist your body in restoring harmony and balance to your skin. Only products that are completely free of all impurities and synthetics can help you achieve this aim.

Our absolutely pure and unique skin care preparations truly support and encourage a healthy, balanced skin that glows with vitality.

We thank you for your interest in ONE Group, and warmly invite you to continue your journey towards health and beauty with us.

Narelle Chenery B. App. Sci.

Product Formulator

Organic Galaxy, <http://www.organicgalaxy.com/>

Natural Makeup

You see 'natural' in print everywhere these days, but in the true sense, there are very few such industries out there. I mean really natural. And I'm not referring to toiletries. No, this is makeup, like paint, but from non-chemical sources.

All of the truly natural cosmetic companies in the world share common standards of purity. Their makeup is biodegradable, does not contain synthetic chemicals and is never tested on animals. It is highly recommended for allergy sufferers as well as persons with MCS, multiple chemical sensitivities. If a dermatologist advises no makeup, there is an alternative. Thus, to many people, natural is the safest proven makeup.

Why bother? The reason to start paying attention to who is truly natural is because with minimal FDA regulation for cosmetics, there are many toxic and carcinogenic ingredients found in so-called natural body care products. The National Institute of Occupational Safety and Health found that over 800 of the chemicals available for the use in cosmetics (not only makeup) have been reported to the government as toxic substances.

"Aren't you afraid of bacteria?" one usually asks when I inquire about organic purity. Indeed, such a curse is the greatest threat to a natural cosmetic manufacturer. With chemical preservatives, a typical gal doesn't worry about the chemicals she's putting on her skin. Even though it soaks through her skin pores and into her bloodstream. Makeup wearers are poisoning themselves, but the idea of ingredients not being protected with chemical preservatives is scarier to most.

Why heck, women have been eating an average of four pounds of lipstick in their lifetime without any reported problems. Mascara wearers have absorbed fallen bits of plastic and synthetic materials into their eyes daily without ever going blind. Why not leave well enough alone?

As always, times are changing. Consumers and manufacturers are increasingly concerned with the amount of chemicals we absorb in our daily lives. But cosmetic education doesn't originate from standard media and teaching is just one of the many challenges these few businesses are facing. Their accomplishments and determination deserve respect.

If you haven't had a skin reaction, don't freak out, just start reading labels. If you do have a skin problem, stop using what you have, see a dermatologist and start reading labels before you use

anything else. In either case, don't panic about this. Simply become more aware of ingredients and think more about the products you purchase as a result.

Now about reading labels, do you think the average consumer knows what all of those foreign-sounding ingredients are? Do you know how to draw the line between natural and synthetic? I am still having a difficult time reading labels. I even have an expensive chemical dictionary to help. I never studied chemistry before and I find that trying to analyze ingredients from the label makes me feel pretty stupid. But as an eco mentor, I must learn who and why each manufacturer qualifies as one of the special few natural cosmetic industries. I reiterate there are few, less than a dozen, truly natural ingredient makeup sources. Each one of those few has limited offerings.

Natural Skin Care

Natural skin care embodies a trend to go back to the basics. More women are realizing the harsh affects that chemical laden products can have on their skin. They want to see results, but the side effects often cause worse problems than what they are trying to cure. Working with women's skin over the years I have seen it all. There is nothing more unnerving than trying to apply makeup to a woman, whose skin peels off in your hands. Whether trying to combat acne or the signs of aging women are subjected to harsh products and their skin is left red and irritated. While many of these products are effective, some women are looking for an alternative approach in natural skin care.

The natural skin care alternative

Natural skin care bypasses the chemicals in favor of natural ingredients. Nature offers a virtual medicine cabinet of ingredients that targets a range of skin care issues. These gentle yet effective ingredients are now causing quite a stir in the cosmetic arena.

Pick up any natural skin care products and you will read such ingredients as green tea, caffeine, shea butter, and aloe Vera. Green tea itself is a powerful anti-oxidant and aides in fighting off the effects of environment and stress on your skin. Caffeine is a newer ingredient on the cosmetic market aimed at reducing puffiness and calming. These are only some of the ingredients you will find in this new wave of beauty products. Don't be afraid to ask questions about ingredients; if the sales person mentions it has jojoba oil ask what it will do for your skin.

Natural Weight Loss

We are wary about the number of 'all natural' herbal products being pushed by manufacturers for weight loss. But don't worry, there are still a number of natural weight loss methods you can use to drop the pounds while feeling good about your health.

Shedding pounds is essential to improve the health of those suffering from this prevalent condition. However, rapid weight loss with aggressive diets subjects key bodily organs, specifically the liver, to excess stress. Experts claim that regular body cleansing is a natural way to mitigate this stress and help the body lose weight more efficiently.

When people make drastic changes to their food intake to lose weight, the liver is required to work overtime to flush out excess fat and toxins. That's why body cleansing is so important -- it's a natural, safe way to protect your body from the strain of these radical diets and avoid future health complications.

While there are a number of approaches to body cleansing, taking herbal supplements is a healthier, less disruptive way to purify the body on a daily basis.

Herbal teas have a remarkable history of beneficial cleansing effects on the body. Herbs such as those contained in Wellements' Daily Detox Tea protect your health during weight loss without reducing your nutritional intake. It's essential not to sacrifice your health when you're trying to lose weight.

Other methods of body cleansing include detoxification diets, which usually involve fasting or a liquid diet, with the gradual reintroduction of certain whole foods. Some programs also encourage colonic irrigation, otherwise known as an enema, which cleans out the colon and lower intestines.

Herbs support the body's normal cleansing process, naturally removing toxins that build up due to processed food, pollution, stress and hormone-based products. Many organic herbs have antioxidant qualities, and increase metabolism by offering a natural stimulant without caffeine.

"Natural and Organic Cosmetics," Eco Links,

http://www.ecobusinesslinks.com/natural_cosmetics_cruelty_free_organics.htm

Organic Program for Personal Care & Non-Food Items Organic Labelling

ESCONDIDO, CA - The Organic Consumers Association (OCA) representing more than 500,000 members and Dr. Bronner's Magic Soaps / Sun Dog's Magic, makers of certified organic food-grade lotions, lip balms and body balms, jointly filed a complaint in federal court today to save access to the National Organic Program for qualifying non-food products. The federal lawsuit comes less than two weeks after widely published media reports confirmed that USDA was attempting to disallow non-food products to represent their certified compliance with the National Organic Program, even though the previous USDA policy had been to encourage qualified body care, dietary supplements, and other items to certify to NOP standards. The new policy will go into effect on October 21, 2005 unless injunctive relief is granted by the court.

The complaint is part of OCA's Coming Clean Campaign for strong organic standards which has the support of over 300 businesses. "It is our responsibility to fight the USDA's illegal policy which discourages organic farming, wipes out millions of dollars in investment in certified organic non-food products and violates basic rule making procedures in the Administrative Procedures Act," says Ronnie Cummins, OCA founder and National Director. "If qualifying brands are blocked from labeling and marketing their NOP certified compliant products and displaying the USDA organic seal, consumers will be unable to distinguish such NOP compliant products from packaging and marketing of companies touting "organic" claims on non-NOP compliant products with little organic content and/or contain synthetic ingredients not allowed in products to NOP standards."

The complaint filed in the U.S. District Court for the District of Columbia seeks injunctive relief in the form of a court order to stop the new USDA policy that attempts to ban any labeling or marketing of products that are certified to comply with the NOP standards to represent or communicate their compliance in packaging or marketing, or use the organic seal (see figure 1). The text of the complaint may be viewed on the web by visiting <http://www.organicconsumers.org/bodycare/legalcomplaint.pdf>

Background On The Organic Label Issue

In a foundational May 2002 "Policy Statement" on the scope of the NOP, USDA made clear that producers of non-food products such as personal care containing agricultural ingredients "are eligible to seek certification under the NOP." Based on this "Policy Statement," Dr. Bronner's and a number of other producers of body care including Sensibility Soaps and Nude Lubricant as well as manufacturers of other classes of non-food products like pet foods invested in sourcing and formulating with NOP-certified organic ingredients, and sought and obtained certification under the NOP, thereby allowing them to label and market their products as certified "organic" or "made with organic" under the NOP. Certifying agencies understood the Policy Statement to authorize such certification.

In April 2004, USDA issued a "Guidance Statement" reversing this position and indicating that producers of personal care products would not be eligible to seek certification. A month later, however, due to widespread consumer and industry outcry, that "Guidance Statement" was ordered rescinded by then-Secretary of Agriculture Ann Veneman. Then, about a month ago, USDA issued an informal "response" to a statement of the National Organic Standards Board and, in that response, indicated again that personal care products are not eligible to be labeled in accordance with NOP.

The newest USDA pronouncement mirrors the rescinded "Guidance Statement", and completely contradicts the foundational 2002 USDA NOP policy that formally invited body care companies to invest in certifying NOP qualified products. "Having issued a policy statement intended to have a binding effect, on which Dr. Bronner's and other companies justifiably relied, NOP cannot suddenly, without notice or opportunity for comment, adopt a new policy and purport to make it enforceable against producers of personal care products," Mr. Bronner said. "We have been advised that, under well established principles under the Administrative Procedure Act, to adopt such a change in its previously established policy, USDA is required to proceed by notice and comment rulemaking."

Lynn Betz, Co-Founder and President of Sensibility Soaps, Inc. said, "As a certified processor under the USDA NOP since July, 2003, our company developed 21 personal care products, which were certified "organic" by PA Certified Organic using the current NOP food standards. Since the scope of the NOP included personal care products, and products carrying the seal were legitimately certified, why should these products now be excluded? Sensibility Soaps, Inc. supports the NOP and definition of "organic" and the current stringent standards for companies in the food and personal care industries making product label claims about "organic".

Consumers understand the consistency of a definition, whether it applies to food or personal care. Our company does not support separate organic standards for personal care products when obviously organic personal care products can be made using the current standards."

"Organic olive oil does not become magically non-organic when used in a lotion instead of a salad dressing," said Mr. Bronner. "Consumers and retailers want personal care that is nothing less than organic food for the skin. High quality certified organic body care products like ours should be distinguishable from low-quality so-called "organic" personal care that is based on standard conventional synthetic ingredients. Retailers and consumers who want organic food-grade personal care should look for the USDA organic seal."

<http://health.discovery.com/centers/healthbeauty/beautybasics/naturalmakeup.htm>

Official Safety Scores For Inspired living.Com

Know Before You Go

Is your make up aging your skin and making you sick? Women unknowingly expose themselves daily to hundreds of toxic chemicals when applying makeup. When ingredient listings in 7,500 products were cross-linked with toxicity databases, one-third contained ingredients linked to cancer and 70 percent may be contaminated with harmful impurities. Miessence certified organic makeup and cosmetics are made with all natural, chemical free and non toxic ingredients. Give your face a healthy glow with pure, skin-nurturing chemical free cosmetics that bring out your natural beauty.

Tested Safest Organic Makeup Websites, <http://www.safeshoppingnetwork.com/>

CREATING CELEBRITY MAKEUP, ON THE STREET

Day To Night Makeup In A Flash!

You have a big evening planned but are still stuck at the office. And you don't have enough time to run home and change!!! So how do you take your office look to evening glam in no time? Relax! Here are a few of my favorite tips that I use on my celebrity clientele between shooting their show and running to a premiere!

If you know you have a big night out, try to wear lighter makeup to work. Wear a tinted moisturizer instead of a heavy foundation, etc... It will take you just as long to remove a heavily made up face than to just add color and sparkle to spice up your look.

Pick a feature and make it pop! Play up the eyes for a sultry dramatic look or concentrate on a dramatic lip. But remember, too much of everything will make you look overdone.

Freshen up your canvas. I like to even out the skin tone with a foundation....preferably a stick foundation, like Bobbi Brown's. This is a great easy way to look flawless, fast. Don't forget the under eye area to clean up old mascara and eyeliner that may have fallen during the day and to brighten up the eyes.

Eyeliner is one of the quickest ways to create instant drama. Go with a dark brown, black or navy blue to rim the upper and lower lash line. If you want a smokier look, blend the eyeliner on the top into the lid for a smoky eyeshadow look.

Color. Don't forget your cheeks! I like to use a multi-use product. One that can be used on eyes, cheeks, and lips. The easier and less to carry, the better!

Gloss, gloss, gloss!!!! Another fast and fabulous way to get sexy, shimmery lips in an instant.

Last but not least, add some sparkle to your life! Shimmer powders are a great way to glam your look up in an instant! I love the Urban Decay Red Hot.....and get this....it's edible!!!! How fun is that???

So there you have it! Foundation stick, eye pencil, multi-use color sticks, gloss and shimmer powder. A fast and easy way to take your office look to evening glamour in no time! Don't forget a spritz of perfume and a little shine for the hair...and you're ready to go!!!

"Day to Night Makeup," Shalini Vadhera,

http://www.shalinivadhera.com/html/tips_and_trends/how_to_s/day_to_night_makeup/

Celebrity Makeup

By Megan L. Fowler

Sure, celebrities have on-call makeup artists who ensure that they look gorgeous even for a trip to the supermarket, but did you know that many cosmetic quick fixes were created specifically for your favorite stars? Today's hottest makeup artists are not only creating stunning looks for the rich and famous, but now you too can buy the same products they do. Here's the inside scoop on what the women from Sex and the City are wearing to flawlessly go from indoor shoots to on-location scenes in New York City.

Too Faced

Packaged in bright pink with sassy caricatures of the company's cover girl, Envy, Too Faced cosmetics was built on the foundation of "why be pretty when you can be gorgeous?" Created by makeup guru Jerrod Blandino, Too Faced's personalized, custom-blended products have been used on movie sets, in music videos and television programs including Will & Grace, Felicity, The View, Gilmore Girls and Sex and the City and are a definite must-have in nearly all celebrity circles. Beginning his cosmetics career as a sales consultant behind the Estée Lauder counter at Saks Fifth Avenue, Blandino now beautifies Cher, Madonna, Jennifer Lopez, Jennifer Aniston and Sharon Stone.

A favorite item among the girls on Friends and Sex and the City is a double-sided foundation stick that you can custom-blend specifically called Blenders. To solve the problems of going from studio to street, actors' changing skin tones and to avoid carrying around several different bottles of foundation, Blandino says "... we created a product that would go from the very darkest tone to the very lightest tone, and the two can be blended together for a perfect match."

Blandino's favorite product: his magic wand. "It's an illuminating concealer and healer that we created for Cher," he says. It not only conceals problems, but it actually helps to erase them with a buffered retinol to remove fine lines and wrinkles and redness. So if you are covering up a pimple, it will actually help get rid of it and can totally change your skin and make it glow. The best part is you can use it under or over your makeup.

Other celeb picks: Lust created for Jennifer Lopez and Jennifer Aniston. It's a pure shimmer mineral power, which gives a veil of the silky shimmer of stockings without wearing them. It gives that sort of glow that makes any woman look like they have been jet-setting all over the planet when they may have been working all day. Also check out Liquify, a little magic juice that makes any powder product a smudge resistant liquid. You can use it as eyeliner with any pigment, and the line won't move if you're caught in the rain. Janet Jackson uses it with a pink powder to line her lips on stage so her lips are always defined and she can sweat and dance and it won't move.

Celebrity Chic at Home

Blandino knows what it takes to keep actresses beautiful, so to keep yourself always looking great he suggests never leaving home without three essentials. First, you need a great powder. "Without healthy-looking skin, nothing is going to work," he says. Second, add color. The easiest way to do that is through your lips and a great juicy, shimmery lipstick that gives the illusion that you put gloss on top. Third, you should have mascara. "Always keep these things on hand, and you can go from running your kids to soccer practice to meeting your husband after work for dinner," says Blandino.

DuWop

After breaking into the cosmetics biz with their soothing i-gels and luscious Lip Venom, the ladies of DuWop have done it again. "We don't put anything out unless it has a twist," says Laura DeLuisa, the line's co-creator. This time around it's Hands2Hair, a very light hair cream that controls fly-aways and defines curls. "You it rub through your hands and pull the product halfway down the hair to the ends for separation," she says. "Once you are done, any excess can rubbed into your hands, so this is the perfect thing for men to use." You have to wash your hands after using every other hair product out there, but this one actually moisturizes, says DeLuisa. On television you can see Hands2Hair smoothed through Faith Hill's locks and Sarah Chalke's (NBC's Scrubs) chunky blonde hairstyle. We recommend this for every woman's gym bag, briefcase or clutch.

Also be on the lookout for Lip Venom Gloss, the company's spin off of Lip Venom, a stinging shine that thickens lips while zapping anyone stealing a kiss or two. This is a favorite of Heather Locklear and Brooke Shields. "We have 12 colors, six really high-fashion shades and six more neutral colors to hit all rangers," DeLuisa says. "And the venom sensation stays on longer."

The company also has just released a new line of lip pencils, but like everything else, they are not your everyday lip liner. To keep that glossy look, DeLuisa says to line your lips first and then put a light coating of the liner on your full lip before adding shine.

Delux Beauty

Delux Beauty, created by makeup artist, Jillian Dempsey, is a fresh, flirty and perfectly portable cosmetics line that was created to highlight a woman's natural beauty. Dempsey's clients and celebrity users included Drew Barrymore (Liquid Pearl and Nilla Black Eyeliner) and Reese Witherspoon (Pink Flush Stick and Lip Gloss).

When asked what is the most common beauty problem that celebrities complain of, Dempsey told us it was wanting to keep their skin radiant with a dewy finish – and not just on their faces but all over their body. "To help create this desired glow I have created a new product, Liquid Pearl, which contains super-subtle light-reflecting properties and ultra-fine mica that works to minimize minor imperfections, while veiling skin with a soft opalescent light," she says. To get the look, first apply the lotion over desired areas to even out skin tone, then dab any of her Glisteners onto the cheeks and eyes to add a wash of color.

Dempsey also told us the secret to a lasting look is carrying lip and cheek color with you at all times. "A hint of color on the lips and cheeks helps keep the face looking refreshed and awake," she says. And her new Jr. Duo is perfect for just that. It's a dual-ended tube with a liquid blush on one side and lip gloss on the other. "This is the ideal tool for women on-the-go," says Dempsey.

Celebrity Favorites From London-based Molton Brown Cosmetics

Molton Brown is hot with celebrities right now, many of whom covet the company's unique lip products. We love the Vitamin Lip Saver, a smooth gel that heals sore lips and protects them from the sun. Here are some other celebrity favorites

Michelle Pfeiffer and Lara Flynn Boyle – Vitamin Lip Saver

Janet Jackson – Moisturizing Toning Bar, Vitamin Lip Saver

Victoria "Posh Spice" Beckham – Go Baby Go

Sharon Osbourne – Warming Eucalyptus

Lara Flynn Boyle – Lush Lips

Olsen Twins – Wonder Lips Booster

"Celebrity Makeup Products," iParenting,

<http://iparenting.com/resources/articles/celebritymakeup.htm>

Glamorous Makeup Made Easy

We all see the hot looks on the runway and red carpet. Here's an easy way to achieve smokey eyes, classic lips, and flirty cheeks!

Look One

The Sexy, Smokey Eye

This look is all about playing up the eye and really making that your focus. This look is paired with glossy nude lips and a soft cheek.

Product: One of the quickest way to go from office drab to evening fab is with eyeliner. It's an absolute essential to keep in your bag as it creates instant drama.

I love the Chanel Precision Eye Definers because they're soft and easy to blend. So take your eyeliner and rim your entire eye to achieve this look in an instant.

Chanel Precision Eye Definer in Coffee Bean, Noir/Black, Blue Jean, Charcoal, Violet Smoke.

Lord & Berry Flat Eyeliner Pencil in Smokey, Midnight, Dark Black Khaki \$13 avail at Sephora.

Flat pencils are great for double duty. The thin side is great for lining and the thick side is great for creating that smokey lid.

(You can also try different colors as long as they are rich and deep in tone)

Look Two

The Very Polished and Classic Red Lip

This is one look that you can't go wrong with. It's classic, bold, and fabulous!

Pair the red lip with a shimmer champagne eye and a soft peach cheek. And most important, make sure your brows are groomed!

I'm all about simplifying your routine. Make it easy! I like to use palettes.

The Revlon Shimmery Shine Lip Palettes are a great way to start your look in the daytime and easily bump it up for evening. And the best part is they are around \$7.00. A great way to experiment with color and play. Red rocks and pink Jubilee.

If you want to get the look of the classic red lip but you're not feeling so bold, gloss is a great way to get the look but softer.

LOLA Cosmetics makes their Gloss Menagerie. A set of glosses that you can mix and match. They're compact and easy to carry in your bag and they have a hint of mint to them so it keep your lips feeling fantastic!

Look Three

The Ultra Feminine Flushed Cheek

This is one of my favorites. Pink is one of the hottest colors right now and this is a beautiful look to create a vibrant and healthy glow to the skin.

This look is paired with pink lips and sparkling soft eyes.

Again, a quick way to get this blushing cheek is with a gel blush or stain. Preferably one with a blue undertone.

I like Tarte's cheek stain gel stick in Flush, Blushing Bridge, Tickled Peach

Also, Benefit makes Benetint and looks lovely paired with High Beam.

So there you have it!

Remember, to avoid looking overdone, pick one feature and make it pop.

"Glamorous Makeup Made Easy," Shalini Vadhera,

http://www.shalinivadhera.com/html/tips_and_trends/how_to_s/glamorous_makeup/

Angelina Jolie Looks

Eyes Forward!

Does it get any better than this? Most of us try to play up our best feature, but Angelina Jolie actually has to choose which one to promote. Beautiful eyes, full mouth, high cheekbones, which one will it be tonight? Clearly the eyes are center stage in this look with her mouth and cheekbones playing supporting roles. Get BeautyRiot's tips on how to recreate Jolie's cat-like appeal below.

You can also find tips on other celebrities in our Celebrity Looks Gallery or give yourself a celebrity virtual makeover on your own digital photo with BeautyRiot's Instant Makeover.

Face

Foundation / Concealer To recreate this look, you'll want to use neutral shades everywhere on the face except the eyes. After moisturizing, apply concealer with a brush to the inner corners of the eyes and underneath to cover dark circles. You should also apply concealer to the eyelid for a base foundation before applying shadow. Foundation should also be applied with a brush and blended with concealer and in areas of the skin that need evening out. Use a large powder brush to lightly dust on a loose powder to set makeup. You don't want to see the powder, however, so use very little, tapping the brush several times before touching the face with it. Instead of brushing down, roll the brush across face for lighter coverage.

Blush Again, you want very little color, even for the cheeks, so choose a pale shade of pink and apply blush with a large blush brush along cheekbones.

Eyes

Eyelid Jolie's dramatic cat eyes are made softer than the sixties version by blending the dark shade used on the outer corners with a more neutral shade on the lid. To get the cat-look without looking like Cat-Woman, first apply a neutral or soft gray matte shadow to the entire lid area with a fat brush.

Crease Now, hold a regular pencil next to your face from the outer corner of the eye to the outer tip of your eyebrow. Using a thin brush, sweep a gray/blue shadow along the top edge of the pencil to create a strong diagonal line.

Now close your eye and hold the pencil diagonally against your eyelid from the outer tip of your eyebrow down toward the center of your eye (covering your iris) against the eyelashes. Sweep the same gray/blue shadow along the top edge of the pencil and then lightly fill in the areas between the two lines and blend. If even more drama is desired, use a small amount of this shadow to delicately fill the crease of the eye about half way across from the outer corner. Blend well.

To soften the cat-look, take a clean brush and gently press/tap it into the eyelid.

Hilite

Apply a frosty silvery-blue shadow to the inner corners of the eye area, continuing across the lid and stopping just before you meet the darker shadow. Use the shadow that's left on the brush to sweep underneath the arch of the brows and from the inner corner of the eye, straight up to the brow to highlight the eye. You can also put this under the lower lashes with a small brush to create contrast, after the eyeliner is applied.

Eyeliner

Use a gray pencil to line both the lower and upper lashes from the outer corner to 3/4 of the way across, just past the iris. Smudge and blend the line the rest of the way to the inner corner of the eye.

Brows

Use a brow wax with a small brush to shape and fill in. Start by defining the arch and then fill in the rest as necessary.

Mascara

Curl lashes and coat with a black, lengthening mascara.

Lips

Lips should be lined with a soft brown or taupe and then filled in with a matte nude shade.

Trick

You can recreate this nude mouth by applying a creamy concealer to your lips and then lining them with a light or medium brown eye or brow pencil (a soft one). Then blend with a brush to get the nude color, adding more pencil or concealer as desired. Add a gloss or balm for sheen.

“Cope Celebrity Makeup Looks,” Beauty Riot,

http://www.beautyriot.com/article.php?id=1708&c_id=4

Buy nothing! Makeup, hair, beauty, and diet tips that you can do with what you have at home!

Dear Sharon: I want to try new beauty ideas but I am on a very tight budget. Everything I read about seems to show celebrities who have all the time and money to get beautiful... I wish! How can I try new things without spending a fortune? - Bargain Basement Beauty (Bloomington, MN)

Dear Bargain Basement Beauty: Money isn't everything when it comes to making the most of what you've got- as a matter of interest, it plays a very small part in the mix to look great.

Being able to use \$200 face creams, \$30 lipsticks, and having a \$300 facial doesn't make you look any better than someone who manages to radiate on a far more realistic budget. Sure, all the fancy packaging and high-price pampering can boost your ego, but the bottom line is how you treat yourself everyday. Some guilty pleasures can come cheap. Learn to forget price tags-- start to discover what works best for you. And, that does not have to cost a fortune!

Did you know?

Cindy Crawford keeps her multi-million dollar skin moisturized with spritzes of equal parts of milk and water that she refreshes with throughout the day.

Jennifer Love Hewitt heals blemishes by applying a dab of toothpaste to the zit overnight.

Daisy Fuentes has a quick weight lose trick of drinking one liter of chamomile tea and one liter of water daily-- the combination accelerates fat burning!

Michelle Yeoh rinses her face with lemon juice and water.

Diana Ross stays in shape by doing her own housework! "Cleaning is a tremendous stress reliever and keeps my body taut," says Miss Ross.

How do I know all these thrifty tidbits to look tantalizing? Diane Irons. These celebrity beauty tips are from Diane's book, 911 Beauty Secrets. Diane believes that women deserve to look great, feel great, and not spend a fortune doing it. She offers more, straight-forward, budget-friendly makeup, hair, beauty, and diet advice in: 14-Day Beauty Boot Camp ,The World's Best-Kept Beauty Secrets, The World's Best-Kept Beauty Secrets , and the soon to be released, Teen Beauty Secrets .

More of Diane's pointers for the beauty junkie who wants to get back to basics

- Catherine Zeta-Jones keeps the high luster in her hair with castor oil and maintains her gleaming smile by brushing her teeth with strawberries-- a natural teeth whitener.
- Supermodel Giselle Bundchen stays shapely by pouring hot stuff on her food for a natural thermogenic burn.
- Nicole Kidman rinses her fiery red hair with cranberry juice.
- Jennifer Aniston took Courtney Cox's friendly advice to line her eyes with a matchstick!
- Julia Roberts keeps her nails in top condition by soaking them in olive oil.
- Donna Karan does a quick slim down by blending cabbage, apple, parsley, carrots, and celery in a juicer and drinking it for a day or two.
- Susan Lucci observes a Portuguese diet staple-- she snacks on sardines because their omega-3 fatty acids are essential for smooth skin.
- Caffeine is the first ingredient in most treatments that reduce the appearance of cellulite. Diane says many top models and beauty contestants (yeah, they get cellulite, too!) skip the fancy-schmancy spa services and favor this cheap-- yet slightly messy-- at-home cellulite treatment
- Get some used, slightly warm coffee grounds (yup, you and Mr. Coffee are about to begin a new relationship).
- Line the bathroom floor with newspaper and sit on the edge of your bathtub.
- Use a loofah mitt, or your hands, to rub your cellulite-laden areas with the coffee grounds.
- Most of the grounds will drop to the newspaper, but enough of a residue will remain.
- Detoxify the area by wrapping yourself in plastic wrap-- seaweed is better, if you can find it.
- Let it set for a few minutes.

- To intensify the treatment, use an old-fashioned rolling pin to further smooth out the cellulite.
- Unwrap, brush the remaining grounds onto the newspaper and shower off.
- Do this treatment at least twice a week for top results.
- Then again, Vanessa Williams keeps her gorgeous shape by eschewing caffeine and wheat- she came to this dietary conclusion by consulting a psychic!
- Cheap Tricks of the Rich and Famous," Focus on Style,

<http://www.focusonstyle.com/celebritybeautysecrets.htm>

Score Celebrity Make-Up Tips From The Pros

MIAMI, Fla. -- These days, star watchers want way more than Bette Davis Eyes, they want Nicole Kidman's impossibly long legs, Lindsay Lohan's adorable pug nose and Pamela Anderson's . . . upper regions.

But, alas, without the help of a doctor, you may never be able to achieve such perfection. Something you can do? Snag key beauty tips from the pros.

If you want . . . Ashanti's bedroom eyes

Your accomplices in making those peepers look bigger than your DNA intended: liner and mascara. Oty Ramos of MAC Cosmetics raved over a product called MAC Fluidliner, \$13.50, a gel formula that comes in a jar that you apply in a "dip and stroke" motion with a small angle brush, like MAC No. 263 (\$16).

To get Ashanti's striking cat eyes, line the bottom of the lid, then "wing it out" at the outer corner. For the area around your tear duct, Ramos prefers Smolder Eye Kohl, \$13, which leaves a "pearly, rich finish and brings it all together."

Get the final power lift with "non-clumping" Zoom Lash mascara -- lots of it (\$9.50). Her secret tip: "Apply multiple coats while it's still wet." Available at MAC, select department stores or maccosmetics.com.

If you want . . . Jessica Alba's goddess flush

That healthy glow just doesn't come from standard-issue rouge. Credit Tarte's Cheekstain, \$28, a push-up stick that's gotten major props in InStyle, Cosmo and Self magazines. Alba reportedly likes it so much, she would eat it if she could.

"Cheekstains were made for the everyday woman -- it's goof- proof," said Tarte's Lallie Harley. Roll it on like a deodorant over apples of cheeks, forehead, tip of nose and chin. It's available in a slew of universally flattering colors -- Topsy (for fair complexions), Flush, Sunkissed (both for darker skin), Blushing Bride (neutral), Tickled Pink (for rosier skin) and Dollface (yellow tones) -- at tartecosmetics.com or sephora.com.

If you want . . . Jessica Simpson's amazing complexion

www.HollywoodMakeupSecrets.com

Word is Simpson scoops up pieces from Laura Mercier's Flawless Face collection every time she gets a few minutes away from her busy schedule of paparazzi dodging. The line contains 10 products -- primer, powder, foundation, tinted moisturizer, brightener, camouflage, concealer, undercover, setting powder and finish (all about \$30 each at department stores or www.lauramercier.com). That's a whole lot to shell out, so Mercier recommends two essentials: primer and foundation, especially in the summer heat.

"Massage primer all over face before foundation, to ensure it lasts," she said. Another tip: "Keep makeup in the fridge, because the coolness is extra refreshing and helps reduce puffiness."

[If you want . . . Eva Mendes' sunkissed glow](#)

Self-bronzers have come a long way since so-called tans-in-cans transformed pale riders into Sunkist oranges. Revlon has recently come out with the bronze Ablaze limited-edition collection of polishes, glosses, lipsticks and blushers to keep you brown through the summer.

On the revlon.com Web site, you can drag your mouse over an image of the "Hitch" star to see what products are making her look so dang good.

Tricia Boyle, Revlon's manager for product development, tells you how to apply it: "With bronzing powder, be generous in your application -- target spots where the sun naturally hits the skin -- cheeks, nose and chin."

"Score Celebrity Makeup Tips," Remodelling,

<http://www.remodeling.hw.net/industry-news.asp?sectionID=154&articleID=152372>

MAKE UP FOR MEN

Common Sense Skin Care For Men

Did you know that the most advanced skin care system is your skin's own ability to maintain and protect itself? During a decades long research effort, to duplicate the skin's own natural support mechanisms, scientists made a simple yet interesting discovery. Their research indicated that when our body's fluid "reservoirs" are correctly elevated and maintained, basic epidermal functions such as repair, defense, renewal, exfoliation, excretion, secretion, and hydration, are optimized. Unfortunately our modern life-style and dietary habits interfere with our ability to nourish and hydrate our body's correctly. If the skin isn't functioning properly due to reduced fluid levels, even the most expensive skin care products can be rendered ineffective. Studio5ive has advanced the science of men's skin care with a "back to basics" approach that elevates the skin's moisture reservoir while helping to reinforce its natural functions.

"Follow the Dot" Skin Care Program

Impracticality and high expense are just a few reasons why men avoid spa facial treatments and opt for the old "soap and water" routine. Studio5ive Skin System has solved this problem with a men's home facial regimen that works like a spa treatment but without the hassles. It's a simple five step, "Follow the Dot" system that's based on our skin care philosophy of Tri-Hydrate & Support(TM). Each product in the regimen has a series of five dots running vertically down the front of the container. Just start with the one that has the red dot at the top and work your way down. It's that simple. With just one 20 minute treatment each week and an increase in your daily fluid intake, you'll have noticeably better and healthier looking skin.

What Is "Tri-Hydration"?

Tri-Hydration works from the inside out in three steps

Internal: Replenish your skin from the inside by drinking a minimum of four glasses of fresh water every day. Water amplifies the intended response of the ingredients in our products.

External: Our hydrating products contain a balanced blend of emollients that mimic your skin's natural oil (sebum) creating a more powerful moisture barrier on the outside, helping to reduce trans-dermal moisture loss from within.

Sub-topical: Our serums and hydrating products contain liposomes and humectants which penetrate the top layer of the skin and hold and attract additional moisture deep inside.

Make Up For Men

Studio 5ive, <http://www.studio5ive.com/>

Make-Up: The New Masculine Market Craving

Category: SOFTPEDIA NEWS :: Entertainment

Lipstick United

Why should women always come to the upfront of the beauty care market? New make-up kits are at men's disposal, claiming the right to leaving their faces on the pillow in the morning, as well.

What do MEN really think and feel about MEN beauty care, make-up trends and products?

It seems like after-shave glory is now history. Even the most reluctant active men of the 21st century uses appropriate face-wash, an after-shave balm, a bath cream and a perfume to which he could remain more loyal than to a woman.

Becoming more aware of personal hygiene does not mean less manhood.

Legs and arms shaving, pubic hairstyles, make-up natural kits for men, weekly tanning sessions and monthly male beauty centre visits, do not stand for Queer anymore, but for a healthy lifestyle.

Make-up hysteria

Transsexuals and transvestites beauty contests, drag queens parades or Marilyn Manson concerts are still considered make-up icons, and the reason for most men's reluctance to the term.

Male have an ego that must be fed properly. In order to increase sells and raise more interest, in male cosmetics vocabulary, foundation becomes concealer and daily care products are the three best friends called Defender, Improver and Reviver.

Jean Paul Gaultier leads the market and sets an example with his Tout Beau Tout Propre display of bronzers, tinted lip balms, special mascaras and a special fountain-pen-like councealer with a blue-black eyeliner on the other end.

Famous Lancome, Clinique, L'Oreal and Clarins came up with special offers for men after thorough market research. For instance, taking into account that male facial skin is greasier, 22% thicker and therefore predisposed to rapid changes and imperfections even at a later stage, L'Oreal Paris Men Expert launched Wrinkle De-Crease, a special formula including boswelox and a special extract of boswellia serrata.

Just because men deserve it, too

Metrosexuals vs. retrosexual

In 1994, metrosexual - a new word to describe the active urban men was coined by Mark Simpson, an English writer. He then thought the typical metrosexual was a man in his 20's, used to spend money at the best shops, gyms, salons and clubs in the metropolis, taking himself as his own love object, regardless of his sexual preferences, attracted by modeling, acting, sports or music world, and set to follow his fashion-icon's life-style.

Nowadays metrosexuality is not only a trend, but also the men's right to leave his face on the pillow in the morning.

On the other side, over 40% of men of all ages and social classes seem to dislike some cosmetic habits they consider feminine are therefore called retrosexuals.

Manufactures try to conquer the market step by step, as most voices think the 'new man' will be the main target in cosmetic business.

The Right to Look

England has the best market for masculine cosmetics with a powder-puff inflation, full of anti-shine and tanning special techniques.

Men did not set role models from actors or models, like women do, but nowadays, seem to have well-defined opinions on what-to-wear and how-to-look

Metrosexual models like David Beckham, Antonio Banderas or Brad Pitt became style-icons, encouraging men to please and impress their dates by stealing a glance at their attitude, at least. According to a Packaged Fact Inc. study, cosmetics line for men could bring up to \$10 billion in 2007, if we think that over 800 new products had been released since 1998.

An American online business like the one Ben Collar has been leading from 2000, reached 100.000 clients from U.S, Great Britain, New Zeeland, Canada and Australia. The brand includes 30 types of beauty care and make-up assets destined to preserve a masculine look, with an accent on chin line, eye and eyebrows.

Those interested in using this kind of cosmetics do not want to look like Boy George, but to feel more confident and good-looking. I have tried to explain that to my grandmother, the kind of woman who hardly accepted that women should wear pants. Her answer to men's make-up was: "the end of the world is near".

Is Ken more Barbie like? Well, it depends on what you are looking at and where you are looking from.

That reminds me of one of my Romanian friends who had recently divorced her Swedish husband because of a make-up fight. Apparently, they started using the same make-up table, but his facial treatment completed by a 5 minutes longer mascara and powder-session, was the reason of their being late to the Troy's opening night for which they had struggled to find some good seats.

Moreover, that would be nothing to him being the first one to notice that Helen had only one eye done in that fight scene between Paris and Menelaus. But this really takes the biscuit: when home, he was also the first to use a special make-up remover"

"Makeup, the New Masculine Market Craving," Softpedia,

Lola's Fedoras; Make-Up For Men

By Kristina Richards

[Smart Set: Lola Ehrlich](#)

Lola Ehrlich might have the same first name as the heroine in Barry Manilow's "Copacabana," but she does not share the affinity for yellow feathers in her hair. Instead, the milliner prefers the cloches, bucket hats, and fedoras she designs -- and if Fashion Week was any indication, so do stylish skulls about town. Her fedoras (\$80-\$500, available at Bergdorf Goodman) trumped the beret as the topper of choice among stylists. "I've always done fedoras," says Ehrlich, who's been a hatmaker for eleven years. "It's a great hat if you have uneven features. I can cover all of humanity with a fedora."

Rough Trade

The word couture is usually reserved for beaded gowns with ruffled underpinnings and silk-embroidered tulle skirts, not T-shirts with crude hems, raggedy seams, and snagged fabric. But Molly R. Stern's roughed-up m.r.s line of T-shirts and dresses (skirts and jackets debut this fall) is changing the definition -- with a little help from fans like Milla Jovovich and Gisele Bündchen. Stern works as a makeup artist by day and spends her free time perfecting spiral stitches sewn into material while it's on her client's body. You can inquire about these made-to-measure pieces at Hedra Prue in NoLiTa -- or, for \$100 to \$250, choose a torn-and-frayed number from Stern's m.r.s ready-to-wear line.

Test Drive

It's not makeup. Aramis's new Surface skin-care line is a set of "self-improvement tools" that are "undeniably masculine." So why does it take me twenty minutes and the help of two women to put the stuff on? There are four creams and gels (\$20 to \$35) and three shades of concealer (\$15 each), all designed to even out the tone of my skin, hide blemishes, and -- yes -- give me the ruddy glow of a guy who's been tooling around the back nine all day. I was worried that I might look too much like Liberace's chauffeur, but a male co-worker took one look at me, cried, "I could use that!," and started smearing my Skin-Smoothing Gel under his eyes. The rest of the world wasn't as impressed. When I took my new look for a spin at a Vanity Fair party that night, not one person told me how pretty I was. Finally I went to the bathroom and threw on more blush -- or rather, Healthy Look Gel. The extra dash of color must have done the trick: A few minutes later, at a party at Brasserie 8 1/2, a woman walked right up and asked my name, "because you have an interesting face." - Ian Spiegelman

Dust in the Wind

Last year's dirty-denim craze is being replaced by this season's dusty one. Alongside stacks of stiff, dark jeans, A.P.C. (131 Mercer Street; 212-966-0069) has placed its Kit D'Usure, a cardboard box that houses two sandpaper mitts and a cheeky book detailing how to rub your butt and knees for the perfect aged-denim look (\$12). Afraid you'll sand through to your skivvies? Paper Denim & Cloth, a brand-new line of jeans that uses durable denim and vintage finishings (\$128, available at Henri Bendel), is sold in varying states of distress.

"Makeup for Men," New York,

<http://newyorkmetro.com/nymetro/shopping/fashion/columns/gothamstyle/3948/>

Make-Up For Men

Make-up for men we are in favor of make-up for men, provided that it is totally invisible. in fact, we are talking about concealers, rather than actual make-up. thanks to the products available on the market today you can revive your complexion, conceal fatigue and cover up under-eye shadows. here is how.

Skin care

first of all, it is important that you look after your skin, especially the face. even though men's skin is much less sensitive than women's one, this does not mean that it does not need adequate care. it is good practice to apply a day cream every morning with a uv protection factor 10 or 15 (at least in the summer).

Lips

The lips are among the most sensitive parts of the body. they need to be protected from external factors like wind, sun and cold. there is nothing uglier than chapped lips, so always keep some lip balm handy.

Eye contour and under-eye shadows

the skin under your eyes is very thin and needs extra care. remember therefore to apply an eye contour cream every morning. if it is those bluish under-eye shadows that bother you, you can camouflage them using a concealer. but be careful with the color. concealers should not be too light, neither too gray or pink. choose one with warm colors that 'awaken' your eyes straight away. avoid stick concealers because they are too doughy and so they might become visible.

Spots and blemishes

Skin problems like acne, spots and other blemishes should be covered up and made invisible. choose a concealer with the same color of your skin. to test the color, apply a small amount on the neck. as for eye contour and under-eye shadows, it is recommended not to use stick concealers because they are too visible.

Tired of the same look?

Here is some practical advice on how to spruce up your appearance, particularly your face.

We usually take little, indeed very little care of our face thus forgetting that it is our calling card. Below is a series of hints and tips that everyone can follow without spending a fortune and in the comfort of your own home. you will obtain immediate results and the people who know you will not be able to figure out what has changed in your appearance.

Let us point out that we are not talking about cosmetic treatments, just little tricks that will only take a few minutes a day and may contribute to improving your appearance.

Face scrub

Men tend to have an oily and patchy, sometimes unclean skin with a dull complexion. pollution, lack of skin care, lifestyles, smoking and alcohol are but a few of the elements that can affect our appearance. in order to brighten and improve the firmness of the face skin, use a remedy well known by women: scrubbing. in the creams section of any good supermarket you will find the right products for a face scrub. the way the scrub works is very simple. the granules of the cream with which you will massage your face help remove dead cells and the impurities clogging up the pores allowing the skin to 'breathe' better. scrubbing once a week will help you give light to your face that you did not even know you had!

Face skin moisturizers

after the scrub remember to re-hydrate the skin with a non-oily moisturizer. it will have a regenerating effect on the skin cells and will confer a bright and even appearance to your face. try making this a part of your early morning routine. hydrating your face will help reduce the damaging effect of sun, wind and cold on your skin.

Self-tan for the face

if you do not feel like or have time to take advantage of the spring sun to work on your tan (well, clouds permitting...) do not be afraid of using a good self-tanning lotion. virtually any top brand will do and gone are the days when you could spot a fake tan from miles.

"Makeup for Men," Adversus,

http://www.adversus.com/beauty/him_makeupmen.html

The Pursuit Of Youth And Beauty

Women's makeup is known to embellish and emphasize, yet hide blemishes; men's makeup mostly hides. Wrinkles, under-eye dark circles, and razor nicks vanish. There are even dye gels that correct minor asymmetries of the eyebrows, imparting that eternally young Adonis look.

It is tempting to surmise that cultural fixation with youth and age, compounded with the social preference to all things feminine, is ruining the state of manhood. Not to Zack, our dapper metrosexual friend. He sees eye to eye with Menaji, a new company that specializes in men's cosmetics. Its slogan is the not-so-subtle "Look good = feel good = confidence = success." To Zack, masking the signs of age does not make him any less of a guy. James and his manly cohorts beg to differ.

But they can at least find some degree of solace in the cosmetic trend, where gold ol' manliness is still highly regarded. Studio 5ive, a new men's cosmetics firm, offers a beard "shader" that simulates a slight 5 o'clock shadow for that hardy, rugged look. Even famous paragons of masculinity, like Robbie Williams and Ewan McGregor (well, at least sometimes) are confessed cosmetic consumers. Ben Affleck joined the bandwagon big time when he became the new face of L'Oreal (except in North America and Mexico), following in the footsteps of soccer player David Ginola and Formula 1 driver Michael Schumacher.

A hope for survival

The ever more blurring gender lines of our times send people scrambling to find roles that they can cling to for safety. Social volatility creates stress, and men are understandably shaken by a world where being a man has no longer any clear definition. The classical man who relies on his stalwart natural appeal alone is endangered, and already he is missed. Women have gone from complaining that men are not sensitive enough to saying they are too sensitive. Some have already resigned to this strange new reality, such as a girlfriend of mine who was heard lamenting, "as long as my boyfriend has one beauty product less than me, I'm okay."

Perhaps it would do men good to hang on to a few traditional paradigms of manhood so we don't lose sight of who we are. How long will it be until men start going to the bathroom in pairs to touch up their foundation? Or gossip about their girlfriends while sitting under the perm hair dryer, their feet soaking in skin toner?

There is something admirable about the man who takes his imperfections with grace and carries on with his life. Maintaining a good image is fine, but let's draw the line at face paint. Let the drag queens keep that.

"Should Men Wear Makeup," Ask Men,

http://www.askmen.com/fashion/austin_60/95c_fashion_style.html

Makeup Tips For Men

The man of today is concerned with his appearance and pays attention to his effect on others, above all on females between the ages of 17 and ...until 5 years below his own age.

When composing their appearance, progressives even go so far that a white mask in front of their faces is necessary. This is overkill !

The following tips are envisioned more for beginners, for men at the so-called "prime of his life" - more precisely said, between the ages of 15 and 75.

Fellows, we all know how it is when we must forego a nap or a trip through the internet, because we have to "quickly" mow the lawn, dig a new flower garden, repair something, build something as a gift, or dust the house, just because company is coming.

This is a great opportunity to decidedly improve one's outward appearance.

Freshly mown grass (2 square yards will more than suffice) stains a lovely green. A bit of this rubbed onto the backs of your hands, between your fingers and under your fingernails gives a good impression of a dutiful gardner, who only with saddest disappointment is prevented from mowing the ENTIRE lawn by some very stubborn weeds.

For that little something extra, apply 2-3 (no more !!) blades of grass to the hair.

The wife, her friends, and the neighbors (very important) will be deeply impressed.

Caution - don't forget : your daughter is not impressed, she uses similar tricks herself !

Make-up procedure for digging gardens is similar. Just a wee spadeful of fresh mud, under the fingernails, across the hands, and in delicate traces across the throat, ensures a most impressive effect.

Covering the tips of your shoes with a bit of mud makes your new look even more convincing.

It would, however, be a mistake to dirty your clothes with mud - you'll only come across sloppy and clumsy.

The cellar workshop is notorious as the best storage space for forbidden cigarettes/cigars/joints and bottles of every sort. Here, a man can be alone and undisturbed.

To ensure your privacy, however, it must be believed that you are hard at work. Even if you can't show the fruit of your labors, because the darned thing broke just before completion (there was a defect in the wood grain, or the metal had a faulty, unsuspected tension), you can at least prove your efforts with the sawdust covering your arms from fingertip to elbow and the woodchips in your hair, or with metal shavings and/or rust in the same places.

In addition, tiny scratches in your skin will quickly win the heart of a woman, at least the maternal types.

If you need some spare time and have a car, a believable excuse at any time is that something needs improving.

Yeah, I know, everyone knows this trick. But - you also have a bottle of old motor oil and a bit of grease (preferably used) don't you ? Then you must know what I'm gonna say next : grease on the backs of your hands (not on the palms, you want to be able to touch the friends and neighbors!) and motor oil streaked across the forehead, as if you had wiped away lots of sweat.

For you men who notice you are needed for dusting, you should, if at all possible, drape some dustbunnies in the hair across your forehead, or hang them from your ears. This kind of make-up also serves as a good distraction from the furniture which has not been dusted.

Can't find any dustbunnies ? Check under the bed, you'll always find a good supply there !

If the lady in question is the "motherly" type, tell her something about cramps in your calves or a pulled muscle in your back (depending on your age), and your home will immediately be cleaned for you (don't use this one too often though!) !

Fellows over the age of 15 who want to send erotic signals should avoid wearing an earring. Earrings are out, out, out.

Instead, just buy yourself a tube of basic Lipstick and apply it to one or both of your earlobes (no, NOT the entire ear!!). This signal is understood by every female.

Lipstick is also very useful for reviving a cool relationship : a tiny bit on your collar and neck reawakens her interest like nothing else. Don't think of sneaking some panties into the glove

compartment, though -- you musn't overdo it. That theme also falls outside of the scope of "Make-up Tips".

Should the above recommended erotic signals be successful, it doesn't mean a fellow may stop there.

It is of course necessary to keep her interest. Try drawing a circle around erogenous zones with your lipstick, something like the belly button, for instance. Because you know yourself where you have these zones, I can spare you further tips in that regard.

If you want to hear a loud, excited cry, paint 1 (and only one) toenail with red nailpolish.

Even the little nose of a woman expects its due. A spicy scent is expected of every man. This does not mean you don't have to wash yourself ! No, but an sweaty shirt hidden in a corner and donned at the right moment achieves the desired effect.

If all this works, it is important to have also perfumed the erotic areas. A banana is very helpful for this. The banana should be peeled and eaten. The peel, used as a casing, should be allowed to work for 10 minutes.

For something a little spicier, try a ring of bell pepper.

The main thing is the aroma, which should be absorbed by the skin and which should last about 2-3 hours, until the evening begun as a "casual" date comes to the Big Moment.

If you know any other tips, please share.

Peter

"Makeup Tips for Men," Schmunzelmal,

<http://www.schmunzelmal.de/Englisch/Makeup1.htm>

Cosmetics not just for women anymore

Friday, July 15, 2005

Cosmetics not just for women anymore; international market for men's products growing every year

More and more men across the world are using cosmetics these days, and they're apparently not embarrassed to admit it, new reports conclude. New skin care brands such as Biotherm Hommes and Clarins Mens have had good success with their products intended for men, and a recent industry poll showed that 77 percent of men agreed that coloring hair is a "masculine" thing to do. If you find this article interesting, be sure to also read 'Will that facelift get you a pay raise? Cosmetic surgery and your career.'

Overview

Men are increasingly seeking cosmetics and coloring their hair...

Men are increasingly seeking cosmetics, according to a report featured by the Daily Star.

The trend was said to begin a few years ago but it recently began to increase as a growing number of cosmetics and skin care brands introduced lines for men.

One beauty expert said male customers are more regularly looking for manicure and pedicure sessions.

The international market for male cosmetics grows larger every year - whereas in the beginning it only encompassed hygiene products.

Brands such as Biotherm Hommes and Clarins Men continue to expand their product lines to meet the increasing demand.

In a related story, a new hair color survey revealed more men color their gray A recently-released Just For Men survey, conducted on behalf of Combe Incorporated, found that most men are not afraid of others knowing they color their gray hair.

The report, as featured by PR Newswire, was a national Internet survey conducted by Target Research Group and Decision Analysts that asked 225 men ages 18 to 64 if they would be embarrassed if others knew they colored their hair; and if they thought coloring their gray hair was a "feminine" thing to do.

Of the respondents, 43 percent said that they would not be embarrassed if others knew they colored their hair and more than three quarters (77 percent) of respondents agreed that coloring their hair is a masculine thing to do.

"Cosmetics Not Just for Women Anymore," News Target,

<http://www.newstarget.com/004702.html>

TIME TO JOIN THE CONVERSATION

... So tell me what you think of 1001 Everyday Makeup Tips?

You can send me your feedback by [clicking here](#) to go to our support center, and selecting the Testimonial/Feedback department and typing away to your hearts content. I'd love to hear from you.☺

I hope you'll agree it was worth the read – and that you got great value out of it. If so, you can help me and I would really appreciate it.

One of the big reasons I take the time to write documents like this is to provide what I like to call 'Social Currency' ... something that you can tell others that will make you a trusted resource for your friends and acquaintances.

The simple fact is, every time I write a document like this, readers just like you introduce me to thousands of new friends by telling others about it.

So, if you like what you read, I have one request for you (which I would really appreciate from you...)



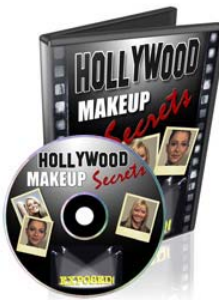
I have a really easy way for you to help your friends, and to help me spread the word – please go there right now [Tell your friends about Hollywood Makeup Secrets](#)

Would you do that for me right now? Thanks!

And be sure to keep your eyes peeled for any communication from me over the next few weeks because the tips, techniques and tricks I'll share will be very valuable to you becoming drop dead gorgeous!

Sincerely,

Peter Vaughn



"Discover The Little-Known Makeup Tips And Tricks That Can Transform ANY Suzy Homemaker Into A Smokin Supermodel... Every Single Time You Step Out The Door!"

In fact... order the DVD now and test it for a full 60 days and if it doesn't make you look at least 10 years younger... get your money back!

Many women have given up on feeling confident, glamorous, romantic and beautiful. It happens for many reasons. Maybe you're just too busy to take time for yourself. Maybe you just don't have any energy left to put into how you look.

Maybe you think you're just not pretty enough or too heavy, so why bother? Maybe you've decided to settle because you're unhappy with your looks and disappointed with the results you've gotten from your makeup in the past. Well what if there was a simple, quick, fool-proof solution?

[Click Here Now To Start Your New Life!](#)

Now, just imagine what you could look like if a world-class makeup artist was able to come into your home to give you a complete makeover, imagine having beautiful smoldering eyes with thick sexy lashes, imagine perfectly arched brows and flawless glowing skin, imagine full sensuous kissable lips, imagine feeling radiant and confident and beautiful!

Think it's a fantasy?

[Click Here To Discover The Real Secret To Instant Beauty](#)

I know, you're probably thinking how incredibly beautiful those Hollywood stars look or your favorite celebrity already is.

To an extent you're right.

But, we all have two eyes, two lips, two eyebrows, two cheeks and a nose. It's the way those things look in proportion to each other which causes the eye to see beauty, and that is totally controllable with the proper makeup application techniques.

Let me say this again, using the RIGHT techniques you can play up and enhance any feature of your face you like and likewise you can downplay any feature you don't like.

Yes, **anybody really can look and feel amazingly beautiful. Especially you!** All you need is...

The NEW Hollywood Makeup Secrets Exposed Video Series.

This never before released DVD will show you step-by-step how to apply your makeup for ANY occasion, with any face shape, and with any skin color.

If you want to learn how to apply your makeup and look like a 'Hollywood Star', click the link below right now and read the special report which reveals everything you need to know...

[Click Here Now To Look Drop-Dead Gorgeous](#)