

# Make Up Tips!

## Lipstick Longevity

Dry, chapped lips don't hold pigment. Let a layer of Satin Lips Lip Balm sink in for five minutes. Blot of any excess with a tissue before applying lipstick.

Everyone has little lines around their mouth. Use Lip Outliner to keep lipstick from bleeding. In a pinch you can tap a Q-tip into loose powder and roll it over the skin at the outside edges of the lips.

Do not use powder over lipstick, thinking it will set the color. It muddies the shade and is dehydrating.

No matter which lipstick you choose, start by prepping lips with a liner over entire mouth—it creates a base for color to stick to and also helps keep it from seeping into those fine lines. If you're wearing a lipstick that's neutral or sheer, match the liner to the natural color of your lips. Only coordinate the lipstick when it's a particular deep color.

It defies logic, but the more lipstick you put on, the more likely that it will move on. Use Mary Kay's Lip Brush to give yourself more control with less product.

Blotting lifts away some of the excess lip color. Pull a two-ply Kleenex apart and use only one sheet, so it's not too absorbent. Gently press it on the lips.

For a high-shine finish, layer gloss on top of lipstick. Keep in mind that the more you put on, the more quickly it will wear off.

## Enduring Eyes

For an epic evening, keep the lips natural and focus on dark eye makeup. Eyes generally don't need touching up.

Downplay dark circles with a light coat of foundation on a damp sponge. Then pounce a scant amount of concealer only on dark areas with fingertips. Next use fingertips to smooth area. Patting a damp sponge and following with powder will set the makeup. Just keep the powder well below the lashes to avoid magnifying lines.

To prevent eye shadow from creasing, use Mary Kay Eye Primer. In a pinch you can pat concealer or foundation on the lids, and brush on



Liquid liner can last a long time, but it often looks harsh for everyday wear. Save it for a dramatic evening look. Use an eye pencil for everyday. Set pencil with a powder eye shadow in the same color family, wedging it into the liner with Mary Kay's Eyeliner Brush.



Mascara has a shelf life. Old mascara gets dry and has no chance of staying on. You need to replace it every three months. Pumping the wand pushes air into it and makes the formula age even faster. To get more mascara on the wand, press the brush against the side of the tube as you're drawing it out.

### **Complexion Perfection**

Achieving flawless skin—without looking all made-up—is a matter of building a strong foundation (and we don't mean the stuff in the bottle).



Makeup that is put on top of dead skin cells will not stay. Gently exfoliate in the morning with a scrub and apply oil-free moisturizer before makeup. You need to let the lotion absorb for five minutes, though, or it will dilute the other products.

Using as little foundation as possible adds longevity. We recommend a light layer of liquid base, because it lasts without making the skin look dry. Don't forget that foundation is meant to even out skin tone, not actually conceal anything.

To camouflage blemishes or other red areas, choose a concealer and apply it after foundation. After applying a layer of concealer, let it dry and apply one more thin layer if necessary.

No one should be afraid of powder. It will marry with the foundation and concealer and feel and look velvety.

### **Getting Them Off**

If you do everything right, your makeup should still be in place when it's time to call it night—which means using the correct products to remove the makeup.

Use Mary Kay Oil-Free Eye Makeup Remover. It will appear separated, like salad dressing. As with vinaigrette, always shake first.

Regular cleansing cream should be enough to remove all traces of foundation.



# The Top Ten Sticking Points

1. Always exfoliate. Scaly skin sheds color.
2. Do the time. Put effort into your morning makeup routine, and you won't have to repeat it later in the day.
3. Lay a base. Prep lips with liner and lids with foundation or Eye Primer.
4. Use a steady hand. Many long-lasting products set in seconds. You don't want to be putting them on in the back of a cab.
5. Use less (and more). With foundation, lipstick, and nail polish, it's best to apply several thin layers.
6. Pick up a brush. It prevents thick globs. Fingers are okay for blending makeup after the fact.
7. Avoid creams. Only use cream shadows and blushes on dry skin. They will slip away on oily skin.
8. Embrace powders. On lids and cheeks, powder eye shadow and cheek color are less likely to travel. Loose powder also sets foundation and concealer—but never apply it near the fine lines around the eyes or over lipstick.
9. Press, don't rub. Avoid smearing makeup when setting with powder. If your hand is moving sideways, you're not doing it right.
10. Emphasize eyes, not lips for marathon nights. Eye color has the capability to outlast lipstick.

