

“PRIMERS” for all ages

by Krista Embry

As women age, make-up techniques that compliment mature skin can vary. On my DVD *Impact Your Image*, I teach the basic application of make-up from foundation to lipstick, and I also feature four classic eye techniques. While these applications work for all ages, there are steps to follow when using frost eye shadow or mineral make-up that will make your overall appearance smoother.

Arbonne's *Virtual Face Primer* is not only a must for mature skin, but a must for *all* skin! This is the first step to minimizing pores and softening wrinkles. When applying a primer, use a cosmetic wedge to evenly distribute the product. Start in the T-Zone and work your way across the forehead, down the nose, across the cheeks and on to the chin. Apply over the eyelids and across the lips as



well, for added life to eye shadows and lipsticks. Being a little generous as you apply the primer around the eyes and over any frown or laugh lines will help soften unwanted lines and smooth the entire canvas.

When selecting a primer for your cosmetic bag, test the product first on the back of your hand – a good primer should deliver a velvety finish while creating the illusion of smoother skin. In addition, see if the primer gives a matte look to your skin. Primers create a barrier between your skin and the foundation, allowing the true tone of the foundation to be seen. If an oily complexion is your challenge, a primer also helps reduce oil throughout the day. Again, applying the primer with a cosmetic wedge assures that excess oil from the fingers and bacteria accumulated from under the nail will never be added to your canvas!

When applying foundation to mature skin, a primer will help reduce the appearance of age – and here are a couple of tricks that will help soften lines as well:

▶ When applying foundation, use a cosmetic wedge. This allows the foundation to take on a smoother finish. When using your fingers, it is a challenge to get the foundation evenly distributed. You may feel like the consistency is smoother, but that is only because of the excess oil from your fingers.



▶ If you have an even complexion, try wetting the cosmetic wedge before applying the foundation. This gives a more natural appearance to the skin while creating a flawless finish.

▶ If a mineral make-up is your preference, try using Arbonne's *RE9 Eye Cream* to soften any lines where the make-up has settled. Here is how you would use this technique: First, wash your hands! After the mineral make-up is applied, take Arbonne's *RE9 Eye Cream* and apply a small amount (the size of a pea) on your middle finger. Next, blot your fingers together until the cream feels 'tacky'. Next, tap your fingers gently over laugh lines, crow's feet, between the eyes and across the forehead. Take a clean dry cosmetic wedge and lightly tap over the eye cream. The mineral make-up will adhere to the eye cream and the dry cosmetic wedge will pull out the excess particles – leaving the appearance of a smoother, radiant complexion.

▶ When using a liquid foundation, use a loose powder to set the make-up – but use it sparingly! Try to leave a dewy look to the skin by applying the loose powder in the T-Zone only. Again, use a cosmetic wedge for this application, as a fluff brush will leave brush marks in your foundation.

▶ After applying foundation and loose powder, use a mister to 'set' your canvas. I prefer using Arbonne's *Rejuvenating Mist* in "Awaken" (for dry skin, try Arbonne's *Rejuvenating Mist* in "Unwind").

▶ For eye shadows on mature skin, focus on matte tones. Matte shadows have no frost in them, so they don't reflect light easily. Frost shadows should be used sparingly.

▶ A cream blush looks softer on mature skin. The apple of the cheek should 'pop' with color. To apply the perfect cream blush, use the fatty part of the thumbs. Gently blot your thumbs together and apply only to the apple (i.e. center) of the cheek.

So... whether you are 25 or 65... a make-up primer is a must have product. Try these simple techniques to create a flawless new you!



try
Arbonne's
Virtual Illusion
Makeup Primer

Smooth, tone and minimize the appearance of fine lines and wrinkles with Arbonne's primer. The result is a velvety, matte, radiant finish.

This refreshing mist is designed to hydrate and invigorate skin, while delivering the aromatherapeutic benefits of the Awaken Essential Oil Blend.

try
Arbonne's
Awaken Rejuvenating Mist