

Beauty Basics

Why Look Older When You Can Look Simply Ageless?

(NAPSA)—If you think you're looking older, you may have your foundation to blame.

Different techniques and approaches work best at different ages, so it's best to periodically reconsider the products you use and the way you apply them.

For example, Dr. Zoe Draelos, clinical and research dermatologist, points out that "Females typically wear facial foundation at least eight hours a day, so a formulation that helps improve skin condition can have profound benefits over time, especially for women with sensitive skin."

The routines you use in your teens and 20s may actually work against you in your 30s, 40s and 50s. Here are some tips from the experts:

- **After 35, less is better.** Heavy makeup can accentuate wrinkles by settling into fine lines. You may want to use a foundation with added vitamins and antioxidants such as CoverGirl & Olay Simply Ageless Foundation to achieve a smooth, even finish and skin tone.

"When applying foundation, it's important to only apply where needed, then blend throughout. Simply Ageless is great because the formula is light and sheer but easily buildable for full coverage," says Molly R. Stern, CoverGirl celebrity makeup artist.

- **Opt for a cream blush.** Powder blush can provide an unnaturally heavy spot of color that does not blend easily. A cream blush will give your skin a natural, dewy, glow that will look like it's coming from inside instead of the color just sitting on the skin.

- **Focus on the eyes.** Choose lighter (charcoal, gray, blue and brown) rather than black eyeliner, which can make eyes look small and can also emphasize fine lines around the eyes. Choose lighter shades for eye shadow as they tend to visually open the eyes. Keep your eyebrows in shape and a little fuller. A too-fine brow line can be aging.



Anti-aging makeup uses emulsion technology that allows the foundation to stay suspended over skin's imperfections.

- **Lighten up.** Choose a lighter shade of lipstick and preferably one with a hint of gloss. Also, stick to warm shades. Shades with blue undertones can make mature lips look cold.

Finding the right shades and products is easier than ever, as there are an increasing number of products on the market for mature skin. In this economy, drugstores can be a great alternative to spending department store prices, and can offer products that are just as effective. CoverGirl & Olay Simply Ageless Foundation is part of a new generation of anti-aging makeup that stays suspended over fine lines and wrinkles, making them look less noticeable and providing beautiful flawless skin. The formula helps promote collagen generation and contains antioxidants to help protect the skin from free radicals.

Ellen DeGeneres was recently selected as CoverGirl cosmetics' newest celebrity cover girl for her inner and outer beauty. The quintessential CoverGirl, she uses the foundation, with its combination of vitamins, skin conditioners and antioxidants, to help her look and feel beautiful. For more information, visit www.covergirl.com.