

Beauty News

Mature Makeover: Look Beautiful No Matter What Your Age

Celebrity Editorial Makeup Artist Frances Hathaway

Shares Her Favorite Beauty And Product Secrets For 50+ Women

by Frances Hathaway

(NAPSA)—As many women age, they may find they have to rethink a cosmetics routine that no longer suits their changing skin. Age spots, increased dryness and loss of vibrancy are some of the specific issues facing the 50+ woman.

As one of the busiest makeup artists in the business, I've worked with the likes of Geena Davis, Vanessa Williams and Bette Midler. I believe maturing women can look better than ever; they just need to switch up their makeup as they would their wardrobe. All it takes is a little know-how and the right products:

- **Prepare Your Palette.** Primers prep the skin for makeup application by evening-out the skin's surface, filling in lines and concealing any imperfections. I always use face, eye and lip primers before applying color cosmetics. The key for 50+ women is to look for products that offer hydrating formulas to ease drying skin, and light-reflecting ingredients to diffuse lines, for a smoother, more even appearance.

- **Bring Back Color.** Many women in their 50's find that their skin becomes dry and sallow and it has lost its natural radiance and color. I recommend using hydrating products that help energize your look, such as the Vital Radiance Line Softening Makeup—Rehydrating. Its water-based formula with SPF 15 boosts moisture, while its increased color density revitalizes your complexion. And its remarkably lightweight formula won't settle into lines or wrinkles.



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Try using a brush to apply this product—this technique creates a polished makeup look and provides precise application. Best of all, Vital Radiance makes it easier than ever for 50+ women to look their best, offering free tips, advice and product samples. Just call (800) RADIANT seven days a week to speak to a live Beauty Specialist.

- **Finishing Touches.** One of my favorite tips is using a light powder blush in a bronze hue to add dimension and highlight cheekbones. With a large dome-shaped brush, sweep the color from the cheekbone across the nose to the other side of the face as well as on the temples and along the hairline. The combination of the rounded brush and the bronze hue achieves a vibrant yet natural, sun-kissed look.

With the right products, any 50+ woman can enhance her natural beauty for a revitalized, radiant look. For additional tips, visit www.vitalradiance.com.