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There are several aspects of the fashion industry, including makeup. Yep… blush, eye shadow, foundation, eyeliner… you get it! This comes with help from a friend, that just so happens to be a world-renown makeup artist, Jason Kelly. You may have seen his work on the Cavs girls, ESPN, Channel 19 Tuesdays and Thursdays on “On The Spot Make Over,” and that’s just naming a few! We want to talk about what works for the skin, so here are a few pointers for the ladies about fall and winter makeup trends for 2009 and 2010, JK Style!

Now that the summer is gone and the winter is on its way, it’s time to break out the gloves and the jackets and bring fall and winter trends in. Did you know, as the seasons change so does makeup? While foundations tend to stay the same, the heavy winter often inspires a matte, powder look that is the complete opposite of the summer. However, keeping some of that sheer look from the summer to light up your face in this cold winter will look great! Another way to stay current with makeup trends is to stay away from high definition makeup and use light weight oil-free based coverage that’s perfect for your skin while still having a natural look.

Eye shadow is a definite way to change from summer to winter. This year and NEXT year earth tones for the eyes are going to be big. The whole brown family, the earthy greens and the golden sunset colors. Stay away from heavy eye shadow; keep it as close to natural as you can. A thick eyebrow will be sexy for the winter; it’s more youthful making it the ladies choice for this and next year.

Lips should stay as natural as your coverage. Again, earth tones and nudes work best and can match with your eye shadows. Less is best! For your cheeks, use a two-color blush that will define the cheek bones. Apply lip liners that are a shade away from keeping lipstick from bleeding onto the skin and providing more contrast to the shade chosen. However, if you must wear a red lip, keep your shadow and blush as natural as possible making your lips an accent and the talk of the party.

Stay away from liquid creams and fragranced make up, they are bad for the skin and can cause serious break outs with lifelong scars. Stay clear of products with strong undertones. Here are some products and companies to use: MAC, Clinique, Neutrogena to name a few. All work good

on most skin types; these products have been dermatologically tested! Also, please pay close attention to the purchase date of products. Makeup does have a shelf life.

- ·: 1 year
- ·Cream or Compact Foundation: 18 months
- · Concealer : 12-18 months
- · Powder : two years
- ·Blush and Bronzer: two years
- ·Cream Blush: 12-18 months
- · Mascara : three months

Last, but not least according to chemist and best-known esthetician Marnita at AJ Millennium's Spa – located at 33
65 Richmond Road in Beachwood, Ohio 44122 –
it is equally important to exfoliate three times a week, moisturize and use sun screen.

We are more than open to feedback and tips. All feedback can be sent to ybmtrend@aol.com