

## Under-Eye Discoloration

Creating that illusion of flawless skin can seem to be overwhelming at times. Just remember: practice makes perfect. Don't expect to always get it right the first time you try a new technique! You might need to try things two or three times. The beautiful thing about makeup application is if you try a technique and it doesn't work, just wash it off and try again!

### **Concealer**

Concealer can be your best friend, because it can improve your skin's appearance dramatically--but only if it's invisible. The secret to concealing everything that you do not want to see is applying concealer just to the discolored skin. Learn to color within the lines, just like when you learned to color as a child!

#### Choosing the Right Texture

There is only one problem with concealer: it has a different texture than foundation (drier and thicker, because it is designed to stick, and that is what it does). Because of this, it can draw attention to fine lines if you are not careful when applying it, especially if you use too much. As a result, it is imperative that you choose the right formula for the job you need it to do. If you use a formula that is too moist, it can "travel," slipping into creases and fine lines, drawing attention to what you don't want people to notice. A formula that is too dry is bad for the delicate skin around the eyes and can draw attention to those same flaws. You might need to experiment to find the perfect formula for you. Consult the product knowledge course to find out which formula works best to conceal what you are trying to hide.

#### Choosing the Right Color

Not only do you need to choose the perfect concealer texture, but you also need to make the right color choice. You should choose the same shade as your foundation, or a shade that is one shade lighter, for most things you want to conceal. For extremely dark discoloration, choose a shade that is two levels lighter than your foundation. Just make sure not to choose a shade that is too light, because it can end up looking grayish.

You can get a lot of mileage out of concealers with yellow undertones. Yellow is the best color choice for severe discoloration on ivory/beige skin, because it works to counteract most skin imperfections, including the purple of under-eye circles, the brown of age spots, and any ruddiness or red in the complexion. The more severe the imperfection--such as a port-wine stain or extremely dark circles--the more yellow you will want in your concealer.

On bronze/ebony skin, a golden-orange concealer for lighter to medium skin tones works wonderfully. For really deep tones of ebony, a warm brown concealer usually covers best. Once again, the more intense the discoloration on the skin, the more intense the undertone of the concealer should be so that it can be more corrective.

If you're using a concealer that matches your foundation exactly, you may apply it either before or after your foundation. But if you're using one that is lighter than your foundation, it is best to apply it first.

Let's face it: Very few women have perfectly flawless skin. Yet many women are obsessed with perfection! Everything from sun damage to genetics can affect the surface of your complexion, especially as you get older. Fortunately, we can disguise most if not all of the imperfections we do not want to see.

### **Dark Circles**

As I have just noted, concealer can draw attention to fine lines, and the one place we most often find those lines is around the eye. The under-eye area contains fewer oil glands than anywhere else on your body, so it needs plenty of moisture. The more moist and supple you make this area before you apply your concealer, the better the results. Keeping this in mind, let's go through covering dark circles step by step:



1. Start preparing the area underneath the eye by applying eye crème and letting it soak in for a couple of minutes. If it is really dry, feel free to apply an extra layer and let it dry and soak in. Be generous with your eye crème, because it's next to impossible to "over-moisturize" this area. Just be sure to blot off any excess crème after a few minutes with a sponge or tissue, to make sure your concealer stays put. Using eye crème will help your concealer adhere, and if the skin under your eyes tends to be dry, your concealer won't "cake up" and draw attention to any fine lines you might have.
2. Next, take a brush and apply concealer along the line of demarcation – where the discoloration begins on your skin. Extend the concealer up and over the entire discolored area with your brush (stay just slightly below your lower lash line, because applying your concealer right up to the lower lash line can close your eye in and make it look smaller).

You never want to extend the concealer past the line of demarcation (onto the skin that you are trying to match). If you do, you will lighten skin that is already the correct color, and you'll be back where you started – with two uneven shades of skin.

3. Now, take your finger and, using a stippling (patting) motion, stipple the concealer along the line of demarcation to blend it in. This blends in the texture of the concealer, making it invisible. Be sure to conceal any darkness in the inside corners of your eyes or your eyelids, if necessary.
4. When applying your foundation on top of an area you have just concealed, be sure to stipple or pat it on over the concealed area. You don't want to wipe away what you just concealed.
5. Always finish with a light dusting of powder to set your handiwork.

Serious dark circles call for serious concealer. Use a shade or two lighter than your foundation, and apply the concealer before your foundation.

Yellow concealers are a great choice for covering severe dark circles on ivory/beige skin, and golden-orange concealers work great for covering severe dark circles on bronze/ebony skin. They are called "corrective concealers" because they'll counteract severe discoloration. Both concealers can counteract all shades of skin discoloration, from red to purple to brown.