



LOOKING YOUNGER

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It seems everywhere we go these days all anyone can talk about is looking younger. It seems that women begin searching for ways to look youthful at increasingly younger ages and are doing everything from getting the latest age-fighting products to heading to a doctor for surgical assistance.

Of course we all know the basics to help prevent aging: take good care of your skin, wash everyday with a good cleanser, moisturize daily to help retain elasticity and keep your skin supple and maybe a little eye cream to help prevent wrinkles and fine lines around the eyes. And of course the absolute most important and basic rule, stay out of the sun and wear sunscreen.

So, you have taken good care of your skin and you are using the latest and greatest products to look youthful, but when you look in the mirror you still want to see someone younger looking back at you. It is at this point that many women start thinking that maybe they need to take more drastic measures, visiting a doctor. What you may not know is that something as drastic as surgery is not necessary to achieve what you want. You probably have some of what you need already in a drawer or cabinet at home.

You can achieve some of the most dramatic transformations with nothing more than a little makeup. When it comes to makeup and looking younger the trick is not necessarily that more or less is better, it is all about your color choices and where you place them that makes the biggest difference. Let's take a look in your makeup bag (or drawer) and make sure you have what you need to look younger.

I want to talk about each product you use and what we need to consider in making the right choice:

Foundation: You want to make sure you are using a type of foundation that best fits your needs. Keep in mind as we age our needs can change. When we are younger we might need a foundation that absorbs oils, but as we age we might find that we need a foundation that adds some moisture. So make sure you are giving your skin what it needs.

Some ingredients you might look for in a foundation (that will assist in a younger looking appearance) are silicone, which helps prevent foundation from settling into fine lines and light diffusing particles, which will help reflect light, thus minimizing the appearance of any discoloration in your skin and disguising any flaws. I also find that foundations that have the consistency of a whipped mouse draw less attention to fine lines.

Make sure you are not using a foundation shade that is too light or too pink for your skin tone because both of these can make your skin appear older and ashier. You do not necessarily want it to be darker than your natural skin tone, though. If you are deciding between two different shades always choose the one that is slightly darker. It will add color to your skin and give you a healthy looking glow.

Another pro trick to looking younger is perfect foundation application and using the right tools to give you that flawless finish. One of the newest and most amazing products is the

Beauty Blender, which is a sponge that gives your skin an airbrushed finish. It is made with state of the art materials that feel like velvet on the skin. Another favorite application tool of mine is the foundation brush which will give you a smooth even application and give you the coverage of your dreams, even if you need a little extra coverage. The shape of it and the bristles are specific to a foundation brush so it is designed for perfect application. Both of these are carried on my website www.simplebeaute.com

Blush: When choosing blush, you need to make sure you pick the right shade. When making color choices, keep in mind that the purpose of blush is to help wake the face up and give it color. You want to make sure that the shade you choose will add some beautiful color to the face and is not too dark. Those with paler skin will want a soft warm pink. A great coral blush is the perfect choice for olive skin. Soft brick hues work wonderfully on darker bronze skin tones. Remember, blush is your friend!

Lip color: Keep in mind that this is another important element in adding color and life to the face. As with blush, you want colors that wake the face up. Steer away from anything that is too dark, too purple or too brown, as these will age you. Warm colorful shades will make you look younger. Also shine on your lips, such as lip gloss, will make your lips look fuller and more youthful. There are great options available now, especially product that combines lipstick and lip gloss in one. You get the ease of a lip gloss, but more color like a lipstick, all in the same tube. Stay away from those long wear lip colors, they will actually dry your lips out and make them look older.

Eye Makeup: For me, the most important thing that every woman should do before leaving home is to curl her lashes and apply mascara. Curling your lashes will be the cheapest, fastest face-lift you can get. Nothing opens up the eyes and lifts everything quicker or easier than curling your lashes. Nothing defines your eyes better than thick dark lashes. You now have many options in eyelash curlers and are not stuck with the typical crimp curler. For example, new technology has allowed for us to have the fabulous heated eyelash curler. The beauty of a heated eyelash curler is that it works after mascara, so you can curl your lashes after the product has started to straighten them. We carry the best one on my website at www.simplebeaute.com.

So don't go out and see a doctor to look younger, simply look in your own backyard or store. It is a matter of using the right products and applying them correctly. For even more complete information on perfect makeup application, pick up my book *Makeup Makeovers* in bookstores nationwide or on my website www.simplebeaute.com. The site also carries amazing tools, organizational products and the most incredible brushes. Now go out and look younger!!!!

