THE
DAILY BEAUTY
ISSUE

3 THINGS YOU SHOULDN'T SKIP IN YOUR DAILY ROUTINE

HOW TO CHOOSE A DAILY FOUNDATION

A LIP COLOR FOR EVERY DAY OF THE WEEK
7 DAYS OF LIP COLOR

The right lip color can make or break your look, which is why everyone should consider building a lip color wardrobe. Use this day-to-day guide to match your pouting to your outing.

**MONDAY**
Monday Blues
Ward off the beginning-of-the-week blues with a cheerful and universally flattering red-based orange.

**TUESDAY**
Taco Tuesday
Got dinner plans? You need a lip color that keeps you looking cute even after a few tacos, right? For extra staying power, opt for a longer-lasting pencil formula in a spicier hue.

**WEDNESDAY**
Over The Hump
You've conquered the first half of the week so you deserve a treat! Indulge yourself with a sweet, sugary violet-pink.

**THURSDAY**
Throwback Thursday
Dark lips were huge in the '90s and they've recently made a comeback. Try a feminine take on the trend with a deep berry lip.

**FRIDAY**
Girls’ Night Out
Sometimes you just need a night out with the girls and there's no shade more appropriate than a girly pop of pink.

**SATURDAY**
Date Night
Break out of your usual routine and crank up the romance. Nothing's sexier than a classic shade of red.

**SUNDAY**
A Day of Rest
Can you lounge around in your pajamas all day and still wear lipstick? Of course you can! Go with a casual sheer shade of pink. Rest up and start all over again!

**PRO TIP:** Outline lips as well as fill them in with liner. This gives color something to adhere to, therefore increasing wear.
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**MAKEUP ARTISTRY**

**1. MAKEUP ARTISTRY FACE #5 BRUSH**

**PERFECTING MAKEUP**

**CREAMY BEIGE ULTRA POWDER FOUNDATION**

**SOFT TOUCH EYE PENCIL JAVA**

**EYE SHADOW CHAMOIS**

**Eye Shadow TRUFFLE**

According to recent statistics, women spend an average of 55 minutes getting ready every day and even more in the evenings. That equals 14 full days of primping in any given year!

**GENTLE POLISH Wearing SPF 15 or more every day. According to the Skin Cancer Foundation, more than 90% of the visible changes commonly attributed to skin aging are caused by the sun. Using a broad-spectrum sunscreen (SPF 15 or higher) is one of the keys to keeping skin looking youthful.**

**ANTI-AGING COMPLEX EMLUSION BROAD SPECTRUM SPF 30 FORMULA — Decide what kind of formula you want. This is the texture (thickness/thinness) of the product.

- Liquid: thin, lightweight/pours easily.
- Cream: denser/ranges from light and mousse-like to a concentrated solid.
- Cream-to-powder: glides on creamy/sets to a powdery finish.
- Powder: soft and dry/loose or solid.

**COVERAGE — Next, you’ll need to pick a coverage type. This is the degree to which the product covers the complexion.

- Sheer: very natural, see-through coverage.
- Light: slightly more see-through coverage.
- Medium: more coverage, but still looks natural and even.
- Full: fully covers skin.

**FINISH — Lastly, decide the finish you desire. This is the appearance your skin takes on after applying foundation.

- Dewy: a sheen of moisture.
- Luminous: a glowing appearance.
- Satin: not too shiny, nor too matte.
- Semi-matte: a fresh, natural look.
- Matte: shine-free.**

**LET US TAKE THE GUESSWORK OUT OF SELECTING YOUR IDEAL FOUNDATION**

Visit us today for a one-on-one consultation with an expert Beauty Consultant!

**A GREAT EVERYDAY EYE**

Your new go-to neutral eye makeup.

1. Apply brown eyeliner such as Soft Touch Eye Pencil Java (it’s more natural-looking than black), on upper lash line as close to lashes as possible. Next, apply a light matte shadow such as Eye Shadow Chamois from lash line to brow bone. Define your crease with a darker matte shadow such as Eye Shadow Truffle.

2. Curl your lashes and apply mascara. A good all-around mascara is Wicked Lash Mascara, offering amazing volume, length and curl.

3. To make your eyes look bigger and brighter, line your lower waterline with a nude pencil like Inner Eyeliner Nude.

**DID YOU KNOW?**

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IT'S A NEW DAY.
FACE IT BEAUTIFULLY!

Love the way you look with Free Beauty Services available every day. Come see us today!