

MAKEUP MYSTERIES REVEALED

Beauty Experts Share Secrets

(NAPSA)—Looking one's best every day is no easy trick, but some women seem to have it all figured out. How do they know exactly what makeup shades work best for them? How do they accent their good features and minimize imperfections? How do they make their skin look flawless? No one is born with this special information. It's an acquired skill, and anyone can master it, according to Julie, Sheryl and Veronica, the online beauty consultants at UTLA.com, the cybersister to the nationwide beauty superstore. The three use a tag-team approach to provide live, one-on-one beauty tips from the best way to straighten curly hair to choosing the right shade of red lipstick to complement your skin tone.

With so many products on the market and so many different categories of make-up and skincare preparations, it can be very difficult to know just what works for you. Julie, Sheryl and Veronica have honed their more than 33 years of combined salon expertise to develop some "tricks of the trade" that they share with their clients to help them cut through the beauty clutter. They suggest starting a "beauty journal" and filling it with information and tips that you've gathered over the years.

Here are some of their favorite tips to start your journal:

Dull-Looking Skin?—To keep skin as fresh as possible, you should exfoliate regularly. Dry and sensitive skins should use a gentle scrub one to two times a week; oily or combination skins can use a stronger product up to three times a week," says Julie. If you have oily skin, you can exfoliate your T-zone every other day. Exfoliating gets rid of the dead skin cell buildup that makes your face look dull and tired. She also suggests using a shimmer cream or powder. "Applying shine to areas where light hits you naturally, like your cheekbones and the bridge of your nose, will



brighten up the entire face."

Dark Undereye Circles?—The culprit is sluggish circulation. Look for an eye cream containing Vitamin K, which helps constrict blood vessels. Pat cream on gently morning and night. "Check out our ingredient glossary online," says Veronica, "it helps eliminate confusion of what ingredient does what."

Are you a cool (or warm) customer?—Many cosmetics are geared toward specific skin undertones. So how can you tell what your true undertones are? "Easy," says Veronica. "Hold a piece of silver-colored cloth up to your face, then repeat with a gold-colored cloth. If the silver is more flattering, that means your undertones are more red-based or cool. If the gold makes you look great, you've got more yellow undertones, so you're warm."

Your Fragrance Fades?—To keep your fragrance smelling fresh all day, Sheryl advises her clients to use a layering technique. According to Sheryl, "First, use a perfumed lotion after you shower. Then, spray the perfume over your entire body, starting at your feet and moving up towards your head. Next, spritz the scent onto your pulse points, such as the back of your knees, on your wrists and chest, and behind your ears."

Julie, Veronica and Sheryl are available live via online chat seven days a week between 12:00pm and 9:00pm (EST), Monday through Friday, and 12:00pm through 6:00pm (EST) Saturday and Sunday. Just go to www.ulta.com and click on the "Pro Advice" link on the SALON page.