

The Mascara Beauty Method

Makeup Routine in your 30's and 40's

At this stage you may be busier than ever with kids or building a career. It's time to simplify your makeup routine.

5 Minute Makeup Routine:

1. You might need to switch your foundation because of changes in your skin and/or your current one is enhancing wrinkles. [Cream Foundation](#) is the most versatile and gives a natural glow. Creams can be good movement for you.
2. Apply your foundation with the [B Squared Brush](#). It will give you the coverage and wont set into lines. Cream foundation is buildable so use a light hand.
3. Concealer should be one or two shades lighter than your foundation. The small end of this [Detailed HAC Brush](#) is best for application.
4. [Contour](#) with the other end of you [Detailed HAC Brush](#)
5. For [Blush](#), use your [B Squared Brush](#) again. As you age you start to lose pigment in your cheeks and lips. Peach/apricot tones are the best choice for mature skin to help your skin look bright and fresh. Peach/apricot tones also are suitable for all skin tones. Here are some colors I suggest: [Hollywood](#), [Desert Sunset](#), [Frenchie](#), [Bare](#) and [Sandstone](#)
6. To blend all the makeup use the [B Squared Brush](#) or the [Perfector Sponge](#)
7. For lips, you can use any of the colors mentioned for cheeks. Apply with the [Multi tasker brush](#) to help set in the color. If you want a lip liner you can use your same [contour](#) color!
8. For eyes, 2 to 3 colors is all you need. Matte colors are best. If you want any kind of shimmer I would just use a little [illuminator](#) in the center of your eyelids. If you have hooded eyes, a mid toned color above the crease is best. I like the colors [Bubba](#), [Bird](#), or [Basic](#). For the lid, I like [Pup](#), [Valencia](#), or [Mama](#) and for an eye liner I use the same color that I use on my eyebrows [Trust](#) or [Oak](#).
9. Brows- use a powder eyeshadow vs. cream for a natural look on brows. [Trust](#) and [Oak](#) are good options and use the [Know your angles brush](#)
10. If time, apply [Illuminators](#) above your cheekbones and above your brows to help get a glow
11. If time or needed, apply [Bronzer](#) and/or [Setting Powder](#).

Get color matched [HERE](#)



For more information contact me at bethc0317@gmail.com I would be happy to help you customize and simplify your makeup. Makeup does not need to be complicated. We can easily get you started with 4 colors to do your entire face.

<https://bethcoleman.maskcarabeauty.com/en>

