



# BEAUTY 101: PUT YOUR BEST FACE FORWARD

BY RICHA GULATI

Slimming down is a perennial New Year's resolution. Just don't expect the beauty industry to follow the diet. Over 8,000 new products were introduced last year alone. Crowded shelves present so many options that it is easy to get confused. For anyone tempted to stick to their regular look when bombarded by so many choices, don't fear. Some simple tips from beauty experts can help update your look for the New Year.

## Build a Solid Foundation

Using the wrong foundation is the worst beauty crime. This is according to Pakistani-American Lubna Khalid, founder of the first cosmetics line created specifically for South Asian women, Real Cosmetics.

"If you can see a line of color at the jawbone, and it's a different color than your neck, you are using the wrong color," explains the former model.

Although what Khalid says may seem obvious, many women of darker com-

plexions purposely use a lighter shade of foundation than their natural skin color in an attempt to look fairer. The result is an obvious color mismatch that makes the skin look ashy. The key is to try on several shades, says Khalid, and pick the one that matches best. She also advises to check the color not just at a store counter, but also in natural light to make sure the color truly blends in with the rest of the body.

## The Eyes Have It

Although South Asian women are



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known for expressive eyes, they often avoid playing up their best asset. Don't let the fear of getting the eye makeup wrong stop you from playing your eyes up; embrace the wide range of colors and textures of shadow now available. In order to keep shadows from creasing as the day wears on, start by sweeping powder or a neutral beige base over the entire lid, suggests Khalid. For day, keep the look minimal with a neutral brown or gray eye shadow that is matte. For evening, Khalid says play with color and shimmer. Blues, greens and purples with warm undertones can flatter dark eyes, whereas pastels don't work well. After sweeping color across the entire eyelid, — applying the shadow with a wet brush increases the pigment's intensity — use a pencil or liquid liner if you have a steady hand to line the eyes. Finish the look off with mascara, which almost all makeup artists agree is what makes eyes look big and fresh throughout the day, and pair colorful eyes with neutral lips.

## Think Natural Flush For Your Blush

Don't be guilty of putting a hot pink stripe across each cheek when you apply blush. Makeup artist Barbara Stone of Bobbi Brown Cosmetics has extensive experience working with South Asian faces. She says that the ideal color for cheeks is the natural flush that comes after a brisk walk or jog. Stone says emulating that healthy glow is best achieved by using a cream blush, which blends easily with just the fingers, as opposed to powder, which can appear to float on top of the skin.



## Frame Your Face

A top current beauty trend is full eyebrows. Most South Asian women are lucky to have enough eyebrow hair to make a dramatic statement if properly groomed. What do you do if you have threaded your brows into anemic arches? Even the thinnest of brows can regain fullness over time with patience say the experts at New York City's Shobha Threading Salon. They urge those trying to grow out the brows to put their tweezers away and resist the urge to pluck stray hairs. "The hairier you come to your threader, the better," Jennifer Pesce of Shobha says, explaining more hair provides more options for shaping brows.

Pesce says that during the growing out process, which can take as long as two to four months, visit your threader every three weeks to maintain shape. Also, ask a trusted stylist to teach you how to use eyebrow pencils and powders to disguise any bald spots. These simple tools can give the illusion of fullness while you wait for hair to grow and help you resist the urge to pluck hairs, she says.

## The Key to Luscious Lips

Many women make the mistake of dressing up both the eyes and lips at the same time. The result can be overbearing and aging. Focus on one part of the face at a time, Stone says. If you are going for dramatic eyes, with lined eyes and coats of mascara, keep the lips neutral. "Most South Asian women have very dark eyes



Step 1: A matching foundation evens out Agarwal's skin tone.



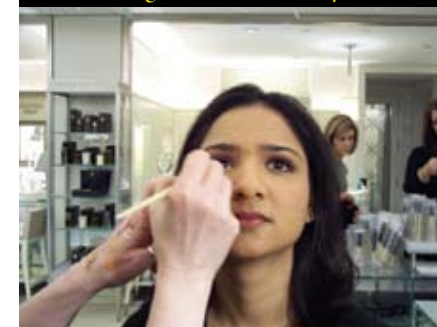
Step 2: A berry tinted gloss gives the right mix of youthful color and shine.

## A Makeover Story

Many beauty counters offer free makeovers, which are a great way to try a new beauty trend. We sent medical student Deepti Agarwal to the Bobbi Brown counter at Bergdorf Goodman in New York City for a step-by-step makeover

with professional makeup artist Barbara Stone before she went on an interview. The result was a professional, color perfect daytime look for the once makeup-phobic student. - R.G.

Step 3: Stone adds cocoa eye shadow, black liquid gel eyeliner and lengthening mascara to define eyes.



Step 4: Finished look gives just enough color and warmth for a polished look.

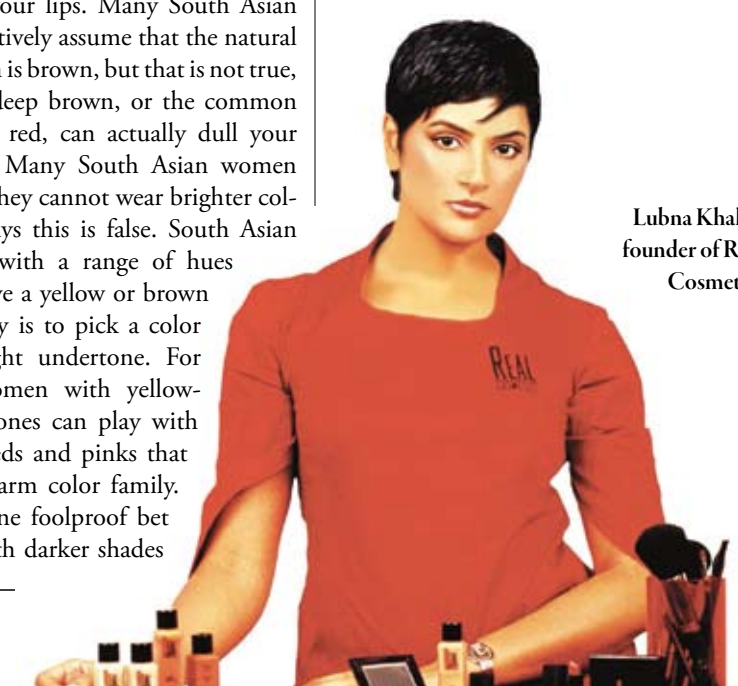


and brows, so dramatic eyes are enough," she says. Instead, she advises clients to slick a coat of gloss or lipstick that matches the natural color of lips, as the low-key color complements the lined eyes giving the appearance of full lips.

Stone also suggests to stop reaching for a safe brown lipstick when you feel like playing up your lips. Many South Asian women intuitively assume that the natural look for them is brown, but that is not true, she says. A deep brown, or the common Indian brick red, can actually dull your complexion. Many South Asian women believe that they cannot wear brighter colors. Stone says this is false. South Asian skins come with a range of hues but most have a yellow or brown base. The key is to pick a color with the right undertone. For example, women with yellow-based skin tones can play with a range of reds and pinks that are in the warm color family. Stone says one foolproof bet is to play with darker shades

based on your natural lip color. If you are scared of color, glosses are a low-risk way to wear reds, corals and pinks. Remember, glossy colors often go on more sheer than they appear in the tube. ■

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Lubna Khalid, founder of Real Cosmetics

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