



Beauty News & Notes

Time To Split With Your Beauty Products?

by *Sonia Kashuk,*
beauty expert

(NAPSA)—Credit cards, milk, bread and makeup have one thing in common: They all have expiration dates. To keep your makeup safe, here are the answers to a few makeup expiration questions:

Q: What is the life span of the most commonly used products?

A: Concealer, mascara and liquid eyeliner last about six months, while cream makeup lasts for 12. Lip gloss, lipstick, liquid foundation and wet/dry powder are good for 24 months, while lip liner, loose powder eye shadow, pencil eyeliner, powder blush and pressed powder expire after 36.

Q: Why does some makeup expire sooner than others?

A: Because water evaporates, water-based products tend to have a shorter life span and after time can breed bacteria. Most water-based products can be used for one year, except for eye products, which should only be used for six months.

Q: What are the common causes of contamination?

A: Improperly stored products tend to expire or become contaminated sooner. The most common causes are exposure to sunlight, extreme hot or cold temperatures, leaving products open and sharing.

Q: What is the best way to store makeup?

A: Store beauty products in a cool, dark, dry, clean place. Buying a new makeup case every six months forces you to go through everything and throw out old cosmetics. Try my Small Train Case.

Q: Can makeup tools become contaminated?

A: Yes. Any tool used to apply



Every six months, replace your makeup bag and any makeup that may have expired, says beauty expert Sonia Kashuk.

makeup can, especially brushes used to apply concealer, eyeliner, lip color and cream eye shadows/blush. Sponges and eyelash curlers can also breed bacteria. Happily, I offer an affordable variety of brushes that are as effective as expensive ones.

Q: What is the proper way to take care of makeup tools?

A: Makeup tools should be washed weekly with soap and water. Brushes or tools that touch the eyes should be washed more often. If you have an eye infection or a cold sore, wash all your tools and throw away any cosmetics used during that time.

Q: Should you try makeup at cosmetic counters?

A: No! The No. 1 place to pick up bacteria from cosmetics is at makeup counters. Buying cosmetics at a mass retailer is safer. Also, expensive products don't last longer than inexpensive ones.

Beauty expert Sonia Kashuk has a Professional Makeup Collection sold exclusively at Target.