



# IS YOUR MAKE-UP ageing you?

With her minimal lips, fresh face and clear eyes, Katharine Heigl looks luminous and proves less is more.

Her bright red lips and overly-bronzed cheeks actually drain her complexion, making her look older than her 29 years.

YOU NEVER FORGET TO CLEANSE, ARE GENEROUS WITH YOUR MOISTURISER, AND KNOW THAT EYE CREAMS SHOULD ONLY EVER BE LIGHTLY PATTED ON. STILL, YOU LOOK OLDER THAN YOUR AGE. HOW CAN THIS BE? THE ANSWER COULD LIE IN YOUR MAKE-UP BAG. **SARAH BROOKS-WILSON** EXPOSES THE COMMON BEAUTY MISTAKES THAT MAY BE RESPONSIBLE FOR ADDING YEARS TO YOUR APPEARANCE

## You haven't mastered the art of foundation

As your skin ages, it becomes drier and fine lines become more apparent, so the foundation you wore in your 20s just won't cut it in your 30s and beyond. Janet Pardo, international make-up artist for Clinique, advises women to avoid mattifying formulas as they get older, instead opting for moisturising foundation formulas that have a dewy, luminous finish. "These will not only nourish your skin, but contain optics to scatter and diffuse light. This helps minimise the look of lines and wrinkles," she says. When it comes to choosing the right shade, be sure to try foundations in daylight and steer clear of those with peach or pink undertones. "These are even more ageing and can make skin look dull," Pardo adds. Try Light! Easy-Blend Foundation, \$54, by **Biotherm**, 1300 668 450 (1), and Silk Crème Foundation Luminous Formula, \$79, by **Laura Mercier**, 02 9663 4277 (2). Primers are also a good investment, as they deliver extra moisture and smooth the complexion. Again, those that contain light-diffusing optics are ideal. Try Ageless Illuminating Primer, \$15.95, by **Natio**, 03 9415 9911 (3).

## You think one concealer is enough

Most make-up artists agree that you should have two concealers in your make-up bag: a highly pigmented one for hiding blemishes and evening out the complexion, and a sheer illuminating one for obscuring under-eye circles. Uneven skin tone is one of the main signs of ageing (think pigmentation and sun spots), so achieving an even complexion is the key to maintaining a youthful appearance. Make-up artist Rae Morris also recommends avoiding concealers that are too thick, "as they will just sink into dry skin and accentuate fine lines." Try Dynamic Duo Patrol Conceal It, \$35, by **Napoleon Perdis**, 1800 814 572 (4) – with two blendable shades, it's a great choice, as you can mix and match to suit your skin tone. Illuminating concealer wands, like Instant Age Revind Lifting + Brightening Under Eye Concealer, \$15.50, by **Maybelline**, 1300 369 327 (5), work best to brighten and lift the under-eye area and they tend to be lighter in texture, which makes them better suited to older skin. Not sure what shade to go for? Morris recommends selecting a concealer that is one shade lighter than your foundation. "This will lighten up the area you are trying to conceal and deflect the light away from wrinkles, sagging skin and dark circles," she says. Always apply your concealer under your foundation and gently pat it on to skin with your ring finger until it's blended, so it doesn't just sit on the surface. →



Christina Ricci's matte foundation ages her





*You liberally apply face powder*

Applying too much face powder will only make fine lines more prominent. While it's important to keep shine under control, you can do that with a light dusting of translucent powder rather than using heavy, mattifying powders. Pardo suggests doing the "powder rub down" to avoid overloading. "Simply sprinkle loose powder on to your hands and almost wash your face with it. Pat and press areas of the face that tend to have larger pores. Then take a large powder brush and brush off the excess," she says. Morris also recommends trying a shade that's a little lighter than you would expect to use, to avoid creating a line at your jaw. Try Blended Face Powder in Invisible Blend, \$48, by **Clinique**, 1300 061 326 (1), and Translucide Naturally Luminous Loose Powder, \$29.95, by **L'Oréal Paris**, 1300 659 259 (2).

*You don't use a luminiser*

Yes, illuminating products should be used with caution once you've reached a certain age, as they can add too much shine and highlight those fine lines again. But, when used correctly, they instantly lift and brighten. A light dusting of a translucent illuminating powder like **Météorites Illuminating Perfecting Powder**, \$115, by **Guerlain**, 02 9695 4800 (3), when applied over the cheekbones, forehead, nose and chin, will "knock out any shine on the T-zone while adding instant radiance," says make-up artist Elsa Morgan. Alternatively, an illuminating brush-on wand like **Ideal Light Brush-On Illuminator**, \$48, by **Estée Lauder**, 1800 061 326 (4), can be used to contour the face and attract light. Apply luminiser under your foundation.

*You think eyelash curlers equal high-maintenance beauty*

For an instant eye lift, it's time to embrace your eyelash curler. Though they look like a time-consuming contraption, they're easy to use and deliver an immediate wake-up call to eyes. Morgan warns against being too overzealous when curling and to avoid doing it every day as it can lead to breakages. If you can't master the manual curler, go for a heated version instead, like **Lash Wand Heated Eyelash Curler**, \$32, by **ModelCo**, 02 8354 6700 (5), but again, don't overuse. Keep your lashes healthy with a regular coat of eyelash primer under your mascara, like **PureLash Lash Extender & Conditioner**, \$32, by **Jane Iredale**, 1300 850 008 (6).

*You can't wield a mascara wand*

Remember this rule when applying your make-up: upwards not downwards. Never apply anything, especially around your eye area, that will drag eyes down, making them look smaller. While you may think all mascaras open up the eyes, some formulas do the opposite by weighing them down. Morgan recommends going for volumising mascaras to create the illusion of longer, thicker lashes. "These are great for plumping and curling lashes at the same time," she says. Avoid coating your bottom lashes with mascara, as it can smudge and make your eyes look tired. Try **Sumptuous Bold Volume Lifting Mascara**, \$46, by **Estée Lauder**, 1800 061 326 (7), and **Diorshow Black Out Backstage Make-up mascara**, \$51, by **Dior**, 02 9695 4800 (8).

*You're loyal to just one shade of shadow*

Who hasn't got a brown eyeshadow in their make-up bag? Yes, it's a beauty must, but it's time to push those beauty boundaries just a little. Brown hues are popular, as they tend to work with most skin types, but they can also drain colour from the face. Side-step this dilemma by choosing formulas with added sparkle or switching to gold and bronze tones instead. As well as the colour, texture should be an important factor. "Highly pearlised or frosted shadows tend to exacerbate 'crepey' eyelids and cling to wrinkles, and should therefore be avoided," says Pardo. We love **Bronzing Beauty Kit for Face and Eyes**, \$58, by **Elizabeth Arden**, 1800.015 500 (1 and 2), and **Carnet de Voyage Smooth Eye Colour Quad**, \$69, by **Lancôme**, 02 9931 8888 (3).

*You apply the thin-is-in rule to your brows*

Like the hair on your head, brows get thinner as you age, so one of the quickest and simplest ways to restore youth is to redefine them and go for a fuller look. Plus, Ashley Olsen is wearing her brows a little thicker these days, so you know it's on trend. Pardo suggests always using a powder to fill them in, instead of a pencil. "It's so much softer and less fake than a hard pencil line," she says. **Brow Kit**, \$30, by **Bloom**, 03 9421 0200 (4), contains a powder and tinted wax so you get a natural look with hold. If you're unsure of the shape, get a professional to create your desired look, then commit to maintaining this afterwards.

*You see your bronzer as a portable tanning booth*

While we're not suggesting you ditch your bronzing powder altogether, it's important you don't apply too much or go too dark. "It's so ageing on the skin and the wrong shade can

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make your complexion look lifeless instead of sun-kissed," says Morgan. The best way to apply your bronzer is to take a large powder brush and, starting at the midpoint of the forehead, dust two crescent moon shapes along your face and down to your chin (this is also known as the double-C rule). By doing this, the powder will hit the forehead, the top of your cheekbones and the outside of the jawline, finishing on your jaw. Go for lighter shades of bronzer and avoid those that contain too much sparkle, as this can sit in fine lines. We love **Moisturizing Bronzing Powder in Désert Corail** by **Chanel**, \$75, 02 9900 2944 (5), and **Sun Glow Perfecting Brush**, \$110, by **By Terry**, 1800 007 844 (6), as they contain moisturising ingredients to hydrate the skin while giving it a gorgeous, natural and healthy looking glow. →



Lindsay Lohan goes overboard with bronzer



## *You think blusher belongs in the '80s*

The beauty of blusher is that it can take years off your face in seconds, as a soft glow is considered a sign of health and vitality. While some make-up artists say you should go for cream formulas as they give a brighter, more luminous look, others say powder is better, as it gives a longer-lasting finish. Whichever you choose, Morris recommends keeping the colour high on your cheekbones. "This will give lift to the face, especially if you wear a lighter shade on top of the cheekbones and a darker one below," she says. Keep your complexion fresh with soft pink shades or those that mirror the natural colour of your cheeks when they blush. Try Multi-Blush Cream Compact in Raspberry, \$42, by **Clarins**, 02 9663 4277 (1), and Blush Crème Illuminating Cream Blush, \$20, by **Bourjois**, 1800 181 040 (2).

## *Your lip liner is a darker shade than your lipstick*

A dark line drawn around your mouth can actually make lips look smaller and emphasise fine lines. The key to younger-looking lips is to make them appear more voluminous by using a liner that is the same shade as your lipstick. Neutral caramel shades also work wonders at enhancing lips, as lighter colours tend to give the illusion of fullness. Make-up artists agree that you should never go outside your lip line. Use a wax pencil, as they last longer and are a more effective barrier against vertical lipstick bleeding. Try Sheer Lipliner in Thé Glacé, \$45, by **Sisley**, 1300 780 800 (3).

## *Red lips are your signature look*

Brightly-coloured lipstick is so hot right now, but be wary if you've been wearing the same shade since you first started slicking a stick on. "Your skin tone changes as you get older, so you need to alter your make-up palette accordingly," says Morgan, adding that, "Sometimes bright red lipstick can drain your complexion and make your lips look smaller." It's all about choosing the right shade for your skin type and going for creamy, textured lipsticks that hydrate and plump up lips. We love Creamy Lip Color in Rose Petal, \$44, from **Bobbi Brown**, 1800 061 326 (4), as it leaves the lips soft and glossy. Nude lipstick can deaden your complexion, but if you add a slick of lipgloss in a natural shade over the top, like Shiny Lip Plumper in 5, \$47, by **YSL**, 02 9965 9700 (5), the shine will soften the colour, making your lips appear lusher.

## *You're a devotee of dark nail colour*

While dark nails are a winter favourite, they can be ageing on the hands, as they show up minor imperfections like pigmentation and dehydration. Wear neutral shades instead, like Sheer Translucide Nail Enamel in Sheer Blossom, \$12.95, by **Revlon**, 1800 025 488 (6). This will give the illusion of polished nails without looking harsh, as will the latest nail trend to hit the runways: nail gloss. "Painting with a nail gloss instantly gives nails a healthy shine with subtle colour," says Creative Nail co-founder Jan Arnold. We love Nail Gloss in 440, \$16.95, by **Creative Nail Design**, 1800 449 109 (7), as it brightens the tips of your nails. **m**



## BEAUTIFUL SKIN HABITS

APPLY AN SPF 30, BROAD-SPECTRUM SUNSCREEN EVERY DAY, EVEN WHEN IT'S OVERCAST.

GUZZLE THE H<sub>2</sub>O. DRINK AT LEAST TWO LITRES OF WATER THROUGHOUT THE DAY AND SKIP CAFFEINE, WHICH DEHYDRATES THE SKIN AND EMPHASISES WRINKLES.

DON'T SMOKE AND AVOID SECOND-HAND SMOKE IF YOU CAN, AS IT'S BELIEVED TO BE JUST AS BAD FOR YOUR SKIN. DON'T DRINK TOO MUCH ALCOHOL; IT'S ANOTHER SKIN DEHYDRATOR.

GET YOUR SLEEP. AIM FOR EIGHT HOURS OF SHUT-EYE EVERY NIGHT – THEY DON'T CALL IT BEAUTY SLEEP FOR NOTHING! EAT FOODS RICH IN ANTIOXIDANTS. EACH DAY, MUNCH ON AT LEAST ONE CUP OF RICHLY-COLOURED FRUITS AND VEGETABLES (SUCH AS LEAFY GREENS AND BLUEBERRIES) TO FIGHT THE EFFECTS OF ENVIRONMENTAL DAMAGE.