

# NEWS

## FOR WOMEN

### Tips For Fall Makeup

(NAPSA)—If you're looking to update your makeup look this autumn, a few tips from one of the world's most talented makeup artists will help you achieve the season's hottest look.

According to Collier Strong, consulting makeup artist for L'Oréal, this fall the trend is all about purple.

From the runways of New York to the red carpets of Hollywood, beauty trendsetters are exploring shades of purple ranging from lavender and fuchsia, to rose and amethyst—flattering colors, Strong says, for most every woman.

"Many women shy away from color because they think it's too intense," says Strong. "But purple adds vibrancy to the skin. Because it is pink-based, it enhances a woman's natural radiance."

Here are some tips for a fabulous fall makeover:

#### Violet Vixen

Strong designed this striking night-time look to be "unusual and bold but not overpowering." To do this, he uses more color underneath the eye and less color on the eyelid to give eyes more intensity.

"We do a fan of color on the eyelid in L'Oréal Wear Infinité Eye Shadow in Violet Tendencies, and then encircle the eye with purple liquid liner, keeping it as close to the lash as possible," he says.

Strong then adds several coats



**Milla Jovovich, L'Oréal spokesperson, goes "UltraViolet" for fall.**

of volumizing mascara on top and bottom lashes to make the eyes look "decadent." Lips are given equal attention with violet lipstick. Strong keeps cheeks neutral with rose blush.

#### Lilac Lust

Lilac Lust, says Strong, is an open and defined look. He uses shadows to create emphasis on the inner eye. Strong works with gold eye shadow and fans a soft purple shade out and up to "open up the eye."

The key to the look, he says, is that the color is deepest at the lash line and lightens as it moves up towards the brow bone. He uses L'Oréal's Colour Riche Lip-colour in Amethyst Kiss on the lips and keeps the cheeks soft and neutral.