

# *Beauty At Any Age*





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## ***Introduction***

Beauty is possible at any age.

By understanding your skin and knowing how best to protect it, you can truly feel great in the skin you're already in.

This eBook will help you determine your skin type and skin tone so you can choose skin care products and colour cosmetics that suit you best. You will learn,

- which are the most effective skin care ingredients according to your skin type
- how to protect your skin against aging
- the colours that are best suited to your skin tone
- how adding a pop of colour can lift your entire face

By following a few simple guidelines such as creating a simple skincare routine, choosing products to suit your lifestyle and budget, and avoiding situations that cause ageing, achieving great skin at any age is absolutely possible.

“

*Everything has beauty, but not everyone sees it.*

*Confucius*



## ***Skin Care***

### ***Understanding Skin Types***

It is essential to understand your skin type. Misdiagnosis can result in using the wrong products.

Using the wrong products means not only have you wasted money, but the products themselves will be ineffective and may potentially worsen your skin or the particular condition you are trying to address.

The best way to determine your skin type is to take notice of its condition when you first wake up in the morning and again, late in the afternoon.

#### **Normal Skin**

- Smooth and firm to the touch
- Small or medium sized pores (pores are not invisible, but neither are they enlarged or obvious)
- Does not get too dry or too oily (and the little you do get is easily resolved)
- Has only the occasional blemish
- Minimal lines and wrinkles

#### **Dry Skin**

- Feels very tight
- Noticeably flaky in areas
- Visible surface wrinkles and fine lines caused by lack of hydration
- Can look rough and bumpy
- Rarely gets oily

#### **Oily Skin**

- Visible shine
- Enlarged pores
- Prone to blemishes (acne, blackheads and whiteheads)
- Make-up seems to slide off your face



## Combination Skin

- Oily T-Zone or I-Zone
- Dry around your cheeks
- Occasional breakouts
- Larger than normal size pores around the nose

## *Signs of Aging Skin*

While there may be many signs of aging, the most common are listed below:

- Pronounced sun damage
- Dull skin
- Under eye puffiness or dark circles
- Loss of elasticity
- Formation of deep lines and wrinkles
- Loss of moisture which can lead to dry skin

“

*Beauty is not in the face; beauty is a light in the  
heart.*

*Khalil Gibran*

## *How to Minimise the Visible Signs of Aging*

### **Avoid UV radiation and excess sun exposure**

Sun damage is the major cause of premature aging and wrinkles.

Ensure you always have adequate sun protection and buy facial moisturisers which contain UV protection for daily use. Use of a good quality, high factor sunscreen, should be part of your daily routine.

A tan might look good for a while, but you will age and wrinkle quickly and be more prone to skin cancer.

It is worth noting that it's not just the sun we have to be mindful of. Sitting too close to open fires and heaters also dries out the skin and can cause broken capillaries.



### **Exercise regularly**

Gentle exercise at least three times a week will work wonders in helping you look and feel younger.

Ensure the exercise is vigorous enough to make you break out a sweat, as it is the sweat that flushes toxins from the skin.

Remember to contact your doctor before drastically changing your exercise regime.

## Drink plenty of water

Staying hydrated is important for many reasons. Not only does it aid digestion and circulation, it also helps maintain healthy skin by flushing and removing harmful toxins.

The recommended daily intake is one litre of water for every twenty kilos you weigh. For example, if you weigh sixty kilograms, your recommended daily water consumption is three litres.



## Eat a healthy balanced diet

Include foods from all the major food groups in your diet, every day.

Eat plenty of fibre and fresh fruit and vegetables. The recommended daily amount is five portions of fruit and vegetables, however this should be the minimum amount you eat. Fruit and vegetables contain many essential vitamins and minerals that help maintain and repair the skin and its cells. Not only will your skin look younger, but your body will age better and you will be less prone to many common diseases associated with aging.

Avoid eating greasy, fatty and oily foods which do not provide any nutritional value. Overweight people generally look and feel much older than they are.

## Aim to lead a stress free, calm existence

If you are stressed, the body releases chemicals that can cause you to become mentally or physically ill.

Ensure you sleep well and exercise regularly. Use techniques help you to relax - take a long warm bath, have a massage, meditate or go for a walk. It's not always possible to completely remove stress from your life, but there are ways to lessen it.

Enjoy life!



## Train your brain

We all know the importance of keeping our bodies fit, but what about our brains?

Keeping your brain active is just as important as keeping your body active. An active and challenged mind protects in the fight against Alzheimer's. So why not get stuck into some Sudoku, crosswords or electronic games.



## Omega 3

Feel like salmon for dinner?

Omega 3 is a fatty acid found in fish, walnuts, eggs, canola oil, flax, and specialised supplements. It is considered an essential fatty acid because it is vital for good health and our bodies cannot produce it naturally.

Omega 3 is used to regulate blood clotting and decrease inflammation. Why is this so important? Low grade inflammation can lead to a loss of collagen and elastin which in turn leads to wrinkles and sagging skin.

Another important factor to note is that Omega 3 is a polyunsaturated fatty acid, so it is relatively kind to your heart and can help reduce bad cholesterol.



## ***Microdermabrasion***

### **What is Microdermabrasion?**

Microdermabrasion is a gentle facial exfoliation that removes the dead and dull surface layers of the skin. It stimulates the production of collagen which helps skin rejuvenation.

### **Benefits of Microdermabrasion**

Microdermabrasion is a process that immediately helps fight fine lines, reduces the appearance of pores and revitalises skin so it looks noticeably softer and smoother.

Used twice a week, you will begin to notice the following benefits:

- softening of fine lines
- a decrease in the appearance of acne and acne scars
- reduction in the size of enlarged pores
- improvement in skin tone (from sun damaged skin)
- disappearance of blackheads and whiteheads
- increase in product penetration

### **How it works**

Exfoliation immediately energises the skin to reveal a more radiant, healthy-looking surface. It:

- feeds and nourishes the skin creating a healthy, more radiant glow
- reduces the appearance of pores by effectively removing the dead skin cells that naturally form inside and around the outer edge of every pore
- aids the rejuvenation process, and protects against environmental pollutants
- soothes the skin, and helps bring it back in balance
- prepares the skin for the next step in your skin care regime

Please do be gentle when you exfoliate; no harsh scrubbing! Using a circular motion, and apply only very light pressure. Being too harsh may damage your skin.



## *What Products Should I Use?*

### **What is Aging?**

Before we talk about anti-aging products, perhaps we should actually define aging and the impact it has on our skin, our bodies and our health.

There are essentially two types of aging,

1. Natural aging (moving from childhood to teenager to adulthood)
2. Accumulated aging (damage caused by sun exposure, smoking, excessive drinking and other lifestyle factors)

Our skin is composed of two main layers,

Epidermis	the outer layer we see
Dermis	the layer directly beneath the epidermis

As we age, the dermis thins, and we experience a loss of blood supply. Collagen production also decreases which in turn promotes the development of fine lines and wrinkles.

When we lose collagen, we lose elasticity, which gives our skin the ability to “bounce back” after it’s been stretched (from smiling, frowning, etc.). This loss of elasticity is particularly noticeable in people who spend a lot of time in the sun, such as those who work outdoors or sunbathe.

In order to protect our skin, we need to use products that help slow or inhibit the aging process.

“

*Beauty is about enhancing what you have. Let  
yourself shine through.*

*Janelle Monae*

## Products

Now that you have correctly diagnosed your skin type, it is time to learn how best to treat your skin and what products to use to ensure it always looks its best.

Along with each of the four skin types, I have also listed the best products to use.

### *Normal Skin*

#### *Characteristics*

- Smooth and firm to the touch
- Small or medium sized pores (pores are not invisible, but neither are they enlarged or obvious)
- Does not get too dry or too oily (and the little you do get is easily resolved)
- Only has the occasional blemish
- Minimal lines and wrinkles

#### *Products*

Use gentle products designed to maintain texture, while defending the skin against factors that can lead to ageing:

- Cleanser
- Exfoliator
- Toner
- Sunscreen
- Oil free moisturiser (one for day, and another for night)
- Eye cream
- Serum / Vitamin C





## ***Dry Skin***

### ***Characteristics***

- Feels very tight
- Noticeably flaky in areas
- Visible surface wrinkles and fine lines caused by lack of hydration or malnutrition
- Can look rough and bumpy
- Rarely gets oily

### ***Products***

Use products designed to sustain a healthy water balance. Avoid exposure to the sun, harsh cleaning products, very hot water and soaps

- Cleanser
- Exfoliator (use this sparingly and gently)
- Moisture renewing mask
- Toner
- Sunscreen
- Oil free moisturiser (one for day, and another for night)

*Note:* The night cream must contain anti-oxidants, skin repairing ingredients, and ingredients to help the skin hold water.

- Eye cream
- Serum / Vitamin C



## *Oily Skin*

### *Characteristics*

- Visible shine
- Enlarged pores
- Prone to blemishes (acne, blackheads and whiteheads)
- Make-up seems to slide off your face

### *Products*

It is very important **not** to use products with drying ingredients. Although this may seem like a good idea, it actually leads to, and triggers the production, of more oil.

- Cleanser
- Exfoliator (two - three times a week, possibly more on trouble areas)
- Toner
- Sunscreen
- Oil free moisturiser (one for day, and another for night)  
*Note:* The night cream must be light-weight, non-pore-clogging and assist the skin to retain water.
- Eye cream
- Serum / Vitamin C
- Spot treatments and solutions for the areas prone to occasional break-outs
- Blotting paper
- Translucent powder (loose or pressed)

## ***Combination Skin***

### ***Characteristics***

- Oily T-Zone or I-Zone
- Dry around your cheeks
- Occasional breakouts
- Larger than normal size pores around the nose

### ***Products***

Use products specifically designed for your skin type; those of a lighter weight around your forehead, nose and chin (T-Zone), and richer products on the drier areas of your face (cheeks).

- Cleanser
- Exfoliator (two - three times a week, possibly more on trouble areas)
- Toner
- Sunscreen
- Oil free moisturiser (one for day, and another for night)
- Eye cream
- Serum / Vitamin C
- Spot treatments and solutions for the areas prone to occasional break-outs





## *What Ingredients Should I Look For?*

### **Retinol**

Retinol is one of the most sought-after ingredients for treating both acne prone and aging skin.

It is a form of Vitamin A and has the ability to heal abnormal cells and restore them to normalcy, hence reversing the signs of aging.

Huge advancements have been made in scientific research, and we have now discovered that Retinol helps:

- slow the thinning of aged skin
- prevent the loss of skin elasticity
- stimulate new collagen growth
- keep the skin hydrated
- encourage cell turnover and renewal
- unclog pores and stimulate blood vessels
- minimise the appearance of blotchy discolouration

### **Hyaluronic Acid**

First things first. Don't be put off by the word "acid". Hyaluronic Acid is not harsh on your skin and will not damage it or strip it of nutrients.

In fact, just the opposite occurs. Hyaluronic Acid is a powerful humectant that keeps skin hydrated, firm, supple and plump.

The amount of Hyaluronic Acid in our skin diminishes with age. After the age of (about) 40, we start losing this precious nutrient, so we need to replace it using serums and moisturisers.

There are many wonderful advantages to using Hyaluronic Acid. It increases hydration, reverses damage caused by free radicals and improves skin elasticity. As an added bonus, it can be used on any skin type, including oily skin.



## Vitamin C

Results from clinical trials show that when applied topically, Vitamin C promotes collagen formation and mitigates the effects of free radicals, helping to maintain firm and youthful skin.

The antioxidants in Vitamin C protect the skin from ultraviolet radiation and the effect of sunlight exposure. It not only reduces sunburn but also prevents the consequences of long-term sun exposure, which can lead to skin cancer.

Vitamin C lightens dark skin discolorations, such as freckles and age spots, and helps maintain younger and smoother skin.

## Plant Extracts

Mother Nature knows best, so it makes sense that cosmetic companies are turning to her for anti-aging and skin care advice.

Plant extracts have the ability to nourish the skin from deep within the dermis. They also provide benefits such as being anti-bacterial, anti-inflammatory and antifungal which help sufferers of acne, psoriasis and rosacea.

## Vitamin E

One of the most powerful antioxidants is Vitamin E (often labelled Tocopheryl Acetate in cosmetic products). Vitamin E has been proven to shield skin against the sun's dangerous rays.

Vitamin E is able to penetrate through the skin to the living cells beneath. This promotes the self-healing process in skin that has been damaged by the sun and strengthens the skin's barrier function, preventing water loss.





## *What Are Anti-Oxidants and Why Are They So Important?*

Plant nutrients play a key role in anti-aging. Fruits, vegetables, and plant extracts contain chemical constituents called phytochemicals or phytonutrients that are hugely beneficial to skin health.

Phytochemicals are plant chemicals that have protective or disease preventive properties. While phytochemicals are considered non-essential nutrients – meaning they are not required to maintain human life – there have been numerous studies that show most phytochemicals have antioxidant properties that can protect our cells against the rigors of oxidation.

Foods to look for include onions, leeks, garlic, grapes, tea, whole grains, nuts, citrus fruits and berries, although most fruits and vegetables contain some beneficial antioxidant properties.

Antioxidants work by supplying an extra oxygen molecule to those molecules that are missing one. These 'incomplete' molecules, commonly referred to as free radicals, essentially go on a rampage to pair with a 'complete' molecule. During this pairing process, free radicals often injure whole, healthy molecules, damaging the DNA.

External factors such as smoking and excessive drinking trigger the substantial production of free radicals.

The key is to balance the supply of antioxidants in the body, to cope with the production of free radicals.

Free radicals affect the skin in the following ways:

- They alter fatty layers within the cellular membranes. These membranes provide structure to the cell and control which nutrients and other agents can pass in and out.
- They can alter the DNA within cells. Aside from the potential to develop into serious illnesses (such as some cancers), this also leads to premature aging.
- They create a process known as cross-linking. This process occurs in the skin's dermis as a result of collagen and elastin fibres becoming hard and thick, and then binding together. Cross-linked fibres create wrinkles, skin sag, and cause regular expression lines to become more permanently etched in your face.

Other phytonutrients in plants that are of importance to skin health are carotenoids and flavonoids. Flavonoids are beneficial for the health of blood vessels as they strengthen the capillaries that supply important nutrients to the skin's cells, as well as supporting cellular membranes.

Healthy cell membranes regenerate quickly and slow the aging process. Carotenoids also strengthen cell membranes. So, carrots are not just good for eyesight!

## Colour Cosmetics

### *Understanding Skin Tones*

Choosing clothes and makeup colours is so much easier - and flattering - when you know your skin's undertone. The skin's undertone is the warm, cool, or neutral hue that shows through the surface colour of your skin. Although the actual surface colour of skin can change depending on sun exposure and other skin conditions like rosacea and acne, the skin's undertone remains consistent.

Knowing whether your undertone is warm, cool or neutral is the key to ensuring that your foundation matches your skin and the colour products you choose look natural, not artificial.



“

*Beauty begins the moment you decide to be  
yourself.*

*Coco Chanel*



## Yellow / Beige (Warm)

People with a Beige skin tone make up about 80% of the population and are typically Asian, southern Italian, Greek, and Indian (in some cases).

The underlying tone of your skin is yellow and the veins on the inside of your wrist will be green.

Wearing gold accessories is best.

### *Characteristics*

- Brown, black, or hazel eyes
- Black, brown, blond, red, or strawberry blond hair

### *Best Colours to Wear*

- Earth colours (either crisp or muted)
- Sage greens
- Gold
- Mochas
- Bronze
- Peach
- Apricot yellow

### *Celebrity Inspiration*

- Jennifer Aniston
- Kate Hudson
- Nicole Richie
- Beyoncé
- Giselle Bündchen
- Charlize Theron

*Outfit Inspiration*



“

*There is a kind of beauty in imperfection.*

*Conrad Hall*



## Blue, Pink / Ivory (Cool)

People with an Ivory skin tone make up about 20% of the population and are typically Celtic, English (the English Rose), African, Indian (in some cases) and northern Italian.

The underlying tone of your skin will be pink or blue. If you are dark skinned, you will be able to see a blue or purple tinge to your skin. If you are fair, look for pink cheeks or complexions that blush easily.

A relatively simple way to check is to look at the veins on the inside of your wrist. If you have an Ivory complexion, these veins will appear blue.

Wearing silver accessories is best.

### *Characteristics*

- Blue, green or grey eyes
- Blond, black or brown hair

### *Best Colours to Wear*

- Rich, true colours (jewel tones)
- Black
- Navy
- Shocking pink
- Rich raspberries
- Deep emerald greens
- Plums

### *Celebrity Inspiration*

- Oprah Winfrey
- Emma Stone
- Adele
- Lupita Nyong'o
- Julianne Moore
- Dita von Teese
- Reese Witherspoon
- Alek Wek

### Outfit Inspiration



### Neutral

Neutral skin tones are those with no obvious overtones of yellow or pink.

### Best Colours to Wear

This group of people look good in all colours, however, most neutral skin tones will sway one way or another; so while a warm colour may look great on one person, a cool colour may look fabulous on another.



## *Using Cosmetics to Enhance Your Appearance*

There are many ways cosmetics can help you look younger.

You don't need to wear a lot of makeup to reap the benefits. When applied correctly, a little can go a long way.

Here are just a few tips that I learned during my career as a makeup artist:

- Bright lipstick can take years off your look by lightening your whole face
- Use a brow and lip pencil to add definition
- Steer well clear of metallic eye shadow. The shimmer will hold to any fine lines and wrinkles drawing attention to them.
- Avoid wearing dark, matte lipstick. As we age, our lips thin, and the darker our lips, the thinner they look.
- Apply a little blush to give your skin a healthy glow. As we age, our skin tone turns more ashen, so a little colour will go a long way to brighten your face.
- Wear brighter colours near your face (remembering which colour suit you). Dark colours like black and brown drain the energy and colour from your face and can make you look older.
- Choose an eyebrow pencil one shade lighter than your natural colour and use soft feathery strokes for a natural look
- Only wear mascara on your top lashes; wearing it on your lower lashes can make your eyes look droopy
- Wear less foundation! Caked on foundation draws attention to fine lines and wrinkles.
- Avoid solid dark eyeliner. It is very harsh and accentuates crow's feet. It also makes your eyes appear smaller.
- Exfoliate (gently) twice a week to get rid of dead skin. Makeup will look better on a clean, smooth canvas.
- Wear eye shadow as eyeliner. It is softer, smudges more easily and won't accentuate any fine lines.





## ***I Don't Wear Make-up. Do I Need To?***

My advice is don't wear anything you don't want to. If you are not comfortable in what you're wearing (including makeup), you won't radiate confidence.

Below I've listed a few little things you can do that will lift and enhance your features.

### **Shape your Eyebrows**

If you're not confident shaping your eyebrows in the first instance, invest in getting them done professionally. Then, buy some tweezers and maintain the shape yourself.

### **Curl your Lashes**

Curling your eyelashes opens the eyes and makes them appear bigger. Warm your lash curler with your hairdryer first for longer lasting curl!

### **Start Intermittent Fasting**

Intermittent fasting increases the natural levels of human growth hormone, which in turn, increases collagen production. Collagen is a protein molecule that assists in the renewal and rejuvenation of skin cell; it is responsible for skin strength and elasticity.

Please seek medical advice before starting any lifestyle change.

### **Use Retinoid Creams**

Retinol is a powerful form of Vitamin A. It attaches itself to skin cells and essentially hypnotises them to behave like young healthy skin cells.

It works as an anti-oxidant to prevent free radical damage and increase collagen production.

### **Exfoliate**

Exfoliation is a very important step in maintaining youthful looking skin. It promotes collagen production and allows for better absorption of other skin care.



## Wear Sunscreen

This is a BIG one. Always, always wear sunscreen. Overexposure to the sun causes sunspots, wrinkles, sagging skin and under-eye puffiness.

## Sit up Straight

Improving your posture will help with general aches and pains, make us appear thinner, younger and more confident.

## Get the Chop

While I'm not suggesting you need to go super short, excessive length can drag your hair down making you look older. Consider a layered, choppy, shoulder-length bob to lift your features.

“

*Beauty has a lot to do with character.*

*Keegan Aucoin*



## Appendix

### Appendix 1

#### How to Determine Your Skin Tone

“How do I know what colours suit me best?”

This is a question I’m asked a lot as a makeup artist, for the simple reason, I guess, is that so much relies on the answer.

Once you know this, the sartorial world will be your oyster. You will understand how to choose clothes, accessories and makeup to enhance your complexion, and will recognise why some colours make you look alive and glowing, while others just don’t work at all.

To know your best colours, you must first determine your underlying skin tone. The good news is, there are really only two options: Ivory and Beige.

So how do you determine your skin tone?

#### *Ivory*

##### How do I check?

People with an Ivory skin tone make up about 20% of the population and are typically Celtic, English (the English Rose), African, Indian (in some cases) and northern Italian.

The underlying tone of your skin will be pink or blue. If you are dark skinned, you will be able to see a blue or purple tinge to your skin. If you are fair, look for pink cheeks or complexions that blush easily.

A relatively simple way to check is to look at the veins on the inside of your wrist. If you have an Ivory complexion, these veins will appear blue.

##### *What colours suit me best?*

Your best colours are blue or pink *based*. Notice the *italics*!

I’m not suggesting you go out and buy all blue and pink items of clothing! Not at all.

What I am suggesting, is you learn to see the underlying colour of all the clothes and makeup you purchase.

Colours that look great on you might include jewel tones (Ruby Red, Emerald Green, Safire Blue, Amethyst), burgundy, teal, and yes, in some cases pink and blue.

Build your wardrobe around capsule colours such as black, white, navy, chocolate brown and grey. A blue-based camel will also look great on you!



### ***Accessories***

Choose silver and platinum accessories over gold.

### ***Colours to Avoid (close to your face)***

Avoid yellow and yellow-based colours. I do say this with some hesitation though.

If you really love yellow (it's such a happy colour after all) and yellow based colours, try a yellow handbag, belt, or shoes. Or purchase a skirt with bright yellow flowers that will look great with a neutral blouse.

I'm not suggesting avoiding these colours altogether, but I do encourage you to keep yellow tones away from your face as they may make you look sallow and washed out.

### ***Celebrity Inspiration***

Celebrities to watch for include,

- Oprah Winfrey
- Emma Stone
- Courtney Cox
- Adele
- Lupita Nyong'o
- Julianne Moore
- Sandra Bullock
- Dita von Teese
- Reese Witherspoon
- Alek Wek

### Outfits to Inspire

For outfit and colour inspiration, visit my Pinterest board, Fashion – Ivory Skin Tones.





## ***Beige***

### ***How do I check?***

People with a Beige skin tone make up about 80% of the population and are typically Asian, southern Italian, Greek, and Indian (again, in some cases).

The underlying tone of your skin is yellow and the veins on the inside of your wrist will be green.

It is interesting to note that people from some Asian countries – particularly Malaysia, Philippines and Japan – can have Ivory skin.

The rise in popularity of skin whitening products also means that countries such as South Korea and China are now seeing an increase in people with Ivory skin tones.

### ***What colours suit me best?***

Yellow based (also known as “warm”) colours suit you best and accessories should be gold, rather than silver or platinum.

If you are looking to build a capsule wardrobe, avoid black, white and grey, and instead choose navy, chocolate brown, cream or a yellow-based camel (all of which can be paired beautifully with yellow or gold-based colours). Camel comes in both yellow and blue based, so do be careful.

Build on your navy, camel and brown wardrobe by purchasing tops and accessories in yellow-based greens, oranges and red.

If you do love blue or pink based colours, I encourage you to keep them away from your face and instead rock a hot pink shoe, handbag or belt!

### ***Accessories***

Chose Gold accessories.



*Colours to Avoid (close to your face)*

- Black
- Grey
- Light blues
- Pink

*Celebrity Inspiration*

- Jennifer Aniston
- Kate Hudson
- Nicole Richie
- Beyonce
- Giselle Bundchen
- Charlize Theron

“

*Outer beauty attracts, but inner beauty  
captivates.*

*Kate Angell*

*Outfits to Inspire*

Check out my Pinterest Board called Fashion – Beige Skin Tones for ideas and inspiration.







## *Appendix 2*

### **Essential Beauty: The Ultimate Guide to Eye Shapes**

Eyes, like bodies, come in all shapes and sizes and knowing your eye shape will help you master an eyeshadow application technique that compliments your whole face.

Most of us are a combination of more than one shape so be prepared to try several techniques to see what works best.

Once size does not fit all!

Essentially there are six eye shapes.

#### *Deep set*

##### *Characteristics*

Set deeper into the skull, this eye shape has the illusion of a more prominent brow bone and therefore, smaller eyes.

##### *Application*

- Use only matte shades
- Apply a contour colour in and above the actual crease of the eye and blend, blend, blend (harsh lines are very visible when using this technique)
- Use a lighter, neutral colour directly under the brow bone and at the inner corner of the eye
- Avoid dark colours on the lower lash line
- Apply lots of mascara or false lashes to give the impression of larger eyes

##### *Celebrities*

- Julianne Moore
- Nicole Kidman
- Iman
- Emma Watson

*Inspiration*





## ***Monolid***

### ***Characteristics***

This eye shape is often associated with people of Asian or Oriental descent.

The eye area is flat, with no discernible crease. The brow bone is less pronounced and, in some cases, barely visible.

### ***Application***

- Apply a dark colour near the lash line to create the appearance of a lid
- Use lighter colours as you move closer to the brow
- Line your eyes with black or brown liner and go thick; you can get away with it!
- Blend your eyeshadow well to create an Ombre effect
- Heavily curl your lashes or wear falsies
- Highlight the inner corners of your eyes with a light colour shadow
- Use a softer lighter shadow on the outer corner of the lower lash line to create the illusion of a rounder eye. Avoid harsh pencil lines as they close the eye and make them look smaller.

### ***Celebrities***

- Lucy Liu
- Fan Bingbing
- Jamie Chung

*Inspiration*



“

*When beauty lives in the heart, it doesn't need to  
show up anywhere else.*

*Steve Goodier*



## *Hooded*

### *Characteristics*

Hooded eyes can either be the result of nature or age. Excess skin droops over the crease causing the moveable lid to appear smaller and, in some cases, disappear altogether.

### *Application*

- Use only matte eyeshadow (avoid shimmer eyeshadows as they will draw attention to this area)
- Apply a contour colour in and above the actual crease of the eye and blend, blend, blend (harsh lines are very visible when using this technique)
- Use a lighter, neutral colour directly under the brow bone and at the inner corner of the eye
- Avoid dark colours on the lower lash line
- Apply lots of mascara or false lashes to give the impression of larger eyes

### *Celebrities*

- Cate Blanchett
- Blake Lively
- Emma Stone
- Jennifer Anniston

*Inspiration*





## *Protruding*

### *Characteristics*

Protruding eyes create the appearance of projected (bulging) lids in the eye socket area. The entire moveable lid is visible, and the crease often appears more like a fold.

### *Application*

- Choose matte colours over shimmer (except if you're Cher!)
- Apply a light to medium colour over the entire moveable lid.
- Apply eyeliner across the entire top lash line, with the thickest part of the line being in the middle. This keeps the eye round while keeping the emphasis off the protruding part of the eye.
- Cut the crease with a dark colour, applying the shadow from the outside of the eye
- Use the same dark colour on the bottom third of the lid
- Blending is crucial

### *Celebrities*

- Cher
- Mila Kunis
- Amanda Siegfried
- Nicole Ritchie

*Inspiration*







### *Upturned*

#### *Characteristics*

A classic almond shape eye with a natural lift at the outer corner causing the lower lid to look longer than the upper lid

#### *Application*

- Cover the entire lid with a light matte shade
- To even out top and bottom lid proportions, apply a medium-to-dark shade to the outer corners and a dark eyeliner on both the upper and lower lid

#### *Celebrities*

- Angelia Jolie
- Olivia Wilde
- Audrey Hepburn

“

*Beauty is not caused. It is.*

*Emily Dickinson*

*Inspiration*



## *Downturned*

### *Characteristics*

Downturned eyes have a slight drooping at the outer corners.

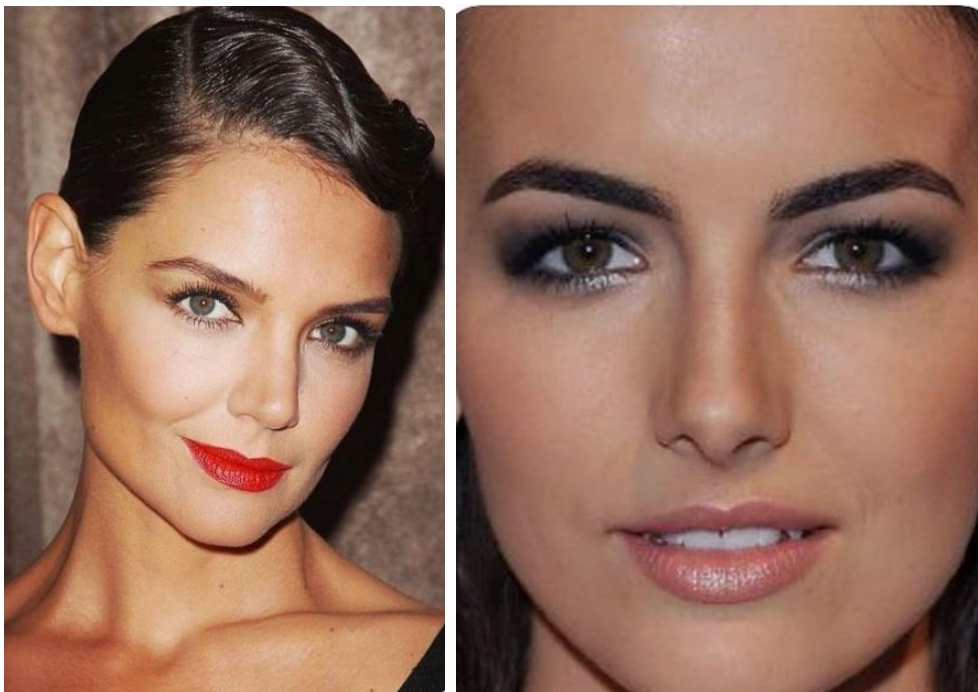
### *Application*

- Suitable for most eyeliner looks, you will want to create the illusion of “lift” at the outer corners. Do not simply follow the shape of the eye with your eyeliner
- Blend all eyeshadow upwards and outwards
- Use false eyelashes to create lift

### *Celebrities*

- Camilla Belle
- Katie Holmes

### *Inspiration*



Another factor to consider is eye spacing. Are your eye close or wide set?

### *Close Set*

#### *Characteristics*

Less than the width of one eye apart

#### *Application*

- Apply a darker colour to the outside of the eye lid
- Add a lighter or shimmer shade to the inner corners to create the illusion of space

#### **Celebrities**

- Jennifer Anniston
- Sarah Jessica Parker
- Miley Cyrus

#### *Inspiration*





## ***Wide Set***

### ***Characteristics***

More than one eye-width apart.

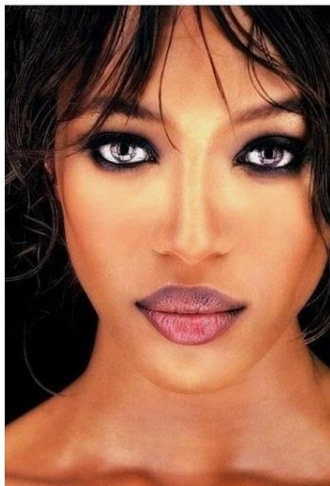
### ***Application***

- Apply shadow on the moveable lid
- Darker shades can be worn on the inner corners to create depth
- Add a lighter or shimmer shade to the inner corners to create the illusion of space
- Eyeliner can be used in a more “playful” manner to create a dramatic effect

### ***Celebrities***

- Kate Moss
- Naomi Campbell
- Miranda Kerr
- Amanda Seyfried

*Inspiration*



Remember all shapes and characteristics are beautiful. There is no bad, no wrong. Just different.

## *Appendix 3*

### **Essential Beauty: 6 Steps to Great Makeup**

Makeup should be easy; it should be painless, look natural and not take too long to apply. It should enhance the features we already have, not completely redefine and change them.

So often though, we see women who consistently get it wrong. They wear the wrong colour foundation, are too heavy-handed, wear colours that don't suit their complexions or wear makeup completely inappropriate for the occasion.

Below you will find some very simple tips to help you get it right every single time. With a bit of practice and effort, you will step out your house looking gorgeous every single day.



#### ***Avoid wearing too much makeup***

Makeup is designed to enhance your features, not change them.

Wearing too much makeup can often bring negative attention, so be careful and don't be too heavy handed.

I am not against wearing heavier makeup. In fact, I love playing with styles and colours and there are absolutely occasions when wearing heavier makeup is appropriate and looks fantastic. During the day, or for work may simply not be one of them.

### ***Eyeliners***

Dark, thick eyeliner – particularly during the day, can not only make you look overdone, but it can also age you. Wear a lighter colour, or if you do really love black (as I do) wear an eye shadow as a liner and keep it soft.

### ***Mascara***

Too much mascara looks fake. Not only that, it will flake and you'll end up wearing it all over your face.

Apply two coats allowing the first one set before applying the second. If you have any clumps or lumps, use an eyelash to comb through them.



## Foundation

Please, please, please make sure your foundation is the same colour as your skin. Foundation is meant to protect and give the face a smooth look; it is not supposed to turn you orange or look like a mask.

The magic word here is blend.



### ***Powder***

Go lightly; you can always add more if you need it.

Use a big powder puff and press the powder into the skin. Then, use a brush – in downward strokes – to remove excess.



### ***Avoid wearing the wrong colour foundation***

Foundation is not supposed to give you a tan or make you paler than you already are. It is designed to even out your complexion and cover up imperfections. Foundation SHOULD NOT change the colour of the skin on your face (or God forbid your neck if you wear it that low – which you shouldn't!).

When choosing your foundation, be very fussy and take as long as you need. Match the foundation to your neck; there should be no visible distinction between your jaw line and your neck.

Take a small vanity mirror with you and check your look in natural daylight. Step outside the shop or department store and look at the colour away from the fluorescent light.

The very first thing you must know when choosing a foundation is, “what is your underlying skin tone?” Ivory or Beige? Check out my article titled “[How to Determine Your Skin Tone](#)” for simple tips on knowing what colours suit you best.

### ***Lips***

Apply lip liner to your entire lip (not just the outline). This will ensure you don't end up with a visible lip line (this could be as bad as a VPL!) and will also help your lipstick or lip gloss last longer.

Be very careful if you are attempting to make your lips bigger than they naturally are. Drawing outside your natural lip line is a very difficult thing to do well. Instead, wear a lighter colour on your lips and one that has some shine.



### ***Appropriate makeup***

Wear makeup that is appropriate for the occasion. Work makeup should not look like you're going to a nightclub unless you work in a nightclub (which I did in my twenties and loved it!). Keep it subtle and simple and natural. Bright lips are a wonderful accessory and can help take years off your age but avoid dark eyeliner and lots of foundation. Keep it stylish.

### ***Glitter***

There is never an appropriate time for glitter if you're over the age of thirteen.

Some light shimmer might be in order for evening (if used sparingly) but avoid it altogether during the day. You will look completely overdone and might actually highlight areas you don't want to.

### ***Overall look***

Makeup should look natural, especially during the day.

Avoid harsh colours that don't suit your complexion.

Hair colour also plays an important part, so again, make sure the colour of your hair compliments the rest of your look.

### ***One last thing***

Keep makeup looking fresh all day by doing regular little touch ups such as reapplying lipstick and "powdering your nose" to remove shine.

Best of all... just SMILE!





## *Appendix 4*

### **Essential Beauty: Simple Tips to Look Good Every Day**

Good looks are a fluke of nature.

But I truly believe that anyone can look good. All it takes is a bit of self-love and self-care. Perfect bone structure, a toned body and expensive clothes have nothing to do with looking good.

Here are some simple tips to help you look good. Every. Single. Day.

#### ***Clothes***

Wear clothes that are,

- Clean. No stains, please.
- In good condition, no rips or tears, no missing buttons, no hems that are coming undone
- Ironed. No wrinkles and please don't wear that fabric that is deliberately crinkled!
- A good fit. Your tailor should be your best friend!
- Appropriate for the occasion. It's perfectly okay to wear leisure-wear to walk the dog. It's not okay to wear leisure-wear to work (unless you work in a gym).
- Age-appropriate. Cheap copies (of high-end fashion items) only look good when you're a teenager with no hips, boobs or thighs!

Other clothing tips:

- Never (ever) put things in your pockets. There is a reason they are sewn up.
- Wear shirts tucked in to define your waist
- High-waisted trousers make your legs look longer
- If you're wearing tight trousers or a skirt, it's okay to go baggier on top. If you're wearing a tight top, go baggier on the bottom.
- Wear natural fibres whenever possible. Think linen, silk, wool and cotton.
- Follow the washing instructions
- Keep the receipts for your more expensive purchases, just in case you need to return them
- Buy a bra that fits and get measured professionally. This is one item that should not be purchased online.
- Buy underwear that fits. A Visible Panty Line (VPL) is a well-dressed woman's worst enemy.
- Invest in a pair of Spanx (or similar shapewear)



## *Shoes*

Wear shoes that are,

- Outfit and occasion appropriate. Don't wear your old comfortable loafers to a smart dinner party when everyone else is wearing heels or stylish flats.
- Waterproof. If you are going to spend your hard-earned money on a good pair of leather shoes, please take the time to Scotch guard them.
- Don't wear shoes that are cheap. Cheap shoes look cheap. Buy the best pair of leather shoes you can afford.



## *Accessories*

When in doubt, accessorise!

Accessories are the fastest, and often cheapest way to buy into the designer lifestyle. Think sunglasses, scarves, jewellery and handbags.



### ***Personal Presentation***

Make sure you,

- Wash your hair often. Never let it get oily or streaky. This will vary depending on your hair type.
- Brush your hair before leaving the house. Tie or pin it back if necessary.
- Wear deodorant. Do I really have to mention this one?
- Ensure your eyebrows are shaped. If you don't know how, pay to get them done the first time and then buy a pair of tweezers to maintain them.
- Have clean nails. Regardless of length, please, please, please ensure they are clean.
- Don't overdo the perfume. A single spray (or two) into your hair will last all day.
- Use foundation sparingly; it should camouflage imperfections, not act as a mask.
- Wear the right colour foundation. There should be no discernible line between your face and neck. Foundation should not make your skin darker, lighter or heaven-forbid, orange. Test your foundation in natural light.
- Look after your feet.



Looking good and being well presented don't have to cost the earth or take much time. These simple tips will ensure you always leave the house looking good and feeling great.



## **Appendix 5**

### **Resources**

#### ***Colorpalettes***

[Colorpalettes](#) is one of my favourite websites. It is a fabulous resource to help you mix and match colours.

Many of the images are taken straight from nature, and you can't have a better teacher than that. The photos are stunning and colour combinations are really helpful and inspirational.

The site is separated into sections, so finding a colour palette to match your skin tone is simple:

- [Warm Palettes](#)
- [Cool Palettes](#)
- [Pastel Palettes](#)
- [Contrasting Palettes](#)

Enjoy!

#### ***Kettlewell***

[Kettlewell](#) is an online retailer based in the UK, with international shipping.

They have a fabulous range of clothing available by colour. Shop your seasonal palette and you'll never put a sartorial foot wrong.

#### ***Pinterest***

Pinterest is a fabulous resource and one I turn to constantly for inspiration.

It is possible to lose hours browsing style inspiration, home décor and recipes.





## Appendix 6

### Socials

Connect with The Lifestyle Cooperative on social media.

