



# In the shadows

As we start a new year, Rachel Wood advises how to get the new trend – contours – to work for you, as well as the make-up resolutions you should make

The online make-up store, The Pro Makeup Shop, which can be found at [www.thepromakeupshop.com](http://www.thepromakeupshop.com), has a fantastic little set called 'The Famous Five' – five variously shaped mascara wands for different lash effects. I used the 'Particular Polly' precision mini wands to apply mascara on model Lily Cole's fair lashes. These wands were tiny enough to reach all of those hard-to-reach lashes on the inside of her eye.

Remember, the rule for make-up is like the rule for food in your fridge – if it smells or looks suspicious, bin it. And as for your make-up brushes, keep them clean by washing them in baby shampoo and warm water, then lay them out flat to dry. If your skin has break-outs and you're unsure of the cause, don't always assume it's your make-up that is causing it – it maybe that you're using dirty or unhygienic tools to apply it all. Clinique's Blemish Gel is perfect to help neutralise those emergency pimple situations.

How many of you have bought make-up but never used it? Make 2010 the year you use what you've got or make sure you learn before you buy. So many

women buy a product because they liked how they looked in the shop but when they take it home they don't know how best to use it. How about booking a make-up lesson? At The Make-up School ([themakeupschool.co.uk](http://themakeupschool.co.uk)) you can bring your make-up bag and learn how to use what's in it properly. Get your beauty questions answered once and for all – you can have private lessons or go as a group with your girlfriends.

A lot of cosmetics today come with their own built in mini-lesson. Benefit's Big Beautiful Eyes Kit contains labelled mini brushes and step-by-step

*"Creating chiselled, defined facial features is going to be huge"*

instructions to create fool-proof contoured eyes. And this leads me to what I think will be one of the biggest trends in make-up for 2010 – contouring.

Creating chiselled, defined facial features is going to be huge. In the 1960s the contoured eye was king. In the 1970s it was all about accentuating cheekbones. Both of these looks are hot for 2010, but less theatrical than in past decades.

To create any type of contour – whether you wish to highlight and define cheekbones or enhance your eyes – you need to have a contrast in colour and texture, one light and one darker tone. A contoured look also is more effective

**W**ith 2010 just days away, we all know that those annual New Year's resolutions follow. So, how about making a few beauty resolutions this year instead of trying to promise to go the gym five times a week? And remember, added to this, it's not just any old new year – this is the start of a whole new decade! Luckily I've got a few helpful tips to make 2010 your best beauty year yet.

Start the year off right by making a beauty resolution to clean out your make-up bag. Have a good look at all your sponges and puffs. Are they dirty and falling apart? These items are inexpensive and totally worth replacing frequently – Superdrug do a pack of three round sponges for liquid, cream or powder cosmetics. Don't hang on to the old ones.

Next, check your mascara – is it old and crusty? Get rid of it and replace with a new one. Cargo Cosmetics Lash Activator, available at Boots and Sainsbury's, not only works as a cosmetic but as a treatment that claims to increase lashes up to 167% – I tried it for a month and had noticeably thicker lashes.

If your mascara's in good shape but the brush isn't, I suggest cutting off the wand and using disposables to apply.



**Build it up:** Cargo's Lash Activator can maximise your eyes

**Lesson learned:** Benefit's Big Beautiful Eyes case comes complete with a tutorial





**Shadow boxing:** Bobbie Brown's shadow box has everything you need for the perfect contour

if the darker colour is a matte-textured product and the highlighting product has a touch of a sheen to it – keep your shimmers and frosts here.

### Easy eye contour lesson

Apply a light-toned eye shadow all over the lid from the lash line to the brow. Next, take a contour-shaped eye shadow brush and add a touch of a medium or dark matte-textured eye shadow – try Bobbi Brown's Basics eye shadow palette, which has both dark and light toned shadows that are super for creating this particular look.

Make sure you keep your eyes open while applying this next colour. Look straight ahead into the mirror and sweep the darker shadow into and along the socket of the eye (the eye crease area). Work the brush from the outer corner to the middle inner part of the eye in an upside down "U" shape. By using a contour brush you'll get a soft and smoky application in the middle crease, and by applying it with your eyes open, the eye shadow should hit the correct area.

Adding a touch of liquid black eyeliner along the top lash line, like YSL Easy Liner for Eyes, gives it extra impact. Finish the look by curling the lashes and then adding a couple of layers of mascara. And don't just limit yourself to black, because in 2010 coloured mascara makes a big 80s comeback too. Estée Lauder Sumptuous Colour Mascara comes in five fun shades including blue, green and purple.

### Easy cheek contour lesson

Take your thumbs and press them into the hollow underneath your cheekbone – have a look in the mirror as you do this. Get a good feel for the space underneath the bone structure in your face. This is the area where you can add a touch of a darker-toned colour to give a little sex appeal to your look. Soliel Tan de Chanel by Chanel is a beautiful bronzing make-up base – it is an easy-to-use cream-

textured make-up that is perfect for creating a little depth. A bronzer or even a foundation that is a shade or two darker than your skin tone can work just as well. Use a small round blusher brush, and with an oval-type stroke add a touch of product in this area.

Next, have a feel where the top of your cheekbone is and add a touch of a shimmer highlight, like Maybelline's Dream Mouse Shimmer. You want to apply the highlight colour on the cheek area from the top of the ear to under the eye pointing towards your nostrils. Last but not least, smile and apply a touch of a coloured blush on the apples or the little round areas that spring up when you smile. Try a sheer cream blush like Lancôme's Sensational Effects cream blush in petticoat pink.

### Face up

If you're going to keep on-trend with heavier, defined, contoured features,

**Luscious skin:** Join the celebrities with Gerda Spillman foundation



FREZZA LAFATA/REX FEATURES



**Catwalk contours:** This latest trend has been seen across recent catwalk shows



FREZZA LAFATA/REX FEATURES

**Blinking marvellous:** Take your inspiration from Sally Bowles for maximum impact



GEMS/REDFERNS

it's important to have perfect-looking skin that doesn't look like theatrical pancake. Gerda Spillman, the Swiss skincare specialist's, Bio Foundation was voted foundation of the year for two years in a row.

This Hollywood favourite is used for hit TV programmes such as *American Idol* and *Prison Break*. The clientele that use this product is so A-list that the PR company refused to give me a list – but the buzz from my Hollywood make-up mates is that it's Katie Holmes' and Tom Cruise's product of choice. It really is unbelievable – super sheer and light, but covers a multitude of sins like a second skin. A total wonder foundation. Unfortunately, it's only available online in the UK now, but it's worth the effort. Visit [gerdaspillman.com](http://gerdaspillman.com) to find out more.

Want some more make-up inspiration for 2010? Check out this new book, hot off the press. *Makeup is Art – Creative Makeup by AOFM* gives you insider's knowledge on how a make-up artist creates their looks with great tips and stunning ideas to inspire you. I was a creative contributor to this book and it contains some backstage photos from various fashion shows I've worked on, so I know it's worth it. Enjoy playing with your new looks, have a great year, and stay beautiful!



**Bat your lashes:** Coloured mascaras can bring extra zing to your eyes



**Pinch your cheeks:** Cream blush gives a great gentle colour