

ABC Cosmetic Guidelines

Why do you need a concealer?

The main skin-friendly cosmetic to support your make-up is a concealer. It aims at hiding all the skin defects. The concealer shouldn't be white or too fair. It should be just a bit (one tone) fairer than your complexion. Which foundation is best for you? Foundation is the makeup basis. Which foundation to choose depends on your skin type and climatic conditions. For oil and combination skin it's advisable to choose oil-free foundations or those with a small amount of oil. For normal and dry skin you'd better pick creamy foundations with richer ingredients. Most people can use more or less oily foundations depending on the season of the year. How to choose a foundation colour? Select a few colors that seem close to your natural skin tone. Do it during the day, in the natural sun light. Apply a couple dots of each color on areas of your jawline (the inner wrist or hand aren't the best spots, contrary to popular belief). Take a good, long look - near a window. Ask to for a hand mirror and stand near a doorway, or step outside, to see which foundation looks best in the natural light. The right shade is one that you can't see because it blends in so well.

Which powder to choose – loose or compact? Powder colour should be compatible with your natural skin tone and foundation colour. Fair up to medium tones will adjust to every skin type and every foundation tone. Loose powder helps set your makeup in the morning and in the evening before leaving home. Compact powder is indispensable with touch-ups of a nose, chin and forehead during the day. Do always have it with you, it can replace loose powder during short trips.

Why and how to use blush? Using blush may have a highly positive effect on your appearance making your face look healthy and bright. Beauticians use blush to "reshape" face, using fair and dark tones. Blush should go with your complexion. Mediterranean complexion, both amber and fair, perfectly goes with golden-orange tones of pink (peach, apricot and ginger). Northern complexion with pink sub tones looks well with brown-pink colours. Apart from tones, intensity is also crucial – the fairer complexion, the more subtle blush you should choose; the darker complexion, the more intensive and deeper. Blush should also match your lipstick.

Who can use bronzing powder? Bronzing powder became popular in the 80s. The women afraid of harmful effects of solar radiation, wanting to look better but not having enough free time love this product which makes your skin look suntanned just after a few touches of a brush. The only counter indication to use bronzing powder is pale complexion.

How to apply eyeliners? Before you apply an eyeliner, make sure your eyelid is completely dry. Line eyes as close to the lashes as possible from the inner corner to the outer corner trying not to interrupt that action. Follow with liner on bottom eyes, but only line from the one fourth of the eye out. Smudge with a brush or your finger.

How to apply eye shadows? We often do not realize how attractive a makeup with eye shadow matching your outfit is.

Apply loose powder on eyelids.

Next, put fair eye shadow on the three quarters of an upper eyelid sweeping it across your lid up to an eyebrow.

Then, apply a darker shadow from the middle to the outer edge. Do not make up an inner corner of the lid. Follow a natural eye shape;

Finish the eye makeup trying not to extend it beyond a lid to the temple.

How to choose proper mascara? Mascara is the key element of eye makeup. It is advised no matter the face shape, age or current appearance. It lengthens and thickens eyelashes. Black is a universal colour. However, if you have fair complexion and fair eyelashes, you should use grey or brown mascara.

How to choose proper lipstick colour? It is thought that lipstick should match your hair. But it doesn't need to be like that. Skin colour is even more important – brown, golden and fair complexions go well with orange, red-orange, terracotta, peach, apricot, coral and fair brown lipstick. Pink and pale skin looks well with red, cardinal's red, cyclamen, geranium, plum, purple, violet and wine colour. Remember that dark, deep and matt lipstick make your lips look smaller, whereas fair, blur, glossy tones – bigger.

The main tasks of a lip liner Lip liners, although useful, shouldn't be visible. Liner colour should be similar to lipstick's. The liner makes it easier to apply lipstick by marking a correct shape. When you use a darker tone, the

lip outline will be more precise and clear. A fairer tone – your lips will be fuller and more natural.

How to apply enamel? First apply protective base. When it dries up, put a chosen colour. Finish with applying transparent base again. Enamel colour should go with lipstick colour.