

The magic of make-up



We all know that make-up can work wonders. It is, after all, known as the art of optical illusion and can have a great impact on your life. Not only does it make you look younger and give you more confidence, but it has also been proven that women who wear make-up earn more money and have a better chance of climbing the career ladder.

For some, finding the time and understanding how to apply make-up can be a bit of a challenge. Luckily, the team of experts at **colour me beautiful** have pulled together some easy long-lasting make-up tricks to make you look gorgeous throughout your hectic day – no matter how little time you have to spend.



Each of the following routines implies that you are starting with a freshly moisturised face. For best results, remember to choose shades of make-up in your best colours which you can discover at a **colour or make-up consultation**.

running out-the-door make-up routine

time: 2 minutes

face

- Apply **tinted moisturiser** to the entire face.

eyes

- Use a neutral colour **eye pencil** to softly line the outer third of the lower lid and the outer two thirds of the upper lid.
- Apply a quick coat of **mascara** to your top and bottom lashes.

cheeks

- Lightly brush **blush** powder along cheekbones.

lips

- Line and fill lips with a **lip pencil**.
- Add some sheen to lips with a coat of **lip gloss**.

every day make-up routine

time: 10 minutes

face

- Apply **foundation** or **tinted moisturiser**, using either a cosmetic sponge or your fingertips, on one part of the face at a time. DO NOT dot the foundation over your nose, forehead, cheeks, and chin – it will dry when it comes into contact with air, resulting in uneven coverage. Remember to avoid the eyes and lips.

eyes

- Apply **eye base** evenly over the eyelids – it will help to keep your eye make-up in place and prevents creasing.
- Using a **blender brush**, sweep a neutral shade **eye shadow** over your entire lid, from eyelashes to eyebrow.
- Define your eyes using an **eye pencil** along the outer third of the lower lid and the outer two thirds of the upper lid.
- Sweep a darker neutral shade, or 'accent' colour, along the lower third of the eye lid using a **blender brush**. Follow by blending with the neutral shade applied earlier.
- Apply 1 to 2 coats of **mascara** to your top and bottom lashes.
- Brush eyebrows against the direction of growth and then brush them back into shape.

cheeks

- Load a large brush with **blush** powder, tap off any excess and gently apply to the apples of the cheeks, gliding up the cheekbone towards the temple. Smiling while doing this will give the most natural look.

lips

- Start with a **lip base** that will add moisture and give your lipstick staying power.



the whole works make-up routine

time: 20 minutes

face

- Use a skin adjuster to camouflage any blemishes, broken veins, or dark circles under the eyes. Most **skin adjusters** come in two shades: **green** to cut and tone down redness; **yellow** to counteract dark shadows and pink blemishes.
- Apply **foundation** or **tinted moisturiser**, using either a cosmetic sponge or your fingertips, on one part of the face at a time. DO NOT dot the foundation over your nose, forehead, cheeks, and chin – it will dry when it comes into contact with air, resulting in uneven coverage. Remember to avoid the eyes and lips.
- Use a **concealer** for any dark shadows or blemishes that are still visible.
- To set your make-up, gently press **loose powder** to the bony areas of your face with a pad. Remove any excess powder using downward strokes with your **powder brush**.

eyes

- Apply **eye base** evenly over the eyelids – it will help to keep your eye make-up in place and prevents creasing.
- Using a **blender brush**, sweep a neutral shade **eye shadow** over your entire lid, from eyelashes to eyebrow.
- Define your eyes using an **eye pencil** along the outer third of the lower lid and the outer two thirds of the upper lid.
- Line the inner rim of the lower lid to give your eyes even more definition.
- Using your **blender brush** sweep a medium depth neutral, or 'accent' colour, just above the socket and gently blend to avoid a hard line.
- Using an **angled brush**, blend the most intense colour from your palette into the lower two thirds of your lid and sweep it into the outer corner of your eye. Layer for even more intensity if desired.
- Gently press eye lashes with an eye lash curler for added glamour.
- Finish lashes off with 2-3 coats of **mascara**.
- Brush eyebrows against growth and then brush into shape.
- If necessary, use an eyebrow pencil to lengthen and correct the shape and/or colour of your eyebrows.

cheeks

- Load a large brush with **blush powder**, tap off any excess and gently glide over the apples of the cheeks, working up towards the hairline. Smiling while doing this will give the most natural look.
- Lightly sweep the remainder of your brush's blush powder along the forehead and bridge of your nose.

lips

- Start with a **lip base** that will add moisture and give your lipstick staying power.
- Outline your lips with a **lip pencil** and fill in for more depth of colour.
- Apply **lipstick**, blot, and then re-apply.
- Add a coat of **lip gloss** for extra sheen.



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