

## Beauty Tips, by Lola Maja

Makeup is only as beautiful as the skin that it's applied on. As a beauty therapist I'm always committed to getting people to understand the importance of a regular skincare routine. Cleanse, tone and moisturise every day and always remove your makeup in the evening. Also. STOP SMOKING!! It ages and dehydrates the skin, causing fine lines around the mouth to name a few visible effects, also drink water! I can't stress how important water is for the skin and the body as a whole. It's the number 1 beauty tip, if you can drink at least 8 glasses a day you will notice the difference. Water cleanses, hydrates and keeps our skin looking young and feeling supple. It can also help with circulation problems and reduce the risk of cellulite.

1. Exfoliate at least once every two weeks (once a week for dry skin). The top layer of our skin is made up of dead cells. Exfoliating regularly leaves the skin fresher and softer. It also helps to fade scars. Fade creams don't work, they can cause more trouble than they're worth. Exfoliating takes longer but it is far kinder to the skin.
2. If you suffer from dry chapped lips you can keep them soft and supple by gently brushing them daily using a dry toothbrush. Make sure to use a moisturizing lip balm before applying lipgloss. Lipgloss can literally be addictive. We get used to the feeling of having it on our lips, the minute it starts to wear off alarm bells go off in our head and we think our lips are drying out. By using a moisturizing lip balm underneath you can counter-act this effect.
3. Chapped heels can be really embarrassing and can also be quite painful. Keep your feet smooth and kissable by regularly applying a very rich cream such as E45 or Aqueous Cream in the evening. Wrap each foot with a layer of cling film and pop on a pair of thick cotton socks. You can even wear them to bed for extra treatment. It's a really cost effective way of giving your tootsies a foot sauna and can help maintain your feet in the long run.
4. Don't use soap or a soap based product to wash your face. Soap dries out the skin and strips the natural skin flora (which protects us from bacteria) and affects our natural pH balance. Use a cleansing face wash instead.
5. If you have oily skin or tend to break out in spots from time to time avoid using products with a high alcohol content. While it does initially seem to help remove the shine from the skin it actually has a drying effect. The skin then produces more sebum (oils) to try and compensate. The skin then looks even shinier but feels tight as it is actually dehydrated. Witch Hazel and Tea Tree Oil products can be used to cleanse and tone the skin or applied directly onto the spot with a light moisturizer which won't weigh down the skin and block pores. Oil and moisture are two different things. Just because you have oily skin does not mean that you don't need to apply a moisturizer. Also, if you do suffer from blemishes, avoid constantly touching your face. Even subconsciously we rest our hands on our face through the day. People are constantly preening, picking, poking, squeezing, and scratching our skin in front of the mirror. If you disturb a spot you not only risk scarring the skin but you actually push some of the pus back down below the skin surface and risk cross infection. If you really must get rid of it that day, steam your face first to open the pores. Then wrap your two "squeezing" fingers in tissue paper or use two cotton pads. Then wash the area immediately to avoid spreading the bacteria.
6. Keep your makeup sponges and brushes clean. Wash them regularly using an antibacterial face wash. Let them air dry. Cosmetics have a shelf life so you should also avoid holding onto your favourite product for too long as products can go off.
7. Avoid shaving! A lot of people still shave their legs, underarms, bikinis and eyebrows. It's an easy and quick option however, shaving causes the hair to grow back quicker and the hair is thicker. It also irritates the skin and can cause very bad ingrown hairs. Explore other options such as waxing which pulls the hair out from the root itself rather than just the skin surface. Threading is also another wonderful technique for your eyebrows. Defined and well groomed eyebrows frame your face and can make an immediate difference.

8. A lot of skin care and cosmetics contain a high amount of alcohol, lanolin and petrochemicals. Therefore if you have sensitive skin and/or suffer from eczema/psoriasis, organic skincare products are becoming more readily available, along with natural mineral makeup. Watch out as these will be the next big thing.

9. Strip lashes are great for one off events and occasionally for fun, but if you love the look of long lashes but want a more natural or lasting effect there are two alternate options to enhance your flutter power.

- Tint and Perm your natural lashes. This gives you the look of always having mascara on without the smudge or fuss. Your lashes are darker and beautifully curled. The tint will last for up to 2 weeks and the curl will last for the natural life cycle of your lash (28 days or so). Consult your local licensed beautician to enquire about this treatment.
- Invest in semi-permanent lash extensions. These are individual lashes that are applied using maximum strength bonding agents. They can last up to 2 months and fall out with the natural life cycle of your eyelashes. They can either be very natural or extreme depending on your personal choice. There are several different companies which are now offering semi-permanent lashes but I'd recommend the brand we use which are Xtreme Lashes which are available worldwide only through authorized and trained beauticians. <http://www.xtremelashes.com>. They have now also recently expanded into South and West Africa.

10. You exercise your body so why not exercise your face? There are 44 muscles in the face alone and by spending 5 – 10 minutes a day you can stay younger looking for longer!

- **Forehead**

To firm up your forehead place your index fingers just above your eyes and pull down while trying to raise your eyebrows - repeat 10 times

- **Checks**

Push your lips out and make a round shape, stretching forward, now smile as wide as possible - hold for a second and resume the round shape - repeat 10 times

- **Lips**

Suck on your finger as hard as possible and then slowly remove it - repeat 10 times

- **Neck and chin**

Begin by looking straight ahead with your chin level. Turn your head to the right so that it is even with your right shoulder and then push your head backwards. Hold 6-8 seconds. Return head to forward position with chin level. Turn your head to the left, even with your left shoulder. Push your head back and hold 6-8 seconds - repeat 6 times.

Lola Maja is a self confessed bad driver; average scrabble player; accomplished make-up artist and holistic therapist; a true African pioneer. She has worked at all the main cosmetics counters in Selfridges, Harrods, and Harvey Nichols. Joined the Estee Lauder Bureau, which is their in house team of consultants. The Lauder Group of companies includes Clinique, MAC and Bobby Brown. An okay timeline for an adult, a more than impressive one for the then teenage aspiring makeup artist. By the time she was 18, she was offered the chance to launch Iman Cosmetics in the UK as one of their main makeup artists on their flagship counter. In her free time, she was working non-stop as a freelance agent on the side on countless photoshoots, catwalk shows, music videos, beauty pageants and also did some print/editorial work. 8 years later, Sacred City was birthed- a one-stop agency for makeup artists, hairdressers, photographers and stylists.

Check out more of Lola's work at -> <http://www.sacred-city.com>