

Skin Sense

facts from the experts

Beauty Tips for Mature Women

(NAPSA)—Now more than ever, age is only a number. Since you are truly as young as you feel, why not turn the clock back with skincare and makeup techniques that will make you look your best?

Skin care: Dr. Lydia Evans, a dermatologist based in Chappaqua, N.Y., suggests that mature women follow these tips for radiant, younger-looking skin:

- Always remove your makeup before going to sleep to help prevent clogged pores, white heads and black heads.

- Washing with soap can strip the natural oils from the skin, leaving a dull, lackluster appearance. Cleansers do an excellent job of cleaning the skin without drying it out. In cold environments especially, look for a moisturizing cleanser, such as L'Oréal Plénitude RevitaClean Cold Cream.

- If you have brown spots or blotchy pigmentation on the face, hands, neck or chest, try a moisturizer with optical pearls. This will deflect the light and minimize the appearance of these spots.

- Cuticles may become dry and ragged as the natural oils in the skin diminish. Use a rich, emollient hand moisturizer for hydration.

- It's a good idea to use a moisturizer 15 minutes before applying foundation. Look for one with broad-spectrum SPF protection, as well as treatment benefits such as line minimizing or firming, such as L'Oréal Plénitude Age Perfect Day Cream.

Cosmetics: The key to makeup application for the mature woman is to never overdo it—less is definitely more. With the right products—think moisturizing benefits—and a few simple application tips, it can be easy to achieve a radiant and polished look. Try these tips from Hollywood makeup artist Collier Strong.



Getting older—staying lovely: The right makeup and skin care routine can help.

- **Foundation:** Apply a liquid foundation, such as L'Oréal Visible Lift Line Minimizing Makeup, only where needed—your T-zone for example. This helps avoid a cakey, overly made-up look. Apply with a sponge, using as little as possible.

- **Face powder:** Apply powder by focusing on forehead, nose and cheeks. Avoid the eye area.

- **Blush:** A gel blush gives the cheek a fresh, natural flush. Avoid powder blushes, which can be drying and accentuate the appearance of lines and wrinkles.

- **Lips:** Use a lipliner to define the contour of the lips, accentuating the shape of the mouth without overdoing it. Look for a creamy formula with anti-fade and anti-feathering benefits. Apply a moisturizing lipstick and finish with a touch of gloss to the center of the lips for natural-looking shine and a “plumping” effect.

- **Eyes:** Apply eyeliner at the base of the lashes and set with powder. Sweep eyeshadow over the entire eyelid. For more definition, you can use earth tones in the eyelid crease area. Finish by applying volumizing mascara, such as L'Oréal Lash Intensifique, from root to tip of the lashes.