

# Beauty Trends

## Eye Opening Beauty

(NAPSA)—These days women have an unprecedented amount of beauty sources at their fingertips—from the overflowing pages of beauty magazines to the increasingly popular style shows on TV. Faced with a never-ending influx of trends, skin savers and guides, it's easy to feel as though you are on informational overload. Yet many women are still fretting over some of the most basic beauty conundrums. For instance, just what are the rules when it comes to matching your eye color to your eye shadow?

Celebrity makeup artist Nick Barose says the best answer is to forget about “rules.” Barose encourages his famous clients such as Kim Cattrall, Anne Hathaway and Joss Stone to think outside the box, especially when it comes to the eyes.

“Most women are way too concerned with matching the right eye shadow to their eye color, which ends up looking dated,” he explains. “Shadow is more about accentuating your eye color. You want to choose a shade or mix the right shades that complement and enhance the eye color rather than hide it.”

For novices, he offers these simple tips:

“Sheer cream or liquid eye shadows in shades of pale gold tend to



work well with most eye colors. For light eye colors such as blue, green or gray, you can frame them by using a powder eye pencil in shades of shimmery gray lilacs. Dark color eyes such as brown or black can look softer when you use metallic champagne color eye shadow applied along upper lids and a bit on the inner corners of the eyes”

Barose has found that his celebrity clients love to experiment with eye makeup and are always seeking to update their look. “Eyes are our most expressive feature, so it’s easy to change your overall look by trying something new with your eye makeup.”

Ready to take it one step further? Barose suggests changing or enhancing the color of your eyes—temporarily. For years people

have worn contact lenses as a means to correct their vision or to avoid wearing eyeglasses. Now women wear color contact lenses for the look, whether they need vision correction or have 20/20 eyes. With color contact lenses, you can change your brown eyes to blue or choose a color to complement any mood or style.

Barose adds “I like to think that eye color can be an extension of my shadows. When a woman is willing to experiment there is no limit to the variety of looks she can create.”

Even major beauty brands are beginning to pick up on this trend, including *mark* the next generation of beauty from Avon, which has partnered with FreshLook® Color Contact Lenses to offer women a complete eye makeover. *mark* has created a customized eye shadow palette collection available free with the purchase of two boxes of FreshLook Color Contact Lenses.

With all the unsolicited beauty advice being doled out from a million different sources, it can be comforting to know that the best advice a true makeup artist can offer is to ignore all the rules and be imaginative. As for the next age-old beauty dilemma: the debate over matching your lipstick to your nail color? Good luck!