



THE LOOK

by Evelyn Lundström

LipSTICKS

Second only to your eyes, your mouth is the central focus for communication. Lipstick is all about directing attention to the face, and in business - that's where it should be.

In the professional context make-up has only two purposes: to make you look healthier and more vibrant, and to accentuate your best features. It is not about glamour or seduction till after hours - then it's your affair.

Well applied make-up says polished, well groomed, and attention to detail. If a woman is inconsistent with its use on a day-to-day basis, it suggests that she is indifferent and frivolous.

Lip Tips

THIN LIPS: Outline your lips just outside the natural line with the lip pencil. Use a brighter shade or a rich gloss to make lips appear fuller.

THICK LIPS: For those who wish to play down very full lips, pencil the lip-line just inside the natural lip line. Avoid glosses and very bright colours, and blot off any extra sheen.

The correct colour

~ Lip colour as the finishing touch to your make-up should compliment your skin tone and the clothes you wear - assuming they're also the correct colours for you. If you are not sure, check in with a colour consultant. (The session could also rescue you from the eternal black syndrome.) If you are not in the habit of wearing lipstick, start with a more natural tone.

~ For great looking lips, you'll need a lip pencil in a natural colour or similar shade to your lipstick and a lip brush to apply the colour.

THE 7 STEP SOLUTION

- STEP 1** When applying your foundation, also apply over your lips, blot with a tissue and allow a moment to dry.
- STEP 2** Dust lightly with face powder
- STEP 3** Outline line your lips with the lip pencil starting with the cupid's bow (the V in the centre top lip).
- STEP 4** Fill in entire lip area lightly with the lip pencil before applying your lipstick. It helps your lipstick last much longer.
- STEP 5** Work the lipstick colour into your lip brush and apply, avoiding the lip-liner.
- STEP 6** Blot off excess lip colour with a tissue. This helps to 'hold' the colour and prevent smearing.
- STEP 7** Re-apply lipstick to achieve a gloss finish if you prefer this look.

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