

TOP 5 REASONS

YOUR MAKEUP ISN'T AS NATURAL AS YOU'D HOPED

Pro tips from Joleen,

Your Parisian Makeup Artist



1. YOU'RE NOT PREPPING YOUR SKIN PROPERLY

It is essential that you prep your skin by taking time to apply your face cream before your makeup! It smooths and plumps your skin, adds a protective layer between you and the products you're about to put on and your foundation will go on flawlessly!

Au Revoir patchy dryness,
Bonjour glowing skin!



2. YOU'RE APPLYING YOUR CONCEALER BEFORE YOUR FOUNDATION

Foundation will do most of the work covering up and evening out the skin tone. Save your concealer for what the foundation doesn't cover, like those pesky dark circles or pimples! If you apply it before your foundation, you risk putting too much on and your makeup will look heavy and cakey.



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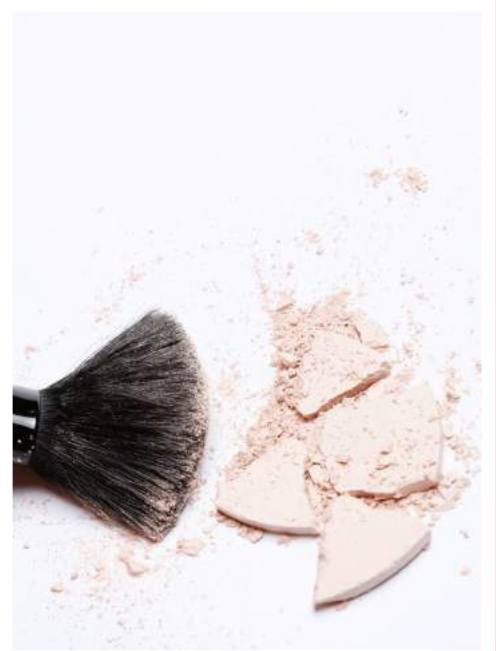
3. YOU'RE NOT USING BRUSHES TO APPLY YOUR FOUNDATION

Foundations are key in a natural makeup application. Using a sponge leads to heavy coverage and your fingers can leave your makeup looking streaky and wastes a lot of product. Try using a Duo-Fiber fluffy brush. Application will be more precise and evenly blended.



4. YOU'RE APPLYING TOO MUCH POWDER

Often, powdering the face is when your makeup goes from natural to cakey. Avoid using brushes that are too big and the sponge applicators that come with the powder. These sponges will literally add a layer of powder to your face. Instead, use a smaller fluffy brush to apply powder only where you need it. This will keep your face glowing and fresh.



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5. YOU'RE WEARING THE WRONG SHADE OF LIPSTICK

It's a common misconception that natural or 'nude' lipsticks are brown or beige. Wearing these colors can often wash you out and make you look older or tired. Our lips are naturally pink so if we want to look natural, we should gravitate towards these shades. A berry pink will leave you looking more fresh than a beige, any day!

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WANT ME TO DO YOUR MAKEUP?

I'LL HAVE YOU GLOWING IN NO TIME!

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