



Vanity 101

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Make 2012 YOUR Year for Great Skin

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With every new year comes a fresh start, complete with a new and improved outlook on the 12 months ahead, and a series of goals to be achieved in that very specific time frame.

Many opt to get back in shape, start exercising, and live and eat healthier. For others, organization is a priority. But the harsh reality is, the further away we stray from January 1st; the

more likely we are to be lead off of our new found tracks of motivation – in all areas. As our days get busier with work assignments, school preparations, and family obligations, our morning beauty routines seem to get shorter, more infrequent, and, sometimes, even non-existent. Time ... or lack of time, I should say; becomes our perpetual “crutch” when it comes to our own primping. **Two things come to mind when I hear “I have no time” from someone who is unhappy with the appearance or health of their skin:**

1. TIME IS MONEY.

This is a very basic, very true principle. So much money is spent on products promising to de-wrinkle, re-hydrate, brighten-up, smooth-out, illuminate and stay put, AND THEY WORK ... if you take the time to use them correctly. If not, you are wasting all of the hard-earned money you spent even buying the product.

2. WHEN YOU LOOK GOOD, YOU FEEL GOOD.

This is an undeniable statement. Appearance has a direct correlation with attitude and the feeling of self-worth. If you take the extra few minutes to effectively use what you’ve purchased instead of continuing to use “time” as a crutch, I’m sure you will feel an instant lift – in more ways than one!

“My goal for YOU this year, is to finish what you’ve started and to consistently make 2012 YOUR YEAR FOR GREAT SKIN.”

Here are some techniques and products you can use to fully reach your maximum beauty potential without sacrificing much of your morning’s scheduled time... Contrary to what you may think, the most solid skin care regimen may only consist of a Cleanser and a Moisturizer! They don’t have to be expensive, but they do have to target your specific needs, and they do need to be used daily. Soap or cleansers containing soap are not an ideal choice due to the residue that they leave on the skin (which could potentially clog your pores, forming comedones or blackheads.)

And, it is important to note that products that are intended for your body are not a good choice for the delicate skin of your face. Some soaps, especially body soaps, tend to be very fragranced as they are meant for deodorizing purposes. Fragrance is a known irritant to those with sensitive skin. A soap-free cleanser is always your best option.

Moisturizer is a must – for ALL skin types. Whether your skin is Dry, Normal, Oily, Mature or Blemished; you need a daily moisturizer!

If you feel that it is making your skin too oily or clogging your pores, you may be using the wrong formula. Nowadays, the cosmetic industry has access to the best ingredients on earth (and in labs) for every skin type, which, with continued daily use, will SIGNIFICANTLY improve your skin’s condition, and will be a huge preventative measure for the future. Moisturizer is key in keeping your skin healthy, hydrated and youthful. The good (and cost effective) news is; it is also a multi-tasker! I have come up with 6 uses for 1 small miracle worker – your eye moisturizer.

Why specifically an eye moisturizer? In my personal and professional opinion, if something is safe enough to use around your eye area, which constitutes your most delicate skin, then it is safe enough to use anywhere! **Consider the following, and use it:**

1) As an eye moisturizer (the obvious choice) – Around your eyes is one of the first areas that will give away your age, with fine lines and crow’s feet starting as early as your late 20’s-early 30’s. Start young with an anti-aging eye cream, and you’ll be less likely to need ‘a lift’ later on...But, keep in mind, it is NEVER too late to start!

2) As a facial moisturizer – Most eye creams contain tightening, super-hydrating and wrinkle-reducing ingredients – traits that the rest of your face would like to take advantage of, as well!

3) To reduce puffiness – Coolness is the best anti-inflammatory; so, try keeping your eye moisturizer in the fridge to help alleviate bags.

4) To combat dark circles – Only concealer, or a product with color, will truly hide your dark circles; but they can tend to be thick, and applying it to your under-eye area may draw more negative attention than good. To cut the heavy consistency, mix your concealer with an eye moisturizer for some effective and non-cakey coverage.

5) To customize a new foundation – Take a dime-sized amount of eye moisturizer and add a few pumps of your favorite liquid/cream foundation, to create a tinted moisturizer.

6) To keep your lips from cracking – With the cold weather approaching, it is important to keep your lips moist. Dot a drop of your eye moisturizer on the perimeter of your lips and get to rubbing! Not only will it keep your lips soft and hydrated, but it will also aid in reducing the fine lines around your mouth. ■