

A Beautiful Education

Beauty Bulletin # 1



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Self-Grooming Are We Losing The Skills?

By Lillybeth Melmoth

Do-It-Yourself'er or Pampered Pet? Who do you rely on to 'make you beautiful'? An increasing number of women rely on beauty therapists and clinics to polish, deep-cleanse, tweeze and tan them towards perfection. It's enough of an increase, that in the industry right now, there's a shortage of beauty therapists and nail technicians to meet demand.

In leaving their beautification up to the 'experts', are modern women losing the skills to do basic grooming for themselves? A beauty editor for Runway Reporter (www.runwayreporter.com) observes the trend from Auckland. She tells:

"A friend of mine travels to Sydney with the express purpose of having her brows shaped there by a therapist famous for her deft touch rather than lift a tweezer herself. Another friend trots off on a weekly basis in summer to our residential beauty parlour to have a fake tan applied because clearly opening a bottle of self-tanner and spending five minutes slapping it on after her shower is far too much trouble."

Wow. And it doesn't sound fun, visiting a beauty clinic regularly for something as mundane as eyebrow shaping. Where's the relaxation or indulgence in that? I must be of the old-school who still thinks 'rose petals and fragrant oils' when I hear with the words 'beauty therapist,' though I'm only 27! The editor at Runway Reporter continues:

"[As] New Zealanders [we] pride ourselves on being a DIY nation. We think we can sort it all out for ourselves with nothing more than a bit of number eight wire. Well, not anymore. These days we are pampered pets who have become so domesticated by the beauty therapists that, left in the wilds of our own homes, we do not have the ability to do even the most basic grooming on ourselves."

If that describes you - "domesticated by the beauty therapists" - are you capable of doing the essentials for yourself if and when you want to? Think: styling your hair, shaping your brows, properly taking care of your skin, maintaining your nails, smoothing your legs...or have you lost the skills if beauty has literally been taken out of your hands? Do the professionals know more about your face and body than you? And is this reason enough for you to make a beauty appointment, drive into town, find a car park then pay for the inconvenience?

What if you could know what they know? You might not feel the urge to mix up a mask from yoghurt and oats in your kitchen, but you can take responsibility for your beauty by learning tips and tricks to make you confident with skin care and cosmetics in your own home. **Becoming your own beauty expert is easier than you think.** Look out for a regular DIY column in future editions for advice and reviews on 'professional' treatments you can do at home!

K.I.S.S
Keep It Simple,
Sugar!

For effortless-looking beauty that is all you, stick to the colours already on your palette - your face. That way, your lipstick will never look 'wrong' or over-the-top.



Dash Out The Door Pretty & Polished In 5

Ahh. Morning. Heck, it looks light outside. What time is it?

You roll over to see the alarm is blinking 00:00 (or upon reaching for your cell phone you find it's batteries are dead) and...Crap. You're alarm didn't go off.

You bolt out of bed and run to the clock in the lounge to assess the damage. You have 12 minutes to get to work. You have a shower, pull back your hair and skip makeup because you don't have the 20 minutes it normally takes.

At work, you feel unprepared and colourless and after counting the minutes till your first break, you whip out to the toilets and despairingly try to make your one lipgloss compact perform great and extraordinary feats! Know how to apply a super-speedy colour look and you'll save your dignity and start the day with confidence even when you're strapped for time. Also handy when you have to travel light or are stranded with only one colour to use!

SUPER-SPEEDY COLOUR LOOK

Tip # 1: Basic Prep

Skin care: It's important and deep down you know it. Having healthy and hydrated skin makes a difference to how easily and problem-free your makeup goes on too - especially foundation.

If you're a 'time-challenged' woman, you can have the benefits of good skin care *and* be time-savvy by only buying dual purpose or multi-functional products. A cleanser with built-in toner or exfoliant (or both!) is fast and easy. Use it in the shower to speed things up a little more. Then follow with a moisturiser for your skin type (if possible) that includes a sunscreen SPF of 15+. Or get your sun protection in your foundation. Or use a foundation that dries to a powder finish (usually a 'creme-to-powder') to control shine and kick the powder step out of your routine.



Who said you don't have time to care for your skin? Think about the difference it makes to how you feel when you catch a glimpse of your reflection as you're power-walking by.

Tip # 2: Fast Foundation

Foundation: Slap it on! Use your normal amount but apply it as you would a moisturiser. Put it on the ends of your fingers, rub them together a little to even it out then apply it to your face using the entire length of your fingers to cover large areas at once. Quickly wash or wipe off your hands on your shower towel.

Tip # 3: Lips & Cheeks In One

Lips: Skip the lip liner and reach for a lipstick in a natural-looking shade, like a berry, peach, coral, pink or brown that suits you. It's going to double as a cream blush so memorise the handy guidelines below and avoid glittery lipstick for this one.

How To Choose Lip Colours

An important lesson! Remember your natural colourings when choosing lip colour. Dark red-brown on ivory skin isn't pretty - I don't care if you have red hair or a warm complexion - it just looks muddy and slightly goth on you so save it for Halloween. For day makeup, the depth of colour should be chosen in relation to your skin tone, i.e. if you're fair, keep to light lip colours, if you're beige you can go brighter or slightly darker and still look 'natural' whereas those with dark or bronze skin know they need intense chocolates or deep plums to achieve a comfortable day look. Your lipstick for daytime (and all holidays except when you want to scare young children or be particularly trendy) will be similar to your natural lip colour but a shade darker: 'natural enhanced.' So now you know - there's no excuse.

Colour your lips fully. **Cheeks:** Blot your lips with your fingers and pat the excess that comes off onto your cheeks, as you would cream blush. Concentrate the colour on the apples of your cheeks.

Tip # 4: Eye Colour

Eyes: Apply a shadow that's lighter than your skin (a 'highlighter') to your eyelid and browbone. Use it liberally in the inner corners of your eyes for a youthful and alert look. Then take some more colour from your lips and apply it, lightly to start off, in the crease of your eye. You're getting creative but no-one's watching, right? If you choose a good colour you'll be looking fresh, sweet and wide awake.

Alternatives: If you need it to last, a powder blush is always better, especially if have oily skin. Use a neutral powder blush on your cheeks instead of the lipstick and use that as an eye colour also with a blush brush over the entire lid area for a healthy glow.

Tip # 5: Mascara & Brows

Defining Eyes: Skip eyeliner but definitely sweep on mascara. If the bottom lashes are too fiddly, leave them bare. Use an eyelash comb if you have one to remove any excess mascara. You can achieve similar to a brow pencil by carefully using the eyelash comb with the excess mascara to lightly fill in your eyebrows if they're a similar colour to your mascara. Run an eyebrow brush over your brows to even out the colour if necessary. Refresh your lipstick or add a gloss.

Done! It's minimal but you look pretty and polished. You can add more later in the day if you want but for now, just get out the door!

~ pretty in the park ~
free makeup demonstrations in Tauranga's public spaces

Book your place as a 'model' and enjoy a free 45 minute professional makeover in a relaxed and fun outdoor setting or come have your questions answered while you watch.

Started May 2008 - Next dates coming soon...