



Look Fabulous Forever

Beauty

How To Look Truly Fabulous Forever!

Dear Fabulous Forever Friend,

Thank you for subscribing to our newsletter. [Look Fabulous Forever](#) is an online only makeup brand specifically formulated for older eyes, faces and lips. It is available exclusively from our website. You need never feel overwhelmed and confused in a beauty hall again!

As we get older, our makeup needs change - from finding a [foundation](#) which gives enough coverage without looking heavy to [eye makeup](#) which stays put and doesn't end up looking messy. So I've put together some hints and tips about the makeup to choose and how to apply it.

At LFF, we have a strong pro-age philosophy - we want you to look fabulous whatever age you are without worrying too much about the odd wrinkle or grey hair. We only use age-appropriate women in our [photographs](#) and [videos](#) (over 50) and our aim is to celebrate the beauty in older faces. I have been overwhelmed and delighted by the response we have had to our tutorials and makeup since we launched in 2013. This testimonial is typical of very many:

"The makeup is lovely, it makes my skin look clear and soft and is not cakey or too heavy. The primer makes a huge difference by smoothing the skin for foundation. Truly lovely! Working with your company was an impressive experience. You took the time and trouble to stay in touch with me to ensure that I received my makeup. Again, my sincere gratitude for everything. I love the makeup and the way you do business."

- Sally, West Virginia, USA.

I hope this beauty guide will give you lots of inspiration and the confidence to try new products and ways to apply makeup. You can also find lots of great makeup tutorials specifically for older women on our [YouTube channel](#).

With warmest wishes

Tricia

Founder & CEO, LFF



"I launched Look Fabulous Forever at the age of 65 because I felt largely invisible to the traditional beauty industry. I was also finding it increasingly difficult to find makeup that really worked on my older skin and have come to this business as a consumer - all our products are formulated so they perform brilliantly on older skin."

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How Do I Choose the Right Colour Makeup to Suit Me?

I am often asked about choosing the right colour makeup which is harder when you are buying from a website like ours and there isn't the same opportunity to test colours on your face. So knowing **which colours suit you** is a good place to start. This isn't difficult as long as you know whether the undertone of your skin is either cool (blue) or warm (yellow). This is true of all Caucasian (white) skins - so it's quite important to know which undertone you have as it affects the colours of the clothes you can wear and the makeup you choose. You might want to take a look at our two videos – one showing what works for **warm toned skin** and one what's good for **cool toned skin**.

If you have no idea whether you are cool or warm toned, think about which colours you get the most positive comments and compliments for when you wear them. The chances are these are the colours that suit you best.

COOL TONED SKIN

If you have cool toned skin, you will look great wearing clothes which are either paler or darker shades of pink, purple, cherry red, pure white, grey (and black) and cool blues and greens. When you wear these shades you will tend to look healthier and brighter as they will complement the blue undertone of your skin.

Good makeup shades for you are:

Eye Shades for the lid or socket area: Dark and light grey, taupe, lavender and purple.

Cheeks: Blush in a rosy (true) pink and

Lip Colours in soft pale pinks, plummy shades for a mid-tone colour and cherry red for a more vibrant evening look.



WARM TONED SKIN

If you have warm toned skin, you will look great wearing clothes which are paler or darker shades of cream, beige, yellow, rust, brown, yellowish greens and warm blues. These shades will make you look your very best and will complement the yellow undertone of your skin.

Good makeup shades for you are:

Eye Shades for lid and socket area: Dark and light brown, soft and dark green, cream and taupe.

Cheeks: Blush in a peachy pink but avoid anything too orange or brown which can look harsh on an older face.

Lip Colours: Avoid anything too pink and go for nudes, corals and brownish-oranges for a more vibrant effect.



How to Get Your Skin Glowing

Makeup looks best when it's applied to great skin. Here are my top tips for getting your skin into shape.



1 Exfoliation is crucial to improve the surface layer of your skin.

Dead skin cells need to be removed so that the renewed and younger looking skin can show through. Use any good, gentle exfoliator as a facial scrub which will also boost blood circulation and bring newer, moist skin cells to the surface. It will also mean that your moisturiser will absorb more readily.

Older skins tend to be very dry.

2 What we eat and drink tends to affect how good our skin looks, so eat foods containing Vitamin C like dark leafy green vegetables and citrus fruits and make sure that you drink lots of water (filtered tap is fine!). Tea, coffee, juices and carbonated drinks don't count I'm afraid. Taking fish oil supplements can also have a beneficial effect and all of these things will help to prevent (or slow) wrinkling. I take a cod liver oil capsule before bed every night which may be one of the factors for my relatively unwrinkled skin.

Never use soap on your face.

3 Soap strips the skin of its natural oils and makes it feel uncomfortably tight and dry. Use cleansers which will remove dirt from the surface of the skin but will not disturb your skin's delicate pH balance. Washing your face with soap is like washing it with dishwasher liquid or detergent. Having said that I wash my face every morning but without soap. I just love the refreshed feeling I get from using warm water and a clean flannel to 'wake' my face up.

Moisture masks will help to deliver a deeper moisturising than your everyday moisturiser.

4 Apply after you have exfoliated and allow to sink into the skin, then leave for around 10 minutes before removing. Use a good serum every day and then apply your moisturiser on top of that. It's a good idea to choose one with an SPF so that you know that your skin is always protected from UVA sun damage. Always allow your serum and moisturiser to absorb into the skin properly before you attempt to apply your makeup.

At night use a creamy cleanser and ensure that every scrap of makeup and grime has been removed.

5 Use an eye makeup remover on your eyes where the skin is more delicate and prone to stretching. Then use a good emollient night cream to 'feed' the skin while you are sleeping. And sleep is of course fantastically restorative to the skin and ensures that you don't have bags or dark circles under your eye during the daytime.

How to Make the Most of Eye Makeup



EYEBROWS

Give your brows back shape and definition with our Brow Shape & Brush

EYELIDS

Moisturise your eyelids to prevent dryness

HOODED EYES

Create 3 distinct areas using light and dark eye shadow

EYELINER

Push shadow into the lashline with a wedge brush to create thicker looking lashes

As we age something weird begins to happen to our eyes. The skin on your eyelids may begin to darken and take on a brownish tinge. Our eyebrows begin to lose colour, definition and shape. They may also start to sprout in all directions and become wiry and difficult to tame. The skin on the upper part of our eyelid starts to become loose and stretchy and to descend over our lower eyelid.

Ready to put a paper bag over your head yet? There's no need to despair because there is so much you can do to improve the way your eyes look with clever carefully applied makeup.

How to Make the Most of Eye Makeup...

1 Start with the eyebrows.

I would begin by getting your eyebrows professionally shaped and tidied up. If necessary, banish the long straggling greying wiry hairs. Now put definition back using a product like our [Brow Shape](#). This ingeniously uses a very fine brush and liquid paint with which you can recreate the illusion of the fine hairs of a normal eyebrow - even if they are very sparse indeed.

"It's amazing no one has thought to do this before! I get my brows shaped and tinted professionally, but they are very sparse. Hitherto I've used eye shadow powder or a pencil, but it's been hard to control and can look 'too much' - this product solves the problem simply and elegantly."

- Jan, West Sussex, UK (talking about our Brow Shape)

2 Next neutralise any discolouration on the eyelid with an eyelid primer.

A flesh coloured primer both restores the lid to its rightful colour and it helps all the other products you apply to stay put. Our [Fabulous Eye Prime](#) works in exactly this way - apply it, smooth it in with your finger and allow it to dry which takes about 60 seconds or so. It's also a good idea to use a concealer in the inner corners of your eyes so that you lose that 'hollow-eyed' look that can be very ageing.

"I've never used an eye primer before and was stunned by how much easier this one makes the application of eye colour. It also makes the colour last for a whole day. Really impressed by this and also the lid colour and eye shade I bought with it"

- Pat, Dunfermline, UK (talking about our Eye Prime)

3 Apply lid colours.

Now you can start to shape the eye to create the effect that you want. I would see the eye as three distinct areas - the brow bone, the socket and the eyelid. Put colour onto the eyelid if you want to create a soft and pretty effect.

4 Use a highlighter on the brow bone.

This will open up your eyes and bring luminescence back. Keep it to the area beneath the brows and above the socket. [Fabulous Light](#) is great for this - add a touch to the top of cheekbones for an extra spot of iridescence.

"The best brightener for eyes that I have ever used. Am in love with this product."

- Barbara, Ontario, Canada (talking about our Fabulous Light)

5 Apply eye shades.

Use dark, but neutral colours like [Cocoa](#) or [Taupe](#) in the socket area especially if you have hooded eyes. Lastly darken the area just above your eyelashes. This creates the illusion of thicker eyelashes.

6 Lastly a sweep of mascara!

The mascara I have chosen for the range may be a surprise for some of you who might be expecting a heavy duty lengthening and thickening mascara. That's what we all need when we are older - right? Well no. I personally don't think so! I think older women with thick spidery eyelashes look weird - so our mascara, [Fabulous Lash](#) adds subtle definition and colour without being hard and spiky - so the eyelashes still feel soft to the touch.

"This is, by a country mile, the best mascara I've ever used. No clogging up, no nasty fibres - I couldn't be more pleased."

Jan, Birmingham, UK (talking about our Fabulous Lash)

The Importance of Primers for Mature Skin

Few women who come along to my makeovers have ever heard of primers. Yet when I was planning products for the LFF range I knew it was essential we create the best primer for mature skin. In fact, so essential, we made three of them.

Why use primer for mature skin?

One of the problems we face as we age is that foundations, eye makeup and lipstick no longer stay put as they once did. This phenomenon is caused by the fact that our skin is no longer as smooth as it once was. It's also a lot drier - so makeup tends to be absorbed into the skin.

As I aged I started to notice that a few hours after I had applied makeup to my face, it would look as though I had no makeup on. My eye shadows also tended to migrate into the creases and crepey areas on my eyelids and as for my lipstick - ugh! What a nightmare! Whenever I applied a darker lipstick, the edges would become blurred as the colour 'bled' into the fine lines around my mouth.

This is why it's so important that those of us with mature skin use a good primer.

FACE PRIME

The **Face Prime** feels like silk on the skin and smoothes out any fine lines or open pores, ensuring that your makeup lasts for hours.

Application Tips:

- 1 Face Prime is NOT a moisturiser, so it goes on after you have applied any serum or moisturiser.
- 2 There are two ways to apply it. Either smooth evenly over your whole face and then apply your **Foundation**.
- 3 Alternatively (to save time) mix one pump of Prime with one pump of Foundation and swirl them together with **Foundation Brush 3** on the back of your hand before applying evenly to your face.

EYE PRIME

The **Eye Prime** covers eyelid discolouration and stops your eye makeup going 'walkabout' so that it stays neat and mess-free.

Application Tips:

- 1 Use a VERY small amount and apply direct to the eyelids with the integrated sponge.
- 2 Use Brush 4 to spread evenly over the eyelid area and above into the socket line.
- 3 Allow to absorb fully before applying eye shadow.

LIP PRIME

The **Lip Prime** stops that annoying 'bleeding' of your lipstick colour so that it looks sharper and neater.

Application Tips:

- 1 Wipe all residues of foundation from your lips with a Q tip.
- 2 Apply the Lip Prime with the sponge applicator to the bit where your lips meet the skin around your mouth.
- 3 Rub into the skin with your finger and using another Q tip make sure your actual lips are free of Prime.

You can watch my primers tutorial [here](#).

I hope you really enjoy using what I believe are our 3 'hero' products!

