



Paula of Esthétique's Top Ten Beauty Tips

1. When purchasing a wig pay attention to the size of your forehead. Wearing hair off the face is a no-no unless you're young and have a very short forehead. Showing forehead can look very hard & severe (not to mention calling attention to one's hairline or lack thereof). Instead, wear some bangs to create a much softer appearance which will frame the face nicely.
2. Keep the eyebrows neatly manicured. Avoid half moon shaped eyebrows. Have them shaped by a professional if unsure and maintain them. When possible fill in sparse areas with powder instead of a pencil for a much softer look.
3. Powder eyelashes & eyelids prior to eye makeup application. This will help thicken eyelashes when mascara is applied and provide a nice foundation for eye shadow application.
4. There are basics to eye makeup wear. However, there isn't one universal eye makeover for everyone. Are your eyes positioned too close together or too far apart? Are the lids hooded, etc? All these things must be considered and customized to suit your specific needs. In addition, neutral colors are most flattering to the eye whether the application is light or heavier for evening wear. Eye shadow with frost or sparkle will age an eye calling attention to a crêpey eyelid. If you must wear color, go with a matte. Always remember that makeup trends/promotions are unfortunately geared for the younger gal-that's just the way it is...
5. Please, please manicure nose and ear hair. Surprisingly this is overlooked quite a bit. Even if the overall look is perfect, this can throw it all off. It's just as important as covering the beard area.
6. Begin a skin care regimen! Great skin provides the beginnings for a great makeover. Use quality/salon products (if possible) and a once a month salon facial for deep cleansing.
7. When applying foundation, a sponge is the best way to go. There's a science to the application...press and drag (no pun intended). Pressing helps to give a more uniform application by filling in depressed areas. The sponges are wonderful for feathering and blending as well.
8. Face powder should be used lightly. The purpose is to set the makeup. However, too much will fall into the nooks and crannies of the face and show every line. So use sparingly.
9. Lipstick doesn't have to match the lip liner. Yes, this is true! Any beige or neutral color will work beautifully. The lip liner is just to provide shape (to enhance the size or diminish). This isn't the 80's/90's when the style was to have darker lip liner. Today, it all should blend nicely.
10. Love your look!! If you happen to be all over the map "makeup-wise", work with a professional to develop YOUR look. Once you've found it, RELAX and ENJOY!!!!

Any other questions, just ask me!!