



Beauty & the Bride

Makeup That Lasts

BY MARCY LOVITCH

The key to having beautiful, long-lasting makeup on your wedding day has everything to do with how you apply it.

All makeup by Estée Lauder: Bronzewood Eyeshadow Single, Black/Brown Weatherproof Mascara, Orchid Signature Powder Blush Doubles, Aperitif Just A Kiss High-Performance Lipshine. Gown by T.C. Originals. Earrings by Marvella. Hair by Pascal Boissier for Pierre Michel. Makeup by Lana G. for the Stephen Knoll Salon, NYC.

Here's the scenario: You've applied your makeup for the biggest day of your life, and you look gorgeous.

Then, three hours later, while standing in the reception line, your maid-of-honor whispers, "You have streaks of mascara all over your face!" What now? Do you make a beeline for the ladies' room for a quick fix or just pretend the streaks don't exist?

According to Laura Geller, owner of the Laura Geller Make-Up Studios in New York City, there's no need for makeup that runs, fades, creases, or irritates a bride's face on her wedding day. Thanks to the growing number of long-wearing makeups, smudges and smears should be a thing of the past. If a bride combines these products with skillful application, her makeup shouldn't come off until she takes it off. Here, expert advice on making sure your beautiful bridal look stays put all day—and all night—long.

BUILDING YOUR FOUNDATION

When it comes to applying wedding-day makeup, the bride should find a cool, comfortable place with lots of natural light. "Fluorescent lighting is the worst lighting to apply makeup under. It eats up color and causes red and orange tones to disappear," says B.J. Gillian, makeup artist for Cover Girl. "Daylight shows the complete spectrum of color, and every bride should look good in natural light."

While the latest base makeups are multi-purpose (they act as moisturizers and sun protectors and contain ingredients that smooth out fine lines), makeup artists agree—correct application is what gives foundation its endurance. For a peaches-and-cream complexion that will take you from ceremony through reception, spritz your clean face with an oil-control spray. Pat dry and apply concealer, where needed. Two to try: L'Oréal Mattique Conceal Oil-Free Cover-Up or Cover Girl Invisible Concealer.

If you need to disguise more prominent blemishes or scars, try using a camouflage cream like Derma Cover, available at The Makeup Center in New York City; to order, call 212-977-9494. Using a slightly damp sponge, apply a liquid, oil-free foundation. Clinique Pore Minimizer Makeup is 100 percent oil-free and safe for sensitive skin. Geller says, Unless your

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FABIO CORREA

skin is extremely dry, an oil-based foundation will cause makeup to slip, disappear, and give skin a greasy appearance. Next, apply a dual-finish foundation dry, instead of using a loose translucent powder. Great dual-purpose foundations include Shiseido Compact Foundation and Lancôme Dual Finish Versatile Powder Makeup.

THE EYES HAVE IT

Beauty experts believe using powder eyeshadows contributes to an ongoing look. Cream shadows crease and wear off more easily, while powder eyeshadows cling to the lid.

To keep eyes captivating hour after hour, apply an eye primer before using any shadow. According to Julie Palmerio, a spokesperson for Stagelight Cosmetics, a primer acts like a magnet and enables eyeshadow to adhere to the eyelid for a longer period of time. Cover Girl NonStop EyeColor Three-Kit Shadow Plus Lasting Color Base contains a cream-powder tinted base that "locks" shadow color in place.

After shadowing, Geller encourages using an eyeliner pencil at the base of your upper lash line. Then, using a

powder eyeliner and a firm, flat-edged eyeshadow brush, draw a thin line that extends upward on top of it. This will ensure defined eyes for hours and give your lashes a more plush effect. Two to try: Chanel Professional Eyeliner and Givenchy Eye Liner Pencil.

Since your wedding day is an emotional one, select a mascara that's waterproof or water-resistant, like Avon Wash-Off Waterproof Mascara—it comes off with soap and water.

THE BLUSHING BRIDE

Beauty experts agree, powder blushers are much longer-lasting than cream or gel blushers. On your wedding day, Palmerio suggests dusting cheeks with a more colorful blush than the one you usually wear. She says, "It's very important because the combination of your white, ivory, or pastel dress and headpiece can drain color from your face." A great stay-put blush: Revlon Naturally Glamorous Blush-On.

KISS, KISS

If ever there were a kissing occasion, it's a wedding—so be prepared. For a perfect ending to a beautiful wedding look, you'll want luscious lips that last. Begin by applying a dab of oil-free

foundation to your lips, then outline your mouth with a lip pencil that's close to the shade of lipstick you plan to wear. Next, use the pencil to fill in your lips. Stacie Halpern, product manager for Cosmetics Lip and Nail, says, "The lip pencil will act as a stain, so no matter how much kissing, eating, and laughing you do on your wedding day you're bound to have some color remain on your lips."

To keep color on for hours, coat lips lightly with a lip sealer. Then apply lipstick with a lip brush, blot softly, and reapply lipstick. Choose a lipstick that is slightly dry—a glossy lipstick won't adhere to lips, might look sloppy, and will probably leave prints on everyone. Have-to-have lip enhancers: Matrix Colors Lip Definer Pencil and Monteil Couleur Continue Lipstick.

Palmerio suggests using a lipstick fixative after you've applied your lip color, too. Once, lipstick sealers were used only by movie stars and theater performers. However, Palmerio says, "Fixatives have been adapted for consumer use. They lock on lipstick and help prevent it from bleeding." Two great tries: Stagelight Lipstick Fixative and Laura Geller All Day Lipstick Sealer; to order, call 212-570 KISS. ♥

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