

Editorial Four

Wearing makeup is important

The correct application and colour of your makeup is just as important as the correct colour and style of your clothing. As a well-dressed woman you cannot have one without the other and the application of your makeup should not be forgotten when dressing for work every morning. While you think it might be too much effort to put on makeup every morning, there is little point in having a fabulous outfit without applying the correct makeup to pull everything together. There is a general opinion that if you don't wear makeup then you don't care or can't be bothered with your appearance and rightly or wrongly it is often assumed that this attitudes flows into your work ethics. The right application of makeup however shows that you are willing to make an effort and take pride in your appearance and work.

Jobs, promotions and salary increases are influenced by our appearances, whether we are willing to admit this or not. Why be disadvantaged unnecessarily? Combining your correct colour, style and makeup instantly adds an extra dimension to your overall appearance and gives you a more dominant position in the workforce or your area of influence.

The daily routine of applying your makeup does not need to be an arduous task. By arming yourself with the right knowledge you can apply your makeup quickly and professionally. Our makeup consultations not only show you how to select the right colours but also take you through an easy step by step process that will have you putting your makeup on in 10 minutes each morning. Best of all we stock the makeup products used in our consultations so you don't have to waste time at the cosmetics counter trying to find the right makeup colours. A big benefit is that these makeup colours do not change every season so there is no need to worry about having to find a substitute colour when your makeup runs out.

Wearing makeup has 3 major benefits. It highlights your best features that you want to draw attention to, it makes your skin more evenly toned and it hides or corrects any flaws. Your makeup should be a natural extension of you and should not make you into something that you are not. It is important to remember that your makeup colours are determined by your skin, hair and eye tones, not by the latest fashion trends or season. Wear what suits you!

Some great makeup tips:

- Always wear lipstick even if you don't wear any other makeup. It does wonders in making you look great. Select lipstick colours that are within your colour pallet as advised in your Colour Consultation.

- Use colour in your lipstick and not in your eye shadow. Keep your eye shadow simple and in muted tones so that it highlights your eye colour rather than detracting from it. By keeping the colour to your lipstick you can use the same coloured eye shadow each day to simplify your daily routine and lifestyle. Use your lipstick colour to add flare to your outfit. Try wearing a lipstick colour in the pink or reds tones that match your outfit.
- Avoid wearing shiny eye shadow during the day, especially at work. Keep this to the evening.
- It is important to get the colour of your foundation right. It needs to match your skin tones. Do not try and create a tan by using a darker foundation. It looks unnatural.
- Keep the colour of your concealer a shade or two lighter than your foundation. Concealers are a great way to disguise blemishes and hide dark patches around the eyes.
- Pay attention to your eyebrows. It is amazing the difference combing them into place can make.
- Keep your makeup appropriate to your work environment and lifestyle. If you work in a conservative environment keep it subtle during the day and add some extra colour through your lipstick for the evening.
- Be careful not to over do your makeup. While no makeup can undermine your influence at work, too much makeup can have the same effect. Keep it simple and within your colour pallet.
- If you need to wear glasses to apply your makeup, try purchasing a mirror with extra magnification. This will allow you to apply your makeup without having to wear your glasses.

Some hot trends for this season

- The eyebrows have a much more natural look. Instead of thinly plucked eyebrows, try a thicker, natural look. If you over pluck, touch your eyebrows up with a little eye shadow or eye pencil in the same colour
- Lashes are long and full
- 2008 is the year of the lipstick. Gone are the days of just wearing lip-gloss. Instead try lipstick shades in your colour tones. Be bold and wear red. There is definitely a shade of red to suit everyone this season.

Do you need to update your lipstick colours this season?

Reference Material

- <http://ezinearticles.com/?Things-To-Keep-In-Mind-While-Wearing-Makeup&id=123487>
- http://www.timesonline.co.uk/tol/life_and_style/career_and_jobs/graduate_management/article2961724.ece
- <http://www.fashionising.com/trends/blog--Make-up-24-1.html>

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