

Cosmetics

With the dizzying array of makeup choices and colors that are available, it's no wonder we have a hard time figuring out what looks good on us. The secret lies in matching our makeup to our hair color, skin tone, and even what we're wearing.

Concealer and Foundation

What is the right color for me?

To pick the right foundation shade for your skin, blend a small amount of foundation onto your chin and lower jaw. If the shade isn't right, select the next shade up or down. Remember that foundation should be used to smooth and blend tone and color differences on your face with your natural skin. You shouldn't be able to see the foundation, but you should notice a difference in your overall complexion.

To choose a concealer, simply select a shade that best matches the skin tone on your lower eyelids. When checking makeup during the day, go near a window for natural light. At night, apply your makeup near a white light.

How do I apply concealer and foundation?

Apply foundation first to see where you need more makeup coverage. Then apply the concealer with a small brush under the eyes, between the inner eye and the nose, and along the outer eye where the upper and lower lid join. You can also use concealer to cover broken blood vessels and skin irregularities.

Blush

What color should I choose?

When choosing blush, select a color that matches your lipstick and the outfit you're wearing. In general, soft natural pinks, beiges, and peaches are good for the day, brighter colors are better for the night. If you want to add warmth to your skin, opt for a medium bronzing powder instead of blush. For a sun-kissed look, apply a light layer of blush over the bronzer.

How do I apply it?

Use a big, fluffy brush to get soft even color (wash the brush frequently with soap and water). As a rule, start blusher two fingers' width away from your nose and above the hollows of your cheeks. Lightly coat your blusher brush evenly with color, tap off any excess and then sweep the brush over the apples of your cheeks. To find out where your apples are, look into the mirror and give yourself a big smile. The area that plumps up is where you want to apply your blush. Work the brush back towards your hairline, blending with both upward and downward strokes.

For cream blushers, put a small amount on your fingertips and then gently press your fingers over the apples of your cheeks and cheekbones until the blush is completely absorbed (people with oily skin should avoid this type of blush).

Eye Makeup

How do I choose a color?

Eye color should match your hair, so that means darker, smokier colors for brunettes, lighter, peachier tones for blondes, and earth tones for redheads.

How do I apply eye makeup?

To make your eye shadow last longer, first apply a white shade or lighter shade to your lids. Line your eyes with an eye pencil to help shape and open them. If your eyeliner tends to smudge at the bottom of your eye, just use pencil along the bottom of the upper lid. To thicken thin eyelashes, use a volume-adding mascara with thick bristles. For shorter lashes, use mascara that lengthens.

Lip Color

What color should I choose?

For the most part, lip color should match your hair. Below is a quick guide of lipstick shades that work best with different hair colors:

- *Light Blondes:* wines, berries, mauves, and cappuccino colors
- *Golden Blondes:* corals, apricots or peachy tones
- *Blondes with Olive Skin:* warm peaches, browns or terracottas
- *Brunettes:* terracottas, cinnamons, and brown-tinted reds
- *Redheads:* warm terracottas, cinnamons, peachy browns

If you have big lips, use muted colors such as purples, browns and bronzes. If you have small lips, avoid dark colors.

How should I apply it?

For a natural look, cover the entire lip area with a pencil that matches your lips' natural shade. For more vibrant color, apply a lipstick over the pencil (use a brush for lipstick application - this will allow you to use less lipstick). To make lips appear fuller, outline your lips with pencil and then fill in with lipstick. Use a pencil that is slightly darker than the lipstick.

To stop lipstick from bleeding, use a lip liner and apply foundation on the lips. Fill in the lips with lipstick, but carry the lipstick just up to the lip pencil. This helps set a barrier for the more emollient lipstick.

How Long to Keep Makeup

Although not all makeup comes with an expiration date, that doesn't mean you should keep it forever. In general, cosmetic products last between 1 to 3 years, provided that they are not exposed to extreme temperatures or sunlight for an extended period of time. Use these guidelines to decide whether to keep your makeup or dump it.

Foundation	Do not keep liquid foundations longer than 6 months. Powder foundations can be kept for 6-12 months.
Blush	6 months
Eye Shadow	12-14 months
Mascara	4 weeks
Eye Pencils/Lip Liner	6 months
Lipstick	3 months

Make sure to keep your makeup clean, stored away properly when not in use, and kept in a moderate temperature range away from extreme cold and heat. Following these simple rules will help to keep your makeup bacteria-free and help it to last for its maximum time.

Credit – ISL Consulting