

Makeup GUIDE

from the Founder and President of L'BRI, Linda Kaminski



I've applied makeup to hundreds of women and I find that every woman has something that is beautiful about her. The key is to highlight what you feel is your best feature and to create a look that compliments your natural bone structure and skin tone. Every woman looks a little younger and a little prettier when she wears makeup. Taking just a few minutes to apply makeup will not only make you look better, but feel better. Here is a guide to makeup insights.

Great makeup starts with great skin. Be sure to apply your makeup after your skin has been cleansed and moisturized. Allow the moisturizer to absorb for a few minutes before applying any makeup.

CONCEALER

- Concealer helps to neutralize dark or red areas and surface veins under the eye which can make this area look dark, dull and tired. Apply to the inner corner of the eye to lighten and brighten.

FOUNDATION

- For accurate color matching, always test makeup on the jaw line or forehead, never on the hand. It's better to go a little deeper than too light when selecting a shade. Too light of a shade will make lines and pores look more obvious.
- Blending foundation over eyelids will hide tiny imperfections and help eye shadows last longer.

BLUSH

- Apply blush at least two fingers away from the nose. Blend edges with a makeup sponge to ensure a natural look.
- To lift your face, sweep blush over your cheek bones, then up and around the temple area.

EYE LINER

- Never use eyeliner on just the lower eyelid. This will make your eye look unbalanced. Line both upper and lower lids or just line the upper lid.
- If eyelid is small, gently line outer half of lower and upper lid with shadow to open and accentuate.

EYESHADOW

- Always use a highlighter. It helps to open and lift the eye and it makes the whites of the eye whiter.
- In general, it's better to use a shadow color that is opposite of your eye color. By using a contrasting shade, the eye will open up and look bigger.
 - Pair brown eyes with greens, violet, copper or gold tones.
 - Green eyes look best with plums, gray or navy shades.
 - Blue eyes look best with brown, smoke or bronze tones.
- If the eye is small, use lighter shadow shades to open up the eye. If the eye is big or bulging, use darker shades to set back and define.

EYEBROWS

- Well-shaped eyebrows can take years off the face. For best results, use a shade slightly darker than the hair color. Use short, feathery strokes for the most natural effect.

LIPS

- To define lips and prevent lipstick from bleeding, use a lip pencil. You can also go a little outside the lip line to create the illusion of a fuller lip.