

# MAKE-UP TIPS FOR WOMEN OVER 40

## FACE

**Foundation:** I like Tinted Moisturizer. Light and Youthful!

- Go for a more golden color than what you normally would
- Menopause causes skin to lose its radiance & brightness; matching a foundation to the exact skin tone will make you look more pale and washed out
- Choose a color that matches your skin, then choose the warmer version of that shade with the same color level (if you tan easily during the summer, you can go a shade darker than you normally would to match your body!)
- Choose a dewy or illuminating finish because matte will set into creases and latch onto dry skin
- Use light to medium coverage liquid foundation instead of full coverage or powder because it will appear cakey.

**Concealer:** Cream concealers that come in a pot are easier to blend and won't dry your skin.

I love this one: **Duo Corrector: Medium Beige/Light Beige**



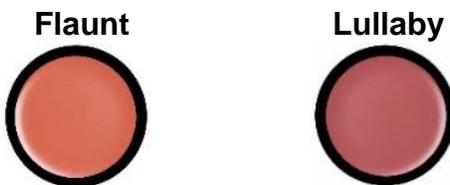
Put the lighter tone on first and then the darker one.

**Cheeks:** Blush: A cream blush is ideal. I love any color that works with your skin. Add some shimmer if you like a little sparkle like me! Choose a color that suits your skin tone:

**My favorites are: Flaunt & Lullaby**

-Fair/Medium: Flaunt

-Medium/Olive/Deep: Lullaby



**Highlighter:** Let your skin shine! My absolute favorite is a liquid highlighter. If you are a powder fan, you will love Soft Glow or Soleil for glow powder. Use a fluffy brush known as a Kabuki brush for cheeks and jawline. Liquid can be simply applied with fingertips. I like to dab it on my cheekbones, cupid's bow, and nose bridge for a beautiful glow.

My favorites are:

**Liquid Highlighter**



**Glow & Go Highlighter**



**Soft Glow Highlighter**



**Brows:** We are all experiencing some brow loss!

My general brow rules:

Brunettes: Choose a brow shade that is 1-2 shades lighter than their brow hairs.

Blondes: Choose a brow shade that is darker than their brow hairs.

Grey-hair ladies: Choose taupe or light brown.

At first I thought my brows were too dark with taupe, but now I have come to love it!

Pencil: Keep a light hand! Otherwise, they will look too dark and harsh. Less is more. Take a look at the cremes. Love them!



**Blonde**



**Cool Taupe**



**Brown**

## EYES

**Shadow:** Creme is my favorite, so here are my favorites!

I like to focus on my eyes and make them POP! Here are my best tips from all of the wonderful makeup artists I have encountered over the years.

### Brown



### Bronze Frost



### Pink Pearl



Using taupes, browns, bronzes, and nude shades look very natural. I like to play with more colorful looks, using gold, copper or pinkish colors to accentuate.

### Blue



### Ever After



### Sweet Dreams



### Immortal



Once again, neutral colors look flattering so taupe, brown, & bronze are great. I like to add some pizzazz with a cremey / shiny color. Also, brighter colors can really help enhance blue eyes. These include: plums, golds, coppers, & rose golds. Watch for your compliments!

### Green



### Spun Silk



### Apricot Frost



### Bare Necessity



The neutral tones for green eyes are: tans, roses, cocoas and nudes. For a bigger pop, use plums, coppers, and golds

**Crease:** Crease shadows should be darker and deeper than the color used on the lids

- Sticking with browns, taupes, rusts, or tans adds depth to the eyes and brings out dimension. The crease colors help bring out the brighter lid colors.
- Only a small amount of product should be used each time you dip your brush in the powder or crème. It is better to build up the color slowly than to use a large amount of product only to find out it's too much.

**Highlight:** The inner corner of the eye as well as the brow bone are the two eye area that it is best to draw light to with highlight.

- Use a shimmery light gold, white, or champagne tone to brighten the eyes. It is better to use product more sparingly to prevent a harsh look, but adding that bit of shimmer truly makes the eyes more inviting.
- You can use your ring finger to apply it; it is a finger gentle enough yet large enough to nicely disperse the product.

**Daytime looks:** When creating a daytime/everyday look, eyeshadow is not necessary unless you love to wear it. Which I do! Lipstick and Eyeshadow are my BFFs! Use a light blush or sand color on the lid, and even adding a touch of a light brown or cocoa color to the crease will be a simple, wearable eye look that is easy enough to apply every day. If you're someone who loves sparkle and shine, use a finger to lightly tap some shimmering champagne or bronze eyeshadow on the center of the lid.

- You can skip the eyeliner for this everyday look if you don't typically like to apply it. If you do like to wear eyeliner, the easiest way to achieve a natural-looking defined eye is by using a brown pencil liner or brown matte eyeshadow closely to the lash line, and then smudging it out with a finger or brush.
- Finish off with some mascara and your simple eye look is complete!

**Nighttime looks:** The easiest way to transform a daytime look to a nighttime look is by creating more depth and adding more shimmer.

- Using shimmers on the lid such as golds, rose golds, coppers, and bronzes bring out the fun!
- This is the best time to apply highlight to the inner corners and brow bone because any light that is in the room will reflect onto those light colors, drawing eyes to you!
- Try to avoid placing eyeliner on the bottom lash line, because this is what can make the eyes look too harsh. The under-eye area is also more prone to colors slipping and sliding everywhere, so it is not unusual to have the infamous "raccoon eyes" by the end of the night.

**EYE LINER** Pencils/Liquid:

- I generally use a pencil liner for daily wear... Liquid: I go with these for "date nights" LOL! These are dramatic and I love them. Be prepared to practice, and go with a small line.
  - You can start with a brown, but I love a black or a navy. Have some fun!
  - Eyeliner is a large part of what makes a look more sultry and nighttime ready. Now is the time to use the color liner that brings out your eye color.
  - Navy and brown liners are complimentary to almost every eyeshadow color, so those are good neutral shades to use.
  - Plums, greens, and burgundies are more difficult to match, and should probably be used with more neutral eyeshadows, such as bronzes, golds, champagnes, and coppers.
- I love my New Healthy Skin Meteor, Libido and Gravity & use them consistently.



**Meteor**



**Libido**



**Gravity**

If you have the hand control to use a liquid, consider these:



**Saddle Up**



**Pandora**



**Midnight Chill**

### Lashes / Mascara:

Brown and black mascaras are the best for making the eyes pop. I have tried every mascara on the market. Colored ones are not for us.

I like the ones that I carry but I also like:

- 1) Maybelline Lash Discovery... not expensive. Good for length. No thickening.
- 2) MAC Haute & Naughty...has a dual brush. One for thickening and one for length. Expensive, though.

Only use waterproof mascara on occasions where you are going to be swimming, or expecting to get emotional. It can be too harsh on your delicate lashes when removing, and tends to get clumpy.

### Lash Growth/Enhancers:

Using a lash growing serum can help grow, thicken, and lengthen your lashes.

They can also be used on your brows to make them thicker.

I have tried a LOT including prescription Latisse. Do not waste your money. Try: **Long Lash Enhancement serum from Blinc**. That is what I use twice weekly.



## LIPS

**Lipstick:** I LOVE lipstick... If you do not, just skip this section. There are colors that supposedly look best on skin tones. Personally, I just pick a color that I love. If you wish to take a look, here are the "normal" recommendations. I go rogue! LOL!

Pale/Fair: Roses, Light Pinks, Peaches, Nude Pinks, Blush Pinks

Medium/Olive: Dark Roses, Medium Pinks, Tan Nudes, Corals

Brown skin or South Asian skin: Berries, Mauvy Browns, Cranberries, Rusts, Brown Nudes

I have seen warm pinks and fuchsias on women of all color that look glorious. Go for it!

Here are my favorite pinks: **Shortcake, Curious, First Love!**



**Short  
Cake**



**First  
Love**



**Napa  
Valley**



**Curious**



**Someone  
Special**

**Define** if desired:

- Lip liner: Liner is the step that defines your lips and prevents smudging of the lipstick you put on over it. Some women love to line their lips. Some prefer to stay more natural-looking. I personally, go back & forth depending on how dramatic I want to look.
- Liner should either match your lipstick nearly perfectly, or should be slightly darker in shade. Keep the color of lipstick and liner in the same color family, even if you choose a darker liner. This makes the color look more natural.
- To avoid harsh lines, use a light hand and blend the lipstick into the liner with a soft finger.

**Stain:**

- Lip Stain: Lip stains are easy to use and can even be multi-use when blended onto the cheeks as blush.
- Less is more when it comes to lip stain, and it should be used on hydrated lips. If your lips are dry or chapped, the color will settle into lines and make the lips look even more dry.
- Follow the same color rule as for lipsticks.

**Gloss:**

- Lip Gloss: Lip gloss provides a pretty shine or shimmer to the lips which creates the more “plump” or “juicy” look that I love & wear in my videos.
- Stay away from chunky glitter or sparkle glosses because they settle into fine lines and look unflattering.
- Color wise, it is best to either match the color of lipstick/liner worn underneath, or to use a clear or pink-tinted gloss.
- Using a lip plumping gloss helps the blood rush to the lips and create a fuller-looking lip, I love:

#### **Lip Enhancer – Clear**



- The best form of application for gloss is to use one of the two following methods:
  1. Use a lip liner of your choice. Line the lips AND fill them in with the liner (kind of like coloring in the lines with a crayon). Layer the gloss on top for a consistent look that won't bleed outside of your lips and will stay on all day.
  2. Use a lip liner and line the lips. Take a matching lipstick and fill in the rest. Then take a gloss and spread it on the center of the lips. This will create that plumping, full effect when focused on the center.



OK, Ladies, those are my makeup and beauty secrets that I have gathered over the years of trying MANY products.

Important: Makeup should be fun and make you feel good!

I love to add a little “POP” of sparkle or color. You are NEVER too old to wear something that makes you feel beautiful. And, I consider it my “playtime.”

Do not be afraid to try out new looks and “play with” liners/shadows/ lipsticks and more.

You may find a new signature look when you take a chance on a fun new product! My hand in yours. Expensive makeup products at my love-my-customer prices!



Let yourself sparkle! There is ONLY one YOU!

You are beloved,

Email me for more help!

[barbara@askbararahoffman.com](mailto:barbara@askbararahoffman.com)

Xoxo,  
Barbara