

Face Forward

Steps to a Flawless Face

In some circles, makeup can be a bit controversial. Some say that makeup is just a façade—that cosmetics are superficial. Others may even say that wearing makeup is a sin. Still others are more pragmatic: A pastor once said from the pulpit, regarding his view on makeup, “Well, if the barnyard door needs a painting, then give it a coat or two.” Not too flattering, but he made his point.

No matter what the opinion on makeup, I have seen it change women dramatically. Not too long ago I gave a makeover to a young missionary woman at a conference who had never had her makeup done. Growing up without a mom had left her clueless about a basic skin-cleansing routine, much less how to apply makeup. What a sweet spirit she had, and getting to know her was a delight as I taught her a few simple techniques. When I was done, she looked in the mirror and began to cry. I thought, *Oh, no . . . what did I do?!* But then she turned to me with tears in her eyes and said, “Thank you.” Looking back in the mirror, she exclaimed with surprise in her voice, “I look beautiful.”

“You *are* beautiful,” I confirmed. Her quiet wonder proved once again that a little change on the outside can drastically change how we feel on inside.

Another woman at that conference was in the middle of a divorce and was readying herself to reenter the workforce. She needed a change to boost her confidence. After our makeup session, as she looked in the mirror and remarked with tears in her eyes, “Now I feel like I can do this.” She hadn’t felt good about herself in years.

I know that makeup is not *the* answer and that ultimately we must ground our confidence in God. However, for some women, simple outer changes can be a catalyst for greater inner shifts, just as inward transformation is often revealed by outward improvement.

Before you get started, make sure you keep the following tools handy for the smoothest makeup application possible:

- Latex-free sponge

- Flock sponge
- Powder brush (large brush for powder)
- Blush brush (angled or rounded to apply blush)
- Concealer brush
- Fine detail brush (for eyeliner)
- Lip brush
- Powder puff (velour)
- Small fan brush (from art supply store)
- Crease brush (for eye shadow)
- Flat eye shadow brush
- Eyelash curler
- Tweezers
- Q-tips
- Baby wipes

Laying the Foundation

Take care what you use and how you apply it. Paying attention to your products and learning some simple application tips can make all the difference in creating the right look for you. (Remember, looking like a member of the rock group KISS is not what we're going for!)

Makeup is an extension of skincare. Once you've established a healthy skincare routine, the next step to find the right makeup . . . and your foundation sets the "foundation" for the rest, like preparing a canvas for the artist's masterpiece. With that in mind, choose products that are free from preservatives and carcinogenic ingredients (see chapter 6 for a list of the ingredients to avoid). Your skin needs to breathe, and if you put a bunch of unhealthy goop on your face, it will suffocate!

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BBG Tip: Before you apply foundation—powder or liquid—apply a primer, which will help minimize pore size. Some brands also help reduce shine. Wait one to two minutes, and then apply your foundation (if you put the foundation on too soon, your skin will appear uneven in color).

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Without building a smooth and proportioned foundation underneath a house, the outcome would be a disaster, right? The same goes for the structure of your face. Begin with the right foundation to avoid makeup disaster. Let me give you a brief overview of your options:

- *Stick* foundation also acts as a concealer and is best for normal-to-dry skin, giving women more coverage.
- *Liquid* foundation is the most common and fits most skin types.
- *Crème* foundation is smooth and is formulated for dry-to-normal complexions.
- *Mousse* foundation is a crème that has a whipped consistency. Great for mature skin because it is less noticeable in fine lines.
- *Tinted moisturizer* is moisturizer with pigment. It's the sheerest of all foundations. It evens out skin tone while providing minimal coverage.
- *Crème-to-powder* foundation has a creamy texture that dries to a powder finish. It provides a matte finish on oily skin.
- *Powder compact* is a dual-finish powder foundation and can be used wet or dry. Great for young women because it's low in oils and doesn't clog pores.
- *Mineral powder* comes loose or pressed and now also in liquid form. It works much like a dual-finish powder foundation and is simple to apply. Pressed powder works best for oily skin, while more mature skin looks best with loose powder. (*Note: Bismuth oxychloride, a common ingredient used to bulk up cosmetic powders, has a low toxicity, but it can occasionally cause allergic reaction and makes skin look shiny—it happens to make my skin itch.*)

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BBG Tip: When choosing a color, select one shade lighter than your skin in a loose powder. Pressed and liquid are usually right on color target. If your complexion is oily or you have darker skin, choose a liquid one shade lighter than your skin (oil turns foundation darker over time, as it oxidizes).

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Find Your Shade

Sometimes it seems as if finding the right shade of foundation is like finding that perfect shoe—do they really exist?! Yes. (And maybe the shoes do, too.) Before choosing your color, you need to know your skin tone. Are you warm or cool? Here is a quick test to determine your tone:

- Warm skin tone has greenish veins and burns easily—gold looks better on you.
- Cool skin tone has bluish veins—silver looks better on you.

When testing your shade choices, place three different swabs of color on your face between the cheek and jawline. The one that disappears into the skin is your color. Keep in mind that your color will not always be the same as it was in high school—your skin does change as you get older.

Conceal

Some concealers, depending on the ingredients, accentuate lines rather than obscure them. Ingredients to look for are vitamin K, green tea extract and jojoba esters to help repair blood vessels and camouflage signs of fatigue. Dark circles may be genetic rather than a result of too little sleep or too much stress, but plenty of rest and a good concealer will go a long way.

My favorite concealer color is light peach to salmon (sometimes slightly golden), depending on skin tone. If the concealer is too dark, it can accentuate the problem; too light, and it produces a grayish cast.

I use the same motion applying concealer as when I put on eye crème: Dot under eye following the eye muscle, ending under the outside corner of the eye (a little below the lash line). Sometimes I do the lid, too. This is a delicate area, so use a concealer

brush to spread the concealer, then blend well. The fingers work too and can warm up the product, but be sure not to drag the skin.

Create Contours

If you have specific issues with the appearance of your face, such as wanting to slim your nose or emphasize your cheekbones, you can use a technique called *contouring*—using color to create shading on various parts of your face. You can also even out skin tone using light and dark shades of foundation.

I learned my favorite method of contouring from my friend and fellow makeup artist Eve Pearl.¹ She suggests using three color foundations: One that matches skin tone, one that is two shades darker (for defining and contouring) and one that is two shades lighter (for highlighting).

Apply the lightest shade to the T-zone (forehead, nose, part of cheek and around lips).

Now use the medium shade (the one that matches your skin) on the rest of your face.

The next step is a little tricky: Using a concealer brush or sponge for the darker shade, carefully shape hollows in your cheeks, over your jawline and under your chin (if you want to camouflage that area). Then, using a clean sponge, blend the darker shade with a patting motion.

Final step: Set the foundation with loose or pressed powder to seal in place. One of my favorite tools for this final job is a powder puff. Fold the puff like a taco, dip into your powder and then rub the puff's side to get rid of excess. Using a rolling motion, work the powder into skin.

Blush

Add blush to cheeks, forehead and sides of nose for the finishing touch. I have found crème blush works best for dry or mature skin. Unlike powder, which sits on top of the face, crème blush melts into the skin and gives a dewy, more natural look. For both crème and powder, think rosy—apply on the apples of your cheeks and blend to revive your complexion.

Eyes: The Windows to Your Soul

Your eyes are often the first thing people notice about you, so apply eye makeup that will enhance, not overshadow, the windows to your soul.

Primer

Prime eyelids first. This keeps the area matte so your other shadows last throughout the day. I use a lemony color over the entire eyelid—use concealer or powder if you're in a hurry. If you choose a crème lid primer, go over the eyelid with your powder puff afterward, lightly pressing into the skin.

Eyeliner

Powder

Start with a clean flat-edged or angled brush. Place a dab of water on the top of your hand, dip the tip of your brush into the powder and then into the water to make a crème, and then apply the coated brush to your lash line—from inner corner to outer corner—in a series of dashes. Seal the deal with a cotton swab along the top line to soften the effect.

Liquid

Apply liquid eyeliner with your eyes open. Draw a short line at the beginning, middle and end of your lid and then connect the lines.

Pencil

Be sure your pencil is sharp. Use the same approach as with a liquid, but when you pencil the bottom eyelid, start from the outside corner and line halfway in; then use a Q-tip or a smudge tool to ever-so-lightly go over the hard line. This softens the line and also makes the end result more natural.

Eye Shadow

Use a light shade to cover entire eyelid area. With a darker shade, make a sideways V (>) pointed to the outside of your eyelid and opening toward the middle. Follow with the lighter shade on the inside corner of your eye and your brow bone. You may use a

highlighter color such as a creamy pearl or pearl pink below the eyebrow to brighten the eye.

Lovely Lashes

Aren't you glad you weren't born in 3000 B.C.? I read once that the ancient Egyptians applied kohl—soot blended with crocodile dung, warm donkey liver and honey—to their lashes with tiny sticks. Hmmmm . . . let me think about this: The smell, the pain, the goo? The price of beauty was steep. (The Egyptians also used crocodile dung as a contraceptive, which sounds pretty effective!

The final touch in making up your eyes is mascara, which is no longer made, thankfully, of crocodile dung. Before applying mascara, use an eyelash curler to curl your lashes; this will make them stand out even more. (My favorite curler is made by Shu Uemera, but in a pinch I have used a pencil by wrapping lashes around the barrel and applying mascara at the same time.) After curling, use a lash conditioner, which helps to lengthen and condition.

Now you're ready for mascara. Start from the base of lash and jiggle your way through to the tips, then do one complete sweep from the lash base. As for bottom lashes, I suggest using a tiny fan paintbrush (find one at an art supply store). Dip the fan brush in mascara and slightly sweep bottom lashes (or just leave them bare).

Eyebrows: Frame to Fame

There I was at a writer's conference, doing makeovers and shaping eyebrows in my hotel room. There were knocks on my door at all hours of the day and night, from women sneaking in to get their eyebrows done and makeup touched up. An amazing fiction writer (who shall remain nameless), told me that she needed a new headshot and had never waxed her eyebrows . . . ever. As I offered her a seat, I thought, *I love first-timers.*) "Well, this will feel a little warm," I told her as I spread the melted wax across her brow. Then I added, "Have you ever had a baby?" and applied pressure to the strip of Pellon.

"Yes . . ." she admitted hesitantly.

"Good . . . then you know what pain is."

Riiiiip . . . I pulled out the unwanted hairs. She gasped and laughed, all at the same time, as I proudly showed off my kill. Caterpillar no more.

To some, this may sound like a horror story, but as the saying goes: “No pain, no gain.” (True horror would be waiting in the salon for the esthetician and then thinking when you see her half-moon eyebrows, *Those commas belong in a sentence, not above your eyes!* Then she says, “I’m going to shape your brows just like mine.” Run away!)

Seriously, beautiful eyebrows can take years off your face by allowing your eyes to be more of a focus. Most makeup artists agree that brows are one of your most important facial features. Marvin Westmore of Westmore Academy, Hollywood’s premiere makeup artist and eyebrow expert, sees the eyes as the framework of the face. He has a great eyebrow technique that I managed to master over some time.²

Here we have the 60/40 Rule for the proper length and dimensions of your eyebrow: From point A to point B = 60 percent; from point B to point C = 40 percent.

Hold a brow pencil vertically alongside your nose; where the inside of the pencil meets the brow is where your eyebrow should begin. Mark the spot (A) with a white eyeliner pencil. The arch of your brow should be outside your iris; mark that spot (B) as well. Then mark the end of your eyebrow (C), which should be just past the outer corner of your eye. (If you need extra help, try using a brow stencil to help you get the right shape. Some brow stencils that work: Anastasia All About Brow Kit, Alexis Vogel eyebrow stencils and Ardell Eyebrow Perfection Stencils. You’re ready for the red carpet!)

Now that you have an idea of the shape you want, tweeze one hair at a time to fit the dimensions you have outlined. (No time to tweeze? Use a brow razor, which can be found at any beauty supply store.) The outer 40 percent of the brow should end in a slight upsweep. This upsweep opens the outer side of the eye and gives a more harmonious shape to the brow when viewed from the front.

If your brow hairs are long, trim rather than tweeze. Brush them upward and then cut with brow scissors to create a layering effect. This will lay brows flat so they don’t stick out.

BBG Secret: If you have unruly brows, apply castor oil with a Q-tip. This will smooth brows and has been known to stimulate hair growth, as does emu oil.

If you use an eyebrow pencil, be sure it is sharp. Use light, feathery strokes; don’t draw a solid line. I prefer to use a powder shadow rather than a pencil, but tinted brow gel works well too (or use clear gel after applying pencil or shadow). For a bit more drama, highlight brows with gold mascara in place of brow gel, or mix a bit of gold eye shadow or powder with hair wax or pomade and then brush through the brows. Voila!

I asked Marvin what color brows should be, in terms of darker or lighter than one's natural hair color. His response was, "Not darker or lighter. Taupe is my general preferred color, then blonde, then midnight brown [gray-brown]."³ However, the late makeup artist Kevyn Aucoin suggested that brunettes and redheads should choose a shade lighter than their natural brow color and blondes should go for a slightly darker shade. Obviously, eyebrow shade is a matter of taste. Try several different shades and see what looks best to you.

Secrets of a Celebrity Makeup Artist

Eve Pearl is a five-time Emmy Award winning celebrity makeup artist, and is the author of *Plastic Surgery Without the Surgery: The Miracle of Makeup Techniques*. Here are a few of her tricks of the trade:

- Applying a hint of gold below the eyeliner toward the outer eye will make eyes pop.
- When you use your puff, dip a little extra loose powder and apply just below your blush; this too will create more definition.
- If you've applied too much blush, smooth it out by blending away the edges with a neutral or light powder at the edges.
- For a more natural look, outline your lips with a shade lighter than your lipstick.
- Create more dramatic eyes with false eyelashes.
- To tame the tricky under-eye area, use concealer in these tones:
 - On light/medium skin with bluish veins, use light peach/salmon
 - On medium/dark skin, use honey yellow/salmon/orange

- On dark purplish circles, use yellow/light peach/salmon
- On dark brown/reddish spots, use yellow/light peach

Beautiful Lips

You've worked your way to the final touch on your facial work of art: your lips. Creating the right look for your lips is a crucial step; don't leave it to the last minute, using the rearview mirror to throw on your lipstick before jumping out of the car! Lip color can make or break your total look, so take care.

A Mini History of Lipstick

Lipstick has been around for thousands of years, dating back to ancient Babylon, when semiprecious jewels were crushed and applied to the lips and occasionally around the eyes. (I guess that's where cosmetic companies came up with glitter eye shadows.) Egyptian Queen Cleopatra's lipstick was made from carmine beetles, which provided a deep pigment, added to a base of smashed ants. (I draw the line at the ants. This must have been the early version of *Fear Factor*.)

Did you know . . . ?

Carmine—also called crimson lake, cochineal, natural red 4, C.I 75470 and E120—is a bright red pigment obtained from the carminic acid produced by some scale insects.

Queen Elizabeth I wore bold red lipstick on her pale face in the sixteenth century, and by the 1920s, many common women welcomed red lips as a symbol of their newfound power and voice. In the 1930s, the most popular shade was a deep oxblood hue, and some said kissing went out of fashion due to the high cost of lipstick. In the '50s paler lips came and went, giving way to strawberry meringue—thanks to Max Factor—in the '60s. The natural look was popular in the mid-to-late '70s, but heavier makeup was all the rage in the 1980s, with red lips once again.⁴

Basically, women have been puckering up for centuries, no matter the cost.

Lipstick Shades

Personally, I am not a big fan of dark lipstick, at least not on me. Nothing ages you like dark lips, especially if yours are already on the thin side. *Lighter emphasizes, darker minimizes*. If you are old enough to have adult children, stick to lighter colors on your lips.

Here are some good color choices according to your shade of hair and skin:

- *Redheads*: peach, apricot, warm pink, sheer coral, honey-colored nude and raisin.
- *Blondes*: pink, mocha pink, peachy pink, sandy pink, rose and golden raspberry.
- *Brunettes*: rose, berry, plum, bronze, golden pink, brownly pink, sheer coral, wine and shimmery mocha.
- *Mocha skin*: beige, sheer gold, coffee, caramel, berry, plum, wine, pink, sheer raisin, coral and bronze.
- *Dark skin*: warm camel, coffee, toast, deep bronze, true crimson, burnished plum. Also go for glosses in hues such as gold, golden chestnut and deep sheer berry.

If you find red irresistible, follow these guidelines: Fair skin tones should wear blue-based pinks and reds, while medium skin tones look great with orangey shades. Dark skin tones can use any shade as long as it is bright enough to show up. Blue undertones will make your teeth look whiter, or you can use whitening strips, baking soda or the Rembrandt Whitening Pen to brighten your teeth.

When choosing a lipstick, look for natural ingredients. Some brands may contain lead, and the higher the lead count, the greater the risk for to health (see chapter 6 for other ingredients to avoid).

Lip Preparation

Now that you have chosen a lip color and your teeth look great, you need smooth lips. Cracked lips can make you look older, so avoid them!

Before applying lipstick, gently exfoliate your lips with olive oil or lip balm on an old toothbrush. Or mix up your own exfoliant from brown sugar and almond oil, then massage into lips.

Lip Application

Lip Liner

You can do this a couple of ways, depending on the effect you want: (1) Fill in where you need it. If your top lip is fading and thinning, fill just outside the lip line with dashlike strokes. If you need more help on the bottom, do the same for the lower lip. If you need definition on the whole mouth, apply on top and bottom. Just remember to use dashlike strokes instead of drawing a solid line; this method will soften the results. (2) Jane Iredale uses a terra-cotta lip liner (from her product line) to make short strokes on the lip line and then fill in with feathery strokes at the corners, top and bottom. This leaves a small space to apply an opal-colored eye shadow on the cupid's bow and the middle of the lower lip, giving lips a plumper look. Top it off with gloss (Jane uses tourmaline).

Lipstick

After applying liner, fill in with lipstick, preferably using a lip brush to smooth the color on and blend with liner.

Six Steps to Long-Lasting Lip Color

1. Apply a light layer of foundation to your lips.
2. Wait a few seconds, then pat lips with loose powder.
3. Outline lips with liner and fill in with feather-light strokes.
4. Blot with tissue.
5. Apply lip color with brush to the center first, working toward edges.
6. Blot with tissue (lightly—you don't want to smudge your masterpiece).

The most beautiful thing you can wear on your lips is a smile—and it's free!

Did you know . . . ?

The lipstick plant (also known as *aeschynanthus*) has red tubular buds and is native to Indonesia, New Guinea and the Philippines.

BBG to Go

Every woman needs a small makeup kit in her purse for touching up on the go. Here are my suggestions to include in your beauty-to-go bag:

1. Instead of carrying foundation, choose a concealer to cover up circles and blemishes and to touch up on the go.
2. Put color in your bag, such as a multipalette with lip, cheek and eye colors.
3. Lip liner: nude, spice or terra-cotta.
4. Lip balm, such as the one from Burt's Bees, or make your own (see chapter 7)
5. Eyelash curler and mascara
6. Tweezers
7. Oil blotter tissue paper

When you only have a minute or two (or five), follow these basics to get yourself looking your best in a time crunch.

The Two-Minute Face

1. Apply tinted moisturizer all over your face.

2. Curl eyelashes, then apply mascara.
3. Apply bronzer on eyes, cheeks and lips.
4. Dab on lip balm.

The Five-Minute Face

1. For mineral powder foundation, use kabuki brush to apply all over face. For liquid, use a sponge to apply over face.
2. Using a camouflage brush, spot conceal where needed, including on nasal folds, redness.
3. Apply blush on apples of your cheeks.
4. Line your lashes with pencil or slanted brush.
5. Curl eyelashes, then apply mascara.
6. Line lips with short dashes, and fill in lip color to dazzle.

I hope these product and application tips have given you confidence to create the right look for your face. Enhancing what God gave you on the outside can boost your confidence on the inside, but never forget that true confidence—just like true beauty—comes from knowing that God created you as a uniquely beautiful woman with much more than your face to offer the world.

The best makeup of all is joy!