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The Many Faces Of Mascara

By Natalie Katsman

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by: **Natalie Katsman**

After finding the right foundation shade, choosing mascara is probably the next most challenging beauty task. Sure, there are less color options, but quality of the product is what will make the difference in the way you look.

Volume building, lengthening, clump-free, hypoallergenic... Will your eyelashes look longer, become curlier or fuller? Will the mascara go on smoothly without clumps and stay on without flaking for many hours to come? In other words, will it live up to the promise, or all these words are nothing more than money-making tricks? In most cases, you will know the answer only after you trade your hard earned money for the little pretty tube.

Lengthening Mascaras

These usually do make your eyelashes a tiny bit longer. This is achieved by the addition of ingredients that build up on the tip of the lashes. Actually, any mascara will visually lengthen the eyelashes. In most people (at least those who feel they need mascara), the tips of eyelashes are lighter and sometimes invisible. When you apply mascara, you show off the real length of your eyelashes. What a nice surprise! If that is still not enough, a lengthening mascara will help.

Volume Building Mascara

If you desire fuller lashes, this is the kind of mascara you need. The effect is provided by the higher concentration of waxes in the formula. They encapsulate each lash, making it more prominent.

Waterproof Mascara

As the name suggests, waterproof mascara stays intact even in contact with water. Synthetic polymers, included in the formula, instantly freeze around each lash, creating a water resistant barrier.

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There is a downside, though. Waterproof mascaras usually make eyelashes pretty stiff. In addition, waterproof mascara will rarely perform for more than 3 months, becoming flaky afterwards. Choosing a mascara that is truly water resistant can also be tricky, and the price is not always the true indicator of quality.

Hypoallergenic Mascaras

Hypoallergenic mascaras are formulated to reduce the odds of triggering an allergic reaction. Fragrances are known to be the most aggressive allergy causing components in cosmetics, so they are excluded from hypoallergenic formulas. In some people, ingredients other than fragrances may create problems. Testing is always a good idea to avoid puffy, itchy and watery eyes. Apply a small amount of mascara to the back of your ear. If the area does not get inflamed or itchy after a few hours, the product is safe for the eyes.

Colorless Mascaras

Colorless mascaras are designed for weak or damaged eyelashes, but healthy lashes will certainly benefit as well. Sometimes these mascaras are made with vitamins, vitamin B in particular, and plant extracts. They are used as a base coat under color mascara to add length, thickness and volume. In addition, they are great to shape your eyebrows.

Do you need all the different kinds of mascaras? Of course, not. These days, manufacturers try to combine several features in one tube. However, it is difficult to be perfect all around. A mascara may perform better adding length, but not so good at building volume, or vice versa. It may resist water well, but won't curl as expected. And who needs the perfect curl if it can't provide the water resistance you need?

Try and error method is probably the only sure way to find a mascara that is right for you and for your eyes, but it may become expensive. Don't despair. Look at it from another angle: with the ever-changing variety of products, search for the perfect mascara will never be boring.

Natalie Katsman is a co-founder of

<http://www.natural-aid.com>

where you can find fine quality aloe vera

products for beauty and well-being and subscribe to HealthySkin Newsletter filled with beauty tips, recipes and information on herbal healing, skin care and cosmetic chemistry.

Makeup Tips for Beautiful Eyes

By Sheila Dicks

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Eyes - the windows of the soul. Eyes give your face energy and individuality and do not have to be a certain size or shape to be considered pretty –all eyes have their own unique beauty. When makeup is applied to look natural it will bring out the eye's true color and enhance the eye's beauty. When you feel good about your makeup you will be more confident and will have one less thing to worry about.

A subtle application of eyeliner, shadows and mascara work together to create magic and make your eyes look their best.

Eye Shadow

Eye shadow is meant to highlight and define the eyes. Eye shadow is used to create depth to bring out the beauty of the eyes. A dark color used on the lid will make the eye appear smaller, while a lighter color will make it appear larger. That is what eye shadow is about – creating illusions. These are the basic techniques for the following eye shapes:

Small eyes: Don't use too much shadow or liner - it will make you eyes look smaller. Apply a light color on eyelid, use a darker color in the crease and use a highlighter under the brow.

Large eyes: Wear darker shadow on the lid and extend it to the crease. Use a flat color under the brow to highlight.

Deep-set eyes: Use light colors on the eyelid and under the brow. Use a medium color in the crease. Emphasize the outer corners with shadow.

Wide-set eyes: Use darker colors on the inner corners of the eye.

Hooded eyes: Apply light colors on the lid. Use darker colors from the center of the eyelid to the outer corners and blend.

Round eyes: Make round eyes longer by using color all around and extending toward the outer corners.

Oriental eyes: Apply highlighter under the brow. Use light shadow on the inner half of the lid and a darker color on the outer half. Light colors cause the eyes to open, dark colors will cause the eyes to recede. If you have very light skin avoid dark shades. Be careful with shimmer - they will bring attention to imperfections and wrinkles. The eye area is the first to show age don't tug on the skin.

Eyeliners:

Eyeliners are meant to define the eyes so they should do just that; not be the focal point of your makeup. Eyeliners come in various colors and forms liquid, pencil etc. Keep the eyeliner natural.

Pencils are available in many colors (for the best look stick to black or brown) and can be sharpened for a fine line. For a smudged effect use a sponge tip shadow applicator or an eye shadow brush. When your pencils are too soft refrigerate them. When they are too hard soften them by holding them

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between your fingers.

To line the eye, start on the lower lid, just beneath the lashes. When you are finished always smudge the line with your sponge. Stay as close to the lash line as possible. On the upper lid, draw a line from the inner corner to the outer corner, thickening the line toward the outer corner. After the age of 40 keep the line in between the lashes.

Mascara and the creation of beautiful lashes:

Mascara frames your eyes and can make your face come alive. Mascara softly accentuates the eye while thickening and darkening the lashes; it is the finishing touch for eyes. There are several different types to choose from, thickening, and waterproof to smudge proof. Waterproof will need a special remover and smudge proof will wash off easily. It is not a good idea to wear waterproof mascara for extended periods of time since it has a tendency to dry the lashes.

Select a shade of mascara that complements your coloring. Dark shades on pale eyes with brown lashes will darken them and will look harsh. Stay away from blues and other colors since they will ruin your look.

Lashes that are hard to curl may need the help of an eyelash curler. Curl your lashes before you apply mascara - hold for ten to twenty seconds.

To apply mascara look straight into your mirror with your chin slightly lifted so you can see your lashes. Insert the wand only once and twist, don't pump. Pumping can break the brush bristles and distribute the mascara unevenly and will dry out the mascara faster. Start by rolling the wand from root to tip in an upward motion. Reinsert the brush and apply again. If your eyelashes are thick and long they may clunk together. If this happens let them dry and then separate them with the corner of an eyebrow brush.

Sheila Dicks is a wardrobe and image consultant who teaches women how to look slimmer by dressing to suit their body type. Visit her at

<http://www.sheilafashionsense.com>

to download a copy of her

e-book Image Makeovers and get Style consultations and How to Build a Wardrobe free.

dicksse@yahoo.ca

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