

Neutrogena *insider*[™]

The inside scoop:

Makeup

Makeup 101

Makeup can enhance a favorite feature, help cover imperfections, boost self-esteem, be a form of self-expression, or just be plain fun. Makeup can be good for the skin – some contain antioxidants, hydrators, and even acne fighting ingredients. Makeup can also help protect skin from the environment by creating a barrier to dirt & pollution, and makeup with SPF can help protect against harmful UV rays.

INSIDER TIPS

- Prep the canvas: make sure skin is cleansed & moisturized before applying makeup.
- The right shade of foundation should blend into the jawline and look natural.
- Foundation brushes provide fuller coverage while a makeup sponge will give a more sheer look.
- Apply and blend foundation outward from the center of the face.
- Press, don't wipe, foundation onto skin.
- Gently pat, don't drag foundation under eyes as this skin is very delicate.
- When applying eyeshadow, use a brush to apply light/base shade from lash line to crease, neutral shimmery shade to brow bone, and blend contrast shade into the crease.
- End with eyeliner in an upward sweep to open up the eye.
- Switch back and forth between eyes when applying coats of mascara to build fullness without clumps.
- To ensure smooth application of lip color, exfoliate lips with a damp washcloth regularly.
- Have fun!