



# Vanity 101

*Written by Leigh Ann Borrelli, Professional Celebrity Makeup Artist*

Beauty trends and techniques are both ever-changing and multi-generational; passed down from years to the next.

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**T**o commemorate Mother's Day and all of the significant women in our lives, I polled some of my clients, including our cover-featured mother/daughter duo Mary and Carol Higgins Clark while applying their makeup; on -- "What beauty tricks did you learn from your Mother?"

► Look for Mary and Carol's answer on our website! [WWW.VANITY101.COM](http://WWW.VANITY101.COM)

After all, many of our first experiences with cosmetics came from an experimental (and quite possibly messy) exploratory venture in our own Mother's makeup drawer. The following maternal advice was given to some of our clients on beauty; and, I have taken the liberty of putting an updated spin on some of those classics to fit this generation:

**WEAR THE SAME COLOR EYE SHADOW AS YOUR EYE COLOR.**

Blue shadow for blue eyes; green for hazel; and what a drab world in store for browns if this is true! Although those colors will, in fact, compliment your eyes; there are other additional areas for deliberation . . .

An intense blue or green may be too much to wear all over your eyes; so rather, try those more colorful hues as an accent in your crease or inner corner of the eyelid.

**Take your outfit into consideration.** Variations in blue, green, and all colors are beautiful, but what if you are wearing a red dress? Brown is considered "safe," but often times there is a fine line between safe and dull... Gray should be a staple color in anyone's makeup artillery. Not only is it complimentary to all eye colors, but it will also act like a mirror and pick-up the tones in whatever shade of clothing you are wearing.

**WHEN APPLYING BLUSH, START AT THE "APPLES" OF YOUR CHEEK AND BRUSH STRAIGHT BACK TO YOUR HAIRLINE.**

**True.** However, don't just stop there. Continue along and dot a small amount of product by your temples as well. The key is to create a soft contour, rather than a harsh line-like appearance.

**TO ADD SOME COLOR, USE YOUR LIPSTICK - EVERYWHERE.**

In this day-and-age, bronzer has replaced a multi-tasking lipstick and reserved its spot solely for where it belongs – on your lips. And, in my personal opinion, a dark powder foundation should replace, or at least act as your bronzer. A deeper skin-toned powder is less likely to give you an orange-y cast, and should be worn on all areas of the face where the sun would naturally tan; your cheeks, across your forehead and chin, and down your nose. ■

**Q:** How can I lengthen my lashes without getting extensions or using Latisse?



**A:** There are some tricks that you can do with your own mascara to help lengthen and accentuate your natural lashes. Although there are endless options out there when it comes to mascara – lengthening, thickening, volumizing, even vibrating; their formulas are generally similar. The important thing to look for is a good, evenly spaced bristle on its wand.

This will aid in less clumping and will properly fan-out your lashes for a thicker, fuller appearance. When applying, first begin on the top of your lashes and brush down, before switching to traditional upward strokes. Rather than using your wand-laden hand to physically do the work, instead keep your hand steadily planted and use your eye to blink-down onto the wand, using slight resistance while rolling the wand up and out. This technique will allow you to get closer to the base of your lashes for maximum length enhancement naturally.

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