

BEAUTY Q&A

To Keep Makeup Looking Fresh, Take A Powder

(NAPSA)—*Beauty expert and renowned makeup artist Sonia Kashuk, who has worked with the world's top models, answers your questions and offers tips, tricks and tools to help you look your best.*

Q: My makeup always looks great right after I've applied it but after a few hours it fades. How do you make your makeup last throughout the day?

A: The answer may surprise you...whether the product says "long-wearing" or not, you can keep your makeup looking fresh from dusk 'til dawn by using proper application techniques. The greatest trick I have learned over the years: Loose powder is your complexion's best friend!

• **Concealer**—Gently dot concealer and blend using your finger or concealer brush around the under-eye area. Seal coverage by lightly sweeping the area with a small powder brush dusted with sheer, loose powder.

To try: Sonia Kashuk Barely There Loose Powder in Translucent Matte.

• **Cream Blush**—I am a firm believer that less is more...especially with cream products. Because of its consistency, it is the nature of cream blush to move on the face. One way to prevent this from happening is to apply a dusting of sheer loose powder over the cheeks after you have applied the blush to keep it where it belongs—on your cheeks.

To try: Sonia Kashuk Crème Blush Duo in Color My World or Brighten My Day.

• **Eyeliner**—Eyeliner smudges by nature, but tends to look sexier when slightly imperfect. Rather than using black, which can look harsh, I often recommend trying navy blue.

To try: Sonia Kashuk Eye Definer in Midnight. Tip: For a strong, solid line, use a liquid liner for precision and stay-put finish.

• **Lipstick/Lip Gloss**—There are products on the market made specifically to prevent feathering,



Do you know your best makeup colors? Beauty Expert Sonia Kashuk can help.

and a secret trick of mine that I always use if I don't have my Lip Glossing/No Feather Pencil on me is to dab foundation on your fingertip and smooth it over your lip line. This smooths out any lines around the mouth and provides an even surface for lip color to adhere...and stick to.

Q: How do I know what makeup colors work best for my coloring?

A: Here's a surprising tip: To identify colors that will work for you, use your hair as a guide, not your eyes! If you're blonde, go with creams and taupes. Brunettes look great in mochas and chocolate browns. If you're auburn or a redhead, choose shades of copper and peach, or cool tones like pinks and lavenders. Gray hair looks gorgeous with tones of grays, soft purples and blues.

If you're unsure about colors, stick to neutrals. You can still achieve drama and variety with neutral tones—they're actually my favorite to work with. Or, to make it really simple, pick up one of my new Face Palettes, which are designed to correspond to your specific hair hue for expertly coordinated, complementary colors.

Sonia Kashuk Beauty is available exclusively at Target stores.