

# Renowned Make-Up Artist Vincent Longo Reveals Spring's Hottest Beauty Looks

(NAPSA)—It happens every spring. Anxious to shed winter coats, hats, scarves, and gloves—people are ready to step out and embrace the hottest new looks when warm weather hits. This year is no exception and the truly beauty conscious want to know what to wear on their faces as much as on their bodies.

There's no one better to help reveal what beauty looks will be big than celebrity make-up artist, Vincent Longo. His artistry has graced catwalks and red carpets all across the globe for years.

"This spring, it's all about definition on the eyes, lips and cheeks," says Longo. "It's also all about a white smile. A smile exudes joy, charm, confidence and strength."

Longo has worked with dozens of celebrities including Cindy Crawford, Gwyneth Paltrow, Sarah Jessica Parker, Minnie Driver, Sigourney Weaver, Naomi Campbell, and countless others. He is also among the most "in-demand" make-up artists and his name is literally on everyone's lips with his own line of make-up products, Vincent Longo Cosmetics. The line is available in fine boutiques across the country including Henri Bendel, Barney's New York and Fred Segal as well as Sephora stores nationwide and on sephora.com.

Longo shares some of his beauty secrets on how to achieve the new styles and hottest looks for spring and summer:

## **The Moment of Matte**

To achieve the new season's look, begin by applying a gel base



**Celebrity make-up artist, Vincent Longo, tests out the hot new colors for spring.**

primer and Vincent Longo Liquid Canvas Foundation for a sheer matte finish. Be sure to blend as contouring is very important on lips, eyes and cheeks. This isn't the matte look of the early 1990s—it's much more glamorous and intimate.

## **Luscious Lips**

Be sure to contrast the warmth of the skin tone with something cool on the lips. Start by lining lips with a Lip Pencil in Rosewood (this will keep product from bleeding or feathering and give lips color that lasts). Apply a Lip and Cheek Gel Stain in Cupid's Breath for long-wearing color. Before stepping out the door, use a concealer brush to clean up any imperfections around the lip line, leaving you with an unforgettable smile and a sexy, pouty mouth that lasts all day long.

## **Smile Secret**

A smile is still beauty's best kept secret. For a whiter smile, try Crest Whitestrips, available at drugstores nationwide for under \$30 for a two-week supply. Use every six months for maintenance

to ensure it always looks its brightest. A smile is one of the most empowering things we all possess, so ensure it looks its best.

## **Bronzed Beauty**

A sun-kissed face is the perfect partner with pouty lips and a beautiful white smile. Save yourself from sun damage and use a self tanner. If you're going to be in the sun, be sure to use a sunscreen with an SPF of at least 15 for the face and body.

## **Eyes that Rock**

To create party-ready eyes, line upper lashline with eyeliner pencil in black and smudge edges to create a smoky appeal. Sweep a neutral shade from lash to brow, then choose a champagne, plum or pink from a Vincent Longo Eyeshadow Trio to swipe across the lashline.

For extra drama, line the inner rim of the eye with a black eye pencil. Add several coats of Vincent Longo The Curl Mascara to create a look that is soft, sexy and appealing.

## **Day to Night**

With no time for recovery, refresh your eyes with Duo Concealer, a stick formulation that creates highlighting and depth, giving your face a light and natural coverage. Warm up the face with a dusting of bronzer around the hairline, temples and cheekbones. Give eyes a pop with a single coat of mascara on top lashes.

Add depth to the lashline with the Trio Eyeshadow in Forever, and finish with a touch of glitter on the eyes and cheekbones with Pink Crème Eyeshadow in Vio-Lite.