

Beauty Basics

Red Carpet Glam: Tips From A Celebrity Makeup Artist

(NAPSA)—When it comes to dazzling looks, celebrities never seem to disappoint on the red carpet—no matter what new makeup trend they're celebrating.

So how do you add star power to your look? Makeup artists say that from long, highlighted lashes to bold, daring lips, you can easily glam up your style. Try these tips:

Create an Impact

To feel young and glamorous, try updating your beauty look with shimmer, color and shine. "Women shouldn't be afraid to add a little drama to their look this year. The best way to do it is with fabulous lashes that will get you noticed," says MAX Factor Celebrity Makeup Artist Jake Bailey.

Bailey's favorite new mascara is MAX Factor Vivid Impact Highlighting Mascara. He loves the new double-ended mascara because it adds "volume, length and a hint of shimmer" that make any ordinary eye look "pop"—but also because the two mascara ends work together to create a gorgeous, highlighted lash look with a shot of color.

"Start by applying the base coat of the mascara on your top lashes from the very base to the tip of the lash. Finish by applying the top coat on the very tips of the top lashes and on bottom lashes. Most importantly, don't forget to wait for the base coat to fully dry on lashes, as this ensures the color of the two mascara ends won't blend together," says Bailey.

Bailey adds that the mascara can be applied in different ways to create a customized look. "For very vibrant-colored lashes, I apply a few layers of the top coat from base to tip on both lower and upper lashes. If you are less adventurous when it comes to color, apply the coat on lower



Eye Candy—Makeup artists say the right mascara can give you an instant eye makeover.

lashes only, to create a subtle, multidimensional look."

Whether light or dark, Bailey says the mascara comes in a shade for every eye color. "On my clients with blue eyes, I love 24-Karat Brown; it pairs up a deep brown base with a glimmering gold top coat that lightens lashes with a twist of iridescent shimmer. The Blazing Black shade's black base/pink top coat combination is universally flattering and really brings out the subtle variety of colors in brown eyes."

Luscious Lips

Bailey also recommends giving your lips a lift this year with a lip gloss that's full of shine. If you're feeling more risqué and want to mix up your look with a new "it" shade, Bailey suggests trying a berry lip to warm up skin tone and instantly update your beauty look.

Bailey's final note: "I always tell my clients to keep mascara and lip gloss in their clutch before they hit the red carpet. It's amazing how an extra coat of mascara or a dab of gloss can kick your look up a notch."