

## Make-up Mistakes of the over 50's

### **Not using an appropriate moisturiser for a mature skin type.**

Remedy - The correct moisturiser should be rich and creamy, easy to apply without dragging the skin and is absorbed into the skin without leaving a greasy residue. This improves the overall texture of the skin and makeup looks better when applied. Drier skin is likely to wrinkle more quickly than moist well hydrated skin.

### **Wearing too much foundation to cover lines and imperfections actually emphasises them.**

Remedy - The best thing to do is to use an effective skin care range to improve the overall look and texture and then apply a lightweight creamy foundation with light reflecting ingredients for a smooth and flawless finish.

### **Wearing a foundation that is a couple of shades darker than the natural skin tone in the hope of creating a healthy and glowing complexion.**

Remedy - This may actually emphasise the lines and draw attention to the problems. Instead use a colour as close to your natural skin tone as possible and then use blushers and contouring products to provide a healthy bloom.

### **Wearing a dark lip liner to make lips look fuller.**

Remedy – Moisturise the lips well and pay particular attention to any vertical lines around the mouth. This will help to plump out the tissues and make the lips appear fuller. Apply a lip liner the same shade as your lips before applying a coat of lipstick, blot with a tissue and apply a second coat

### **Wearing the same shade of lipstick from your twenties and thirties.**

Remedy - Skin and hair colour changes sometimes quite dramatically over the years so choose colours that tone well with your skin and hair colour. Darker shades have a harsh effect so opt for warmer lighter shades.

### **Wearing too much eye makeup**

Colours should be toned down, avoid pearlised shadows that emphasise creases and lines and wear a softer shade of eyeliner and mascara.

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## **Over plucking eyebrows**

Remedy – This may have been the fashion when younger but unfortunately for some the eyebrows don't grow back. Use a special eyebrow pencil or powder in a colour that matches the hair and apply in small feathery strokes.

**Bushy eyebrows that are never plucked can make the eyes look heavy and hooded. The texture of the hairs becomes coarse with age and this makes them appear thicker**

Remedy - Plucking the brows into a natural arch opens up the area and has a lifting effect on the eyes.