



essential beauty

Don't I know your face from the '80s?

Make-up styles from eras past are not what women should wear as they age.

Words Natasha Hughes

THERE are not as many rules about make-up as there used to be but the one that should be followed is often defied: avoid looking like mutton made up as lamb. You see it everywhere: women in their 60s with the winged liquid eyeliner and pale lips of the 1960s; boomers still living in the '70s with non-existent brows and spiky lashes; even thirtysomethings in the browns upon browns of the '90s or supermodel excess of the '80s.

"The irony is, most mutton's on a quest to look younger," says Tony Baumann of Mecca Cosmetics. "These women are still doing the make-up that they first started out doing. They haven't let go and it's ageing them."

And of course a lot of things "go" as we get older. Facial features flatten with the loss of fatty tissue, fine lines become static wrinkles and, says Baulkham Hills plastic surgeon Dr Mark Edinburg, skin sags and by 60 turns a yellowish grey. Make-up application and hair styling needs to consider these unglamorous developments.

"It takes a bit more effort as you get older and a lot of women don't realise that," says image consultant Suzanne Dekyvere. "And people do make judgments on how people look."

Baumann says it is a misconception more make-up is needed as we age. "I hear it all the time - 'I've never worn foundation but now I think I need to' - from women in their late 30s but it's the younger women who can take more coverage and wear a matt look," he says. "Make-up actually ages you. A tinted moisturiser is the best thing for older women - it's still illuminating, with the coverage of a foundation and the luminosity of a moisturiser."

Older women should ditch pale and pastel

lipsticks. "Wishy-washy doesn't work. You need a bit more colour and the mouth needs to be kept more defined." Baumann says a lot of women in their 30s "need to let go of the 'perfect' brown lipstick they found in 1994".

Eyeliner needs to be kept tight to the lash-line as eye shape changes after 35. Black eyeliner is too harsh: if worn at all it needs to be blended out. "If you tilt your head back, with your brows perched up, it looks OK in the mirror but as soon as you relax the line goes downward and the eye looks droopier," Baumann says.

He says too much bronzer, clumpy Tammy Faye Bakker mascara and harsh, drawn-on brows are common mistakes. "Keep away from the browns and use highlighter correctly."

Chanel make-up artist Susan Sterling says an illuminator can brighten and soften lines around the eyes and nasal-labial folds. "Artificial and evening light are unforgiving and accentuate every shadow and imperfection if one is out

of one's teenage years," she says.

David McConnell, Gorgeous Cosmetics founder, recommends women seek regular advice on make-up as they get older. "Every season, or twice a year, might sound excessive, but it's needed to get a reappraisal of your look and an introduction to new products or trends," McConnell says.

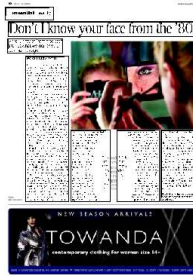
"A wash of eye-shadow is part of this season's look and is very flattering to the older women, where last year's smoky eye is not."

Hair also needs a rethink but not until 50 when, says Darlinghurst stylist Brad Ngata, cuts should be shorter and smarter. "Women at 40 look amazing - they can keep longer hair if it's got good colour and is in beautiful condition," he says.

The off-putting thirtysomething bob has been replaced by a highly fashionable sharp sexy bob, thanks to Victoria Beckham and Katie Holmes. However, Ngata says there's still a lot of "mean '80s perms" around. "It's very ageing, especially as it grows out. Just get rid of it."

McConnell says women with badly applied, past-era make-up are the most noticeable but there are many more older women who have "just given up" and wear no make-up. But most older women are comfortable with their looks, he says.

"They've identified their best features and want to accentuate them. They seek advice where necessary. They don't need to



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