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Facial Focus

by Marilyn Bratten
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A few simple facts about make-up will reflect in your facial focus.

Since the time of the Egyptian pharaohs, women have been trying to enhance their beauty with make-up. Unless you follow a few basic rules your make-up can detract more than enhance.

First you will want to evaluate your features in learning make-up artistry. Learn to play up your best features and de-emphasize the poor ones.

Choose a base foundation the color of your skin. For a more dramatic effect, use a base that is a shade darker than your skin. Apply with your finger tips, always using an upward motion.

Before applying eye make-up, pluck all stray hairs between and below your brows that are not in the natural arch. Never pluck the hairs above the brow line!

Use an eyebrow pencil that is the same color as your brows, unless your brows are very light. If you are a redhead or a blond you will want to use a light brown or red-brown pencil. Follow your natural brow, extending the line toward the temples. Never make the lines too thick or arched, for a heavy line will give an overbalanced, unnatural look.

Eyeshadow adds a romantic touch for evening occasions. Choose a shade which will enhance your eyes—blue or violet for blue eyes and green or brown for brown eyes. There are many other shades which you may want to try to accent your costume and coloring. Apply eyeshadow to the outer half of your eyelids; never into the corners of your eyes. Don’t make the beginner’s error of extending eyeshadow up to the brow line.

If you wish to use eyeliner, be sure your pencil has a sharp point. Start the eyeliner at the pupil, and extend it to the outermost corner of the eyelid.

Mascara can be effective if used correctly. Avoid the use of too much mascara, which will give your eyelashes a gummy, thick appearance. Too much mascara near your nose, especially if it is a prominent one, will only call attention to a feature which you are trying not to emphasize.

Always apply powder before lipstick. The shade of your powder should be the same as the base foundation. Pat it on your face and neck evenly to give your skin a silky look.

Choose a lipstick shade which will harmonize with your coloring and clothing. Follow your lipline, extending the color to the corners of your mouth. If your lips are thin, you can extend your lipstick slightly over the edges of the lipline. A large mouth can be played down by avoiding the far corners and very edge of your lips in applying lipstick.

Experiment with make-up colors which are most becoming to you. The following chart suggests combinations for blondes, brunettes, brownettes and redheads.

**Blonde**
- Buff foundation
- Fern green or china blue eyeshadow
- Light pink or violet-pink lipstick

**Brunette**
- Brunette foundation
- Tourquiose eyeshadow
- Bright pink or red-violet lipstick

**Brownette**
- Beige or suntan foundation
- Moss eyeshadow
- Clear red or red-orange lipstick

**Redhead**
- Buff foundation
- Sea green or china blue eyeshadow
- Red-orange or orange lipstick

Remember to consider the shape of your face, your body structure and size, and your hairstyle when applying make-up.