

BEAUTY FOR THE AGES

PANTONES

According to Pantone, Ultraviolet is the color of the year, so be prepared to see it everywhere, in lipstick, eye shadow, blush and nail polish. Ultraviolet is the Ultra color for 2018! Try a light sweep of color over your eyelid, or use an Ultraviolet eye liner for a bolder look. To really make a statement, match your lips and nails with this daring shade.

According to Pantone Ultraviolet “communicates originality, ingenuity, and visionary thinking that points us toward the future. Complex and contemplative, Ultraviolet suggests the mysteries of the cosmos, the intrigue of what lies ahead, and the discoveries beyond where we are now. The vast and limitless night sky is symbolic of what

is possible and continues to inspire the desire to pursue a world beyond our own.”



Apply a little gloss in the center of the lip to create fullness.

If Ultraviolet isn't the shade for you, try a plum or mauve, and still be in on the purple trend.

SURFACE

Heavy powders and matte finish foundations make us look older. Cold weather, dry climate, indoor pollutants and artificial heat take their toll and cause our delicate skin to dry out, flake, and exaggerate the appearance of fine lines and wrinkles. Combat these elements with skincare products enriched with Hyaluronic Acid, Collagen, and Retinoids—ingredients that act like a fountain of youth to brighten and hydrate your skin, as well as plump up fine wrinkles—they really do lift and firm your skin. Twice weekly, use an exfoliating scrub with a chemical element like Lactic Acid to minimize pores and reduce fine lines, leaving you with a fresh, youthful, glowing complexion. Finally, treat yourself to a weekly moisture intensive masque to boost natural collagen production and get glowing!



SHIMMER

I love the Elegant Shimmer makeup trend because it adds a little flair to our casual lifestyles and it's super easy to achieve.

Start with a matte base on your eyelids, then add a buff or gold shimmer on top of the lids, just where your iris is, and in the corners of your eyes. Avoid the area below the brow bone, as this area can become textured with age. Shimmer in this area will actually make you look older.

On your cheek bones, add a little shimmer powder for dimension. This causes light to bounce off your cheeks, giving your skin a beautiful glow. (Think J Lo!)

Finish the look with a sheer lip gloss. To add fullness, place a touch off shimmer powder to the center of your bottom lip.





EYEBROWS

My favorite thing about 2018 is the death of the "Instagram Eyebrow!" You know, the one that looks like a caterpillar just crawled across your face. But a well-groomed eyebrow is always in style.

As the "frame" of your face, a great set of eyebrows gives you a youthful appearance. Clean up your brow-line by plucking stray or unruly hairs. Don't go crazy—full eyebrows are a sign of youth! Be aware that frequent overtweezing now will leave you with sad, thin brows later.

To create desired brow fullness, use a powder and wax combination in a color one or two shades darker than your natural (or current) hair color. Fill in sparse areas with the powder and a stiff angle brush, then apply wax to tame any unruly brows.



Leave flat, matte skin to 2017 and receive the gift of healthy glowing skin this spring.

FRESH

Some of the hottest makeup trends out there are anything but wearable, and if you're like me, you probably aren't going to be wearing two-toned lip colors, glitter lips, "cheek color bursts" in bright reds and yellows, or glossy black eyes.

Instead, try the new Matte Liquid Lipsticks. Trending for good reason, they come in amazing shades and stay on your lips forever! Try a bold shade of hot pink, coral or plum. For those not quite so daring, try a nude or pale pink. For a more traditional look, I love a beautiful shimmery apricot shade of lipstick. It looks great on everyone, no matter your age!

The secret to making up a mature face is to not go overboard. You don't want to appear as if you are wearing a lot of makeup, so start light and add more if needed.

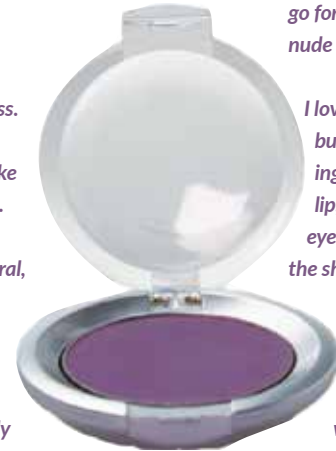
Line both upper and lower eyelids, as well as the inside water line, with a flesh-toned pencil to create brightness. This will make you look rested and take years off your face.

If you want a natural, light eye, simply sweep a bright colored neutral matte shade over the entire lid. Apply a liner over the upper lashes, smudging so you don't have a harsh line.

For a bold-er look, apply a contour shadow in the eye crease. Stay away from frosted eyeshadows, as these highlight crepey or textured skin. Instead use a light grey or light brown matte shadow to create definition. If you feel like you need a touch of shimmer,

add it to the inside corners of your eyes.

For women with dark under-eye circles, use either a bright pink or bright yellow (depending on your skin tone) under eye powder to diminish the discoloration.



If you wear glasses, use a bright, bold lip color to balance out the heaviness of the frames.

Not sure which shade is best for you? The best natural lip shade will be just a shade or two darker than your natural lip color.

If you have fair skin, use either a nude shade in a slightly apricot hue, or use pinks and light corals.

Women with medium skin tone can go a bit darker.

You look great in roses, mauves and berries.

Deep plum, chocolate or red is fabulous with darker skin tones.

If you've heavily made up your eyes, go for a light or nude lip.

I love a bold red lip, but if you are going to wear a bold lip, tone down the eye makeup. Keep the shadow neutral.

A classic smoky eye goes great with a nude lip.

Dark lipstick on a heavily made up face can look clownish and also makes your teeth appear yellow.

Frosted shades can make you look older by reducing the appearance of your lip size, so try to avoid these mistakes!

Watch as I apply these techniques on both celebrities and personal clients, and see my full product range, on my web site: www.susan-bourdeau.com.

Susan Bourdeau is a stylist and make-up artist who has developed her own line of skin care and beauty products.

