

Beauty Tips

Ten Ways To Transform Your Look: Expert Tips From A Makeup Master

(NAPSA)—If you're still wearing your makeup the way you did in high school, it may be time for a quick makeup lesson.

Ross Burton, Lancôme's National Artistic Director and celebrity makeup artist, has updated the looks of countless women across the country. Lancôme, Paris is the official beauty partner of the Academy of Television Arts and Sciences and Ross Burton will appear at the 2002 Emmy Awards. Read on for Ross's ten best transforming makeup tips:

1. In the warmer months, change your foundation and concealer so your makeup matches your natural sun-kissed coloring. For an added bronze look—darken your face powder—not your foundation. When the temperature dips again change back to lighter shades.

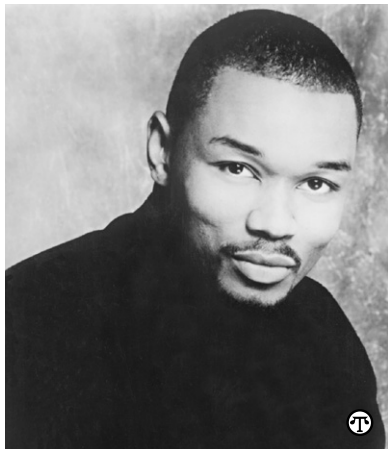
2. Don't judge a lipstick, eye shadow or eyeliner by the color in the package. Today's makeup has different levels of pigmentation and textures. A bright red lipstick may look like a pretty sheer wash of red once it's on the lips.

3. Play up one feature while playing the other down. For example, strong eyes versus light lips or strong lips versus soft, defined eyes.

4. When wearing the new vibrant colors for eyes, be sure to blend well. Don't apply the color too heavily—eyes look prettiest with shimmering, soft splashes of color.

5. For a smoky effect on the eyes, apply eyeliner first and then sweep and smudge eye shadow over top of the liner.

6. Although you may have heard differently, black mascara is



not for everyone. Blondes should use dark brown.

7. Keep brows tidy and shape them often with help from a professional. Use an eyebrow pencil or powder to fill in and define your brows.

8. Apply under-eye concealer last. This way, you can wipe away any remnants of eye shadow or mascara flakes that may have fallen under the eye before hiding dark circles.

9. Line your lips after you've applied lipstick and gloss for a picture perfect pout. This will give your lips a finished and defined look.

10. Smile as you place blush on the apples of the cheek. Then use the brush to gently blend the blush towards the hairline.

Ross brings Parisian-born seasonal makeup tricks-of-the-trade to women all over America as Lancôme's National Artistic Director. You can check out www.lancome.com or a local Lancôme counter to find out when Ross will visit a nearby store.