

WHAT EVERY WOMAN WANTS TO KNOW...

- Looking younger starts with your foundation: match to your skin tone and depth level; match the correct foundation formula
- If your skin tends to flake, make sure you exfoliate before applying foundation
- Hide dark circles with liquid concealer – it blends the easiest. You can also add moisturizer or foundation to create a sheerer product.
- Loose powder should feel silky not gritty. Should NEVER sit in fine lines – it should look sheer and natural
- Best way to look younger, is to bring fresh glow to your cheeks
- Crème blush is NOT a good choice for oily skin or large pores
- Best choice for oily skin in a blush is in its powder form
- Use matte finish versions of blush for the most natural look – it will not accentuate textural flaws in the skin
- Bronzer is the secret to having an eternally youthful glow
- Lip Gloss adds fullness and makes lips look younger and kissable
- Lip liner greatly improves the staying power of any lip color
- When it comes to brushes, Price DOES make a difference-better brushes are more expensive
- Eye lash comb is a MUST for perfect lashes. Choose a comb with fine metal teeth
- Cleaning your brushes regularly will give you the best application and clarity of color
- Eyes should be the first thing that grabs a person when they look at you

- **CHANGE is a good thing when it comes to eye application and color. Your look has to grow and change as you get older if you want to look more YOUTHFUL**
- **Softer colored brows make you look YOUNGER**
- **Brow products are designed specifically for the brow – use them...don't substitute**
- **Goal with eye color is to open up, lift and make them appear their most youthful**
- **If you have mature skin be sure to choose an eye shadow in a matte finish – it draws less attention to fine lines and looks most natural.**
- **If you have dark circles under the eyes, stay away from purples and blues. Use a lighter shade of eye shadow or eyeliner to define the lower lash line.**
- **To look more youthful, soften eyeliner color choice; don't stop defining them, just soften the definition.**
- **There is no quicker way to a face lift then curling your eyelashes. It opens your eyes, lifts your lids and makes you look years younger**
- **Lighter shades of lip color make your lips look fuller; dark shades make lips look thinner**
- **Putting on lipstick straight from the tube will not blend in with your lip liner. Always use a brush to blend your lip liner toward the center of the lips.**
- **Exfoliate lips once a week to make them look fuller and more youthful**
- **Lip liner should never be visible after you have applied your lipstick and/or gloss**
- **Lip formulas that last all day make lips look parched and dry**

