

Beauty With Shahnaz *The Art of Applying Make-Up*

By: Shahnaz Husain

The secret of good grooming is to adjust make-up to different shapes in the face and to bring out your good features. In other words, you can create an illusion by playing down the minus points and emphasizing the plus points. One can also camouflage defects. First, you need to have a good look at your face, your special features and the shape of your face.

Please send your questions and comments to beauty@citymasala.com.

The natural trend in make-up is a sheer, translucent look, with subtle use of foundation and bases. It is the base of your make-up and helps in making the skin texture appear smooth, with an even color tone that conceals blemishes.

You will have to prepare your face before you apply foundation. First, cleanse the skin and apply a liquid moisturizer. Once this is absorbed, apply the foundation.

SKIN TYPES AND FOUNDATIONS

Choose your foundation according to your skin type.

Water based foundations are suitable for **normal to oily skins**. During summer, you can try pan sticks or cake foundation by adding a little water to them. Dark skin tones tend to look oily because of the way light reflects on the skin, so use a liquid foundation. Try to get a foundation which is as close to your normal skin color as possible. When you apply foundation and powder, you should aim for light coverage. Remember that dark skin shows layers of make-up more than fair skin. Special attention should be paid to how you blend in the foundation.

For **normal to dry skin**, select a creamy foundation. Whatever your skin type or color, you can



add a drop of water to your foundation, mix it with

a fingertip and apply. This gives lighter coverage and also helps to blend the foundation better into your skin. You may find you need two types of foundations - one for the day and one for the night - due to the difference in lighting. Two shades of foundation can also be bought in two shades of color. One should be as close to your skin color as possible and the other should be one shade lighter. The lighter one helps in concealing blemishes, and may also help in achieving a more natural tone by mixing.

Clear skin needs less foundation in order to enhance the skin tone. Use blush to give a healthy glow to the face. If you have **fair skin**, choose a lighter color with a natural finish.

Darker skin needs a soft beige or ochre colored foundation.

A **fair, pinkish** complexion needs a soft pink foundation.

Wheat colored with a pink tone needs a pinkish-beige, rather than pure beige foundation.

Dark skin, with yellow or golden tone needs a biscuit colored foundation.

Always test foundations along the jaw line.

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FACE POWDER:

Powder follows foundation. Powders are of two kinds – loose and compact. Loose powder should be used after applying foundation. A compact holds compressed powder and has its own brush or puff.

For the **natural look** and **oily skin**, a light translucent baby powder is good. If you have a combination skin, apply some on the T-zone. Press the powder all over the face and neck to set the foundation. Avoid using too much powder around the eyes. Use a soft pink powder on fairer skin tones, while a light beige and darker beige would suit most Indian color tones.

BLUSH

When it comes to blush, powder blushes are much easier to apply. They help in preventing harsh

lines or a blotchy effect. To emphasize the cheekbones, apply blush that has a dark earthy tone under the cheekbones. Then, use a lighter and brighter color on the cheekbones, blending upwards towards the temples. A touch of blush can be used down the centre of the nose and at the temples for night make-up.

For **fair skin**, try pinks and reds. Avoid orange if you have a pale yellowish complexion. For **olive complexions**, orange-brown, rose, coral, russet, amber or copper colors are advised. For **dark skin**, go for darker blush like plum, wine, bronze or burgundy. Remember to match the color tone of your blush with your lipstick.

EYE SHADOWS

If you have dark skin, a soft brown eye shadow can be used in combination with a darker brick-brown. Apply the light brown on the upper eyelids and the dark brown in the crease of the eyelid

to give depth to the eyes. If you like more color, you can use dark blue, wine or even purple eye shadow to line the eyes, close to the eyelashes. Soften the lines with a sponge tipped applicator or damp brush. Use a *kaajal* pencil to outline the eyes. In fact, *kaajal* helps most Indian complexions, helping to accentuate the Indian look and dramatize the eyes. For the day, use brown or grey eyeliner or eye pencil to line the eyes. For fair complexions, you can use colors like lilac (pinkish mauve) and pearly white. For most Indian complexions, beige, brown, grey, charcoal, dark green, midnight blue (dark bluish black) eye shadows may be used.

MASCARA

Mascara darkens and thickens the eyelashes and gives the eyes a glamorous look. This of course goes for all color tones.

FACIAL SHAPES

With the right kind of make-up, hairstyle and accessories, you can give your face symmetry and play down facial flaws. For instance, if your nose seems too large, you have a square jaw or plump cheeks, you can use make-up to create a different look and provide symmetry to the face.

The first rule you have to keep in mind is that dark colors help to "tone down", while light colors help to emphasize.

To make a round face longer

First, apply foundation on the entire face, blending with a damp sponge. Then, apply the darker color foundation along the cheeks, at the fullest part. Use blush to blend from the cheekbones downwards, fading gently outwards. Emphasizing the cheekbones also helps a round face with plump cheeks appear less so. Apply highlighter or translucent powder on the cheekbones, to give them a lift.

For a square or rectangular face

Use dark foundation on the jaw line, in a diagonal line, from the ears to the tip of the chin, on either side. To make a square face appear rounder, apply blush high on the cheekbones,

blending it smoothly and softly downwards.

To hide a double chin

Apply darker foundation under the chin line. Apply blush also, under the chin line, to make a soft shadow and minimize the fullness.

To make a long face look wider

Use darker foundation on the forehead and chin, after applying your basic foundation on the entire face. Apply blush high on the cheekbones and blend outwards and upwards.

To make a wide nose slimmer

Apply dark foundation on either side, from eyebrows to nostrils and use a lighter one down the centre of the nose, from the bridge of the nose to the tip. If the nose is very broad, use a powder on the nose which is two shades darker than the one you use on your face.

Whatever you wish to camouflage, remember to blend well, so that the make-up looks like a whole, rather than lines and blotches being visible. These are some of the tricks of the trade. See what suits you and try it out several times at home. Never try a new make-up for the first time just before an important occasion. One learns from trial and error.

NEW TRENDS

Make-up has moved towards a natural look. The dewy look is in for the younger lot, light tinted moisturizers finding favor, rather than foundation, both for day and night, with less shine for the night. Heavy foundations and shine on the face are definitely out bringing in the trend of a matte finish. The aim is to project a sheer skin texture. Eye make-up trends favor less mascara and colored eye pencils for lining the eyes, like browns, burgundy and purple, with a smudged and smoky look. No harsh lines. For eye-shadow too, purple tones are becoming popular – like lilac, mauve and purple itself. Full, brushed up eyebrows find increasing favor everywhere.

Frosted sheen, gloss, or shimmer stay popular for the lips. Lip liners match the lipstick. Shades of red, like cherry, rose, plum and red itself

are in fashion for the night. Lilac, mauve, soft pinks and rose find favor during the day. **Orange shades are out.** For the nights, bright metallic colors and glamorous lips are in. As for nails, pinks will be out and dark colors will be in, like burgundy and chocolate brown.

Mineral make-up has been "in" during recent times. It is based on loose powder, which does not contain perfume, alcohol, mineral oil or dyes. The texture of mineral make-up is lighter, so it gives the skin a translucent quality, instead of a heavily made up

look. The ingredients in mineral make-up are said to have sun-protective benefits too, apart from nourishing the skin. Many of the minerals used in mineral make-up, like zinc oxide, are said to have healing benefits too. Gold, for instance, rejuvenates the skin and protects from oxidation damage.



Cartoon Strip

Saali Hands



By Nidhi Chaudhary