



Top Ten Tips

1. Cleanse, tone and moisturize daily (especially at night); exfoliate once per week
 - a. Know your skin type to choose products that are best for you (oily, dry, normal, sensitive, combination)
2. Moisturizer - minimum SPF 15 (day only); choose night cream at night
3. Know your undertone (warm, cool or neutral) before choosing color cosmetics
 - a. Warm skin has a slight yellow or peach appearance
 - b. Cool skin has a slight pink, red or blue appearance
 - c. Neutral skin doesn't appear either pink/blue or yellow/gold/peach
4. Choose a color corrector if you have discoloration anywhere on the face; **Tip: Place directly on discoloration**
 - a. Purple - sallow complexions, under eye circles on lighter skin tones, gray and green bruises
 - b. Yellow - mild redness, under eye circles, blue and purple bruises
 - c. Green - redness from blemishes, scars, port wine stains, rosacea and red blotches
 - d. Orange - general skin imperfections, minor acne, hyperpigmentation, dark spots and under eye circles on darker skin tones
5. Choose foundation, tinted moisturizer, BB cream or CC cream for sheer to full coverage; **Tip: Match to the center of the chest for best color selection. Always set with translucent setting powder.**
 - a. Oily skin type – powder foundation or matte foundation
 - b. Normal skin type – can use all foundation formulations
 - c. Dry skin type – cream foundation is best
 - d. Combination skin type – liquid or cream (dry areas) and powder or matte foundation (oily areas)
 - e. Sensitive skin – mineral foundation (i.e. suggested Bare Minerals)
6. Concealer – choose an exact match to your skin tone (for any area on the face); choose 2-3 shades lighter, as a highlight under eyes only
7. Eyeshadow formulations (matte, satin, frost, glitter, cream)
 - a. Matte - best for all skin types
 - b. Satin - good for all skin types
 - c. Frost - if wrinkles, avoid or use minimally; also, if you are being photographed
 - d. Glitter - if wrinkles, avoid or use minimally
 - e. Cream - good for all skin types (goes on as cream and dries to a powder); long wearing. Can also be used as an eyeshadow base
8. Eyeshadow color selections
 - a. Brown eyes – all colors
 - b. Hazel eyes – purples, browns, greens, pinks
 - c. Amber eyes – copper, blues
 - d. Aqua eyes – blues, copper, greens
 - e. Green eyes – greens, pinks, purples
 - f. Blue eyes – purples, grays, browns, copper, orange
9. Lipstick should generally match blush; **Tip: Lip stains are long-wearing.** Lip liner should match lipstick.
10. Wash makeup brushes at least once per week; use an antibacterial cleanser