

BEAUTY ON A BUDGET

by

glory read

With the gala party season here, I thought you would appreciate some professional evening makeup tricks to make you shine.

I took my inquiries to New York's John Bernard, the makeup artist who prepares the faces of such stars as Virna Lisi for big evenings on the town.

Translucent, pearlized, frosted, and silvered are the words you'll find on cosmetics especially designed for evening shine, but unless you are a habitual party girl you don't have to buy a complete line of evening makeup to achieve the desired look.

According to the charming Mr. Bernard, the first rule is to "please don't use more makeup or darker makeup for evening. It will only make any lines appear deeper and give a caked-on old look," he said.

"Stick to the pinks because they look best under night lights," was his next recommendation. Fair women should use the lighter pinks, and the deeper pinks will compliment darker complexions.

"Your daytime makeup can take on an evening look," he said, "with the simple addition of a silver, gold, or frosted loose face powder to pick up and reflect lights for the shimmery effect.

You can also adopt the model's trick of mixing your own loose face powder with baby powder. The tiny white grains attract evening lights to give a soft glowing effect to your makeup.

"The eyes especially should be emphasized for evening," according to Mr. Bernard, who advises investing in a white or silver eye shadow to subtly blend over your pastel daytime eye shadow.

Most of Mr. Bernard's patrons wear false eyelashes for evening, but your own lashes can be made to look naturally more abundant if you apply face powder between coats of mascara. "Avoid black which is too harsh, and stick to the browns, from light to dark depending upon your own coloring," he stressed.

Another way to play up your eyes is to apply rouge high on the cheekbones and close to the outer corner of the eyes. Models often use a tiny dab of oil on this area, after all the makeup is applied, to catch more light for a high cheekbone look.

My own magic secret for banishing my forehead lines for big evenings is to apply a wrinkle lotion. It gives me a smooth-as-glass brow for several hours and is easily reapplied.

Young girls with pierced ears can add a festive finishing touch by dangling tiny silver jingle bells, a sprig of holly, or tiny balls from their ear wires. .

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When in doubt about a particular beauty look,
ask a small boy. If you don't have a son or a kid
brother, borrow one from a neighbor.

Fellows between nine and thirteen have a knack
for being candid, and you can count on the little man's
taste being pretty close to that of older males.

A little boy is likely to tell you he likes ladies
with soft hair, who smell nice and smile. Elaborate
and painted ladies don't score with him -- or with the
big boys.

Recently a diversified group of young men about
New York were quizzed on what they liked in a girl.
They came up 100 per cent for a natural look, softness
of hair, skin and makeup, a beautiful warm smile, and
perfume.

It all adds up to the key word "femininity." What
is it? How do you get it? It's more than skin deep
that's for sure, but if you are going to get men to see
beneath the skin you'll have to develop the outer look
too.

Assuming you have the inside feeling of being glad you're a girl, let's get to the specifics of looking like a well-brought up feminine girl who can become all girls to a man -- including his wife.

If you're happy with your feminine role in life, you'll feel like smiling often. Teeth don't have to be a certain size or shape to be attractive, but they do have to be well-kept and clean. A trip to the dentist is your first smile insurance. This is no place for economy, because without teeth in good repair all the money you spend on toothpaste, mouthwash, and lipstick is wasted.

It matters little what brand of toothpaste or mouthwash you use. You can brush your teeth with baking soda or salt, both will do a good job of removing simple stains and discolorations to make your teeth whiter.

Salt in water makes an excellent mouthwash. A small disc of dental floss, which costs about 39 cents, tucked into your purse makes it possible for you to remove unsightly food particles from between your teeth no matter where you are, and helps eliminate danger of local mouth odor.

Keep your lips soft with overnight applications of petroleum jelly. Men prefer soft light lipstick shades,

but not white ones. A dab of petroleum jelly over your lipstick will give it a nice gloss. Lipstick is one of your best beauty buys today with very good quality lipsticks available for \$1. If you pay more for a lipstick, chances are you are paying for its fancier more costly container.

As for the natural look in makeup, its merely a question of keeping whatever kind you use soft and subtle.

Men prefer long hair because it's feminine. On a young girl it can flow straight down her back, on a more mature woman it can be softly styled in an updo.

Extremely short hair isn't feminine. There are notable exceptions, of course. A young and very pretty girl with petite feminine features, such as Mia Farrow Sinatra, can get by with it beautifully. Girls who aren't especially beautiful and older women with short short hair usually look like skinned rabbits.

The easy upkeep of short hair is a fallacy. When it is out of curl or shape there is nothing you can do with it. It needs washing and cutting more often and is limited in styling possibilities. Long hair can be neatly pulled back and held with a barrette, and it can be easily styled into a simple feminine updo. But beware of over-teasing and spraying -- pet peeves of men.

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questions to ask, please write.

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There is a beautiful glow from within that no cosmetics can stimulate. Brides have it, happy mothers-to-be have it, and you can cultivate it for everyday use.

It doesn't cost a cent.

I learned first hand about this magic not long ago, when I wore my fried marble to the grande ball.

It started out as a bad evening. I was in a depressed mood and didn't feel the least bit beautiful, even though my gown was new and my hairdo a professional job.

As I was leaving my older son asked me to wear the fried marble necklace he had made for me at Cub Scouts.

Like a good Mom I put it on. Nor did I resort to subterfuge -- I wore it all evening.

The charming gentleman seated next to me at dinner, struck up his conversation by admiring my "jewel" and inquiring about its origin.

As our conversation continued, I began to think about what a wonderful blessing it is to have admiring sons.

As I began to "feel beautiful," my smiles came more often and from deep within. When I looked at people and spoke with them it was with a genuine feeling of warmth and good will. Everyone was my friend.

Once you cultivate the ability to meet each new social or business situation with the same feeling of good will, you'll discover how contagious it is.

Never doubt, either, that the beautiful glow from within can make you beautiful in the eyes of your beholders -- the illusion I'm always raving about. When their eyes begin to compliment your appearance, you'll begin to "feel beautiful" too.

The magic works so well it can be seen in your own mirror. After the ball, I looked in the mirror and saw a glow on my face that rivaled the gift from a son which shined on my neck as brightly as the rarest ruby.

Merry Christmas to all.

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The face across the breakfast table can launch a thousand sales, raises, promotions, and A's on report cards. The married woman's breakfast time appearance has the power to inspire "conquering the world." It can do for the psyche what a good breakfast does for the body.

Yet, as much as has been written about the no-makeup, sloppy-old-robe and curlers-in-the-hair wife who sends her husband off into the business world of well-groomed career women and secretaries, a recent survey revealed that far too many women still do it. Their reasons: "Too much trouble," "No time."

No one would dispute that the hectic morning routine, especially when there are small children in the house, makes a complete makeup and hairdo impossible.

But you can preserve the look of the "Lovliest girl in the world" your husband married, and the children's "pretty mom"

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Even though it's a little extravagant,
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very likely bring along another bottle
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"Over" is the big bad word in hair. In their pursuit of beautiful hair, many women are over-teasing, over-coloring, and over-spraying -- and over-looking basic hair care.

All the final touches are wonderous beauty innovations, but the first step in any successful hairdo is healthy hair.

The swinging teens, who a few short years ago looked as if they were wearing cotton candy on their heads, have evolved into some very good hair practices. Their straight long long or short short hair depends upon shine, movement and color for its beauty. Frequent gentle shampooing and daily brushing contribute to this very feminine look. It's a rare woman beyond her teens who can wear her hair that long, short, or straight -- but every woman's hair should have shine and movement.

These important aspects of hair beauty are the least expensive, but with them the simplest and easiest-to-care-for hairdo is strikingly lovely. Hair

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without these qualities will resist coloring and styling no matter how much money you spend.

Even at the risk of sounding like Dr. Kildare, I must remind you that your health habits are reflected in your hair. A balanced diet rich in protein gives hair shine and elasticity -- the quality that is responsible for bounce and ability to curl.

Contrary to the belief of some women, frequent shampooing is not harmful to your hair. It is in fact good for it. Some actresses and models who must shampoo their hair every day, use baby shampoo because its pure and gentle formula was made especially not to irritate sensitive skin. But whatever your shampoo choice, your technique is far more important.

For shampooing and rinsing use warm water, not hot. If you shampoo frequently, one sudsing is completely adequate. The amount of suds has no effect on the cleaning power of the shampoo either. In fact, low suds are preferable to a large billowing tower because they are easier to rinse out -- and the most important aspect of shampooing is thorough

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rinsing. If all the shampoo isn't removed, your scalp will be dry and may itch and your hair will lack shine and resist curling.

The ideal way to dry hair is outside in early-day sunlight, but a gentle towel drying fits more easily into most of our schedules. If you have natural blond or light brown hair, try adding lemon juice to your rinse water for highlights you never dreamed you had. Brown cider vinegar in the final rinse water will do beautiful things for redheads and brunettes too.

A daily brushing with a clean natural bristle brush with your head hanging down distributes the oil the full length of each hair and makes it shine. Brushing does more too. It's the scalp's exercise that loosens and removes dry dead skin, increases circulation for healthy hair growth, and removes hairs that have lived out their natural life span.

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