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INTRODUCTION

Hi, I'm Kamla Regrello, Head Makeup Artist for Sacha Cosmetics.

Since joining Sacha, I have had the opportunity to travel with my makeup team to several countries to work the international beauty pageants. I was the head makeup artist for the Miss Universe, Miss USA, the Miss Jamaica, the Miss Trinidad and Tobago and several other international pageants.

This is a tremendous experience for me, since I have the opportunity to work with every possible skin tone and skin type. Imagine, just after doing the makeover for Miss Japan, the next delegate to plop herself down on your makeup chair is Miss Nigeria! This is why I love working with the Sacha brand. No matter what skin tone I am faced with, I'm ready.

Over the years, I have also learnt a lot more about makeup from the person who actually manufactures the Sacha brand. This has given me valuable insight into not only how, but also why some products perform so well and why others simply don't cut it.

Makeup Secrets Revealed is therefore far more than a step-by-step makeup guide. It is a no-nonsense publication crammed with amazing makeup tips and valuable information straight from the horse's mouth.

I begin by discussing with you how and why you should look after your skin, how to select the right foundation, simple techniques on how you should apply your eye shadow and blush and how to shape your eyebrows.

I will also introduce you to Sacha's wonderful line of camouflage makeup which easily conceals all skin blemishes, from acne to stretch marks with the same natural coverage as their regular foundations.

This is my gift to you. After reading it, if you have any questions, please drop me a line at makeupartists@sachacosmetics.com and I would be happy to answer them.

Sincerely,



Kamla Regrello

Head Makeup Artist

Sacha Cosmetics



SKIN CARE

Beauty begins with the proper caring of the skin. Clear, healthy skin is the perfect canvas for makeup.

Over the years the demand for new products has given rise to much hype in the skin care industry. However, most of the claims made have been largely speculative with very few proven in clinical tests.

At Sacha it has always been our view that a skin care line should be simple, effective and easy to use. It should have as few ingredients as possible to reduce the possibility of skin irritation. Remember, an ingredient, which is beneficial to one person, could seriously irritate someone else's skin. In reality, almost all ingredients have the potential to irritate your skin.

UNDERSTANDING YOUR SKIN

Believe it or not your skin is the largest organ of your body. It is a living organ which heals and renews itself constantly. It covers your entire body and consists of two clearly defined layers:

1. The **epidermis** is the superficial or outermost layer. In other words, this is the skin we can see and feel. It forms the protective covering. This layer contains no blood vessels but has small nerve endings and is made up of five layers of cells. The pigment called melanin is found in this layer. Melanin protects the sensitive cells beneath, from the harmful effects of the sun. The greater the exposure to sunlight the greater the production of melanin.
2. The **dermis** or the inner layer is located just under the epidermis. This layer is highly sensitive because it contains nerve endings. It also contains numerous blood vessels, lymph vessels, sweat glands, sebaceous glands and hair follicles. These are held together by collagen and elastin fibers, which together give the skin its strength and resilience.

CONTINUED: SKIN CARE

Each hair follicle has a sebaceous gland, which produces sebum. Excess sebum makes your skin look and feel oily. If the neck of a sebaceous gland is clogged, sebum accumulates, giving rise to acne. A deficiency in the production of sebum produces dry skin.

Your teenage years could be your best time or your worst time depending on your hormonal activity. Generally, puberty is a bad time for your skin.

If you are spared the onslaught of acne and pimples usually associated with the teenage years, then more than likely your 20's and 30's should be trouble free.

During your 20's your skin should look its best. It can however be adversely affected by allergies, hormonal imbalances, stress, and exposure to the elements.

In your 30's your skin may begin to lose the bloom of youth. You may begin to see the appearance of dryness and fine lines. The skin tends to be more sensitive and extra special care is required during this period.

In your 40's your hormone production slows and the skin begins to lose tone and elasticity, giving rise to wrinkles, creases and fine lines.

While these changes occur naturally as you age, they can be minimized and controlled by properly caring for your skin. Cleansing, toning and moisturizing your skin twice daily can help you rejuvenate and revive your skin.

Now that you have a better understanding of your skin and how it works, I am sure you will appreciate that the time to begin your personal skin care routine is NOW!



CONTINUED: SKIN CARE

CLEANSERS

Today's women have the choice of several different brands and types of cleansers. To simplify matters, we group cleansers into two basic categories: "tissue-off" cleansers and "rinse-off" cleansers.

- **Tissue-off cleansers** which are normally referred to as "cream" or "milk" cleansers have a high oil content. It is these oils, which combine with and help to remove makeup, facial oils, and grime allowing them to be easily wiped away. "Tissue-off" cleansers are less drying and are more suitable for normal to dry skin types.
- **Rinse-off cleansers** are water-based and incorporate some type of detergent to help remove makeup and excess oils. This type of cleanser is recommended for women with oily or combination skin. It should be mild enough to gently and effectively cleanse your skin without drying. Gels, foaming cleansers and facial washes are normally referred to as "rinse-off" cleansers.

TONERS

There are many misconceptions about the role of toners and astringents in a skin care routine. Firstly, they are an essential step in the skin care routine. They remove traces of makeup or residue that your cleanser misses, and "prepares" the skin for moisturizing.

The term toner, freshener or astringent is often used interchangeably. If you have normal, combination or oily skin use an astringent containing a low percentage of alcohol and skin soothers like **allantoin**. For normal to dry skin use an alcohol-free freshener with ingredients such as **witch hazel** and other natural extracts.



MOISTURIZERS

Moisturizers act as a protective barrier between your skin and the environment. Although your skin manufactures its own oils, it is usually removed during the process of cleansing. It is therefore necessary to replenish these natural oils.

A basic moisturizer should contain water and other ingredients that attract and trap moisture onto the skin. It should also contain emollients which nourish the skin.

DAILY MOISTURIZERS (WITH SUNSCREEN)

A mere quarter of a century ago, it was not as important to wear a sunscreen as it is today. The ozone layer, which surrounds the earth, serves to deflect the harmful ultra-violet (UV) rays of the sun. Over the years this layer has steadily deteriorated, allowing through far more harmful UV rays.

Every day you are exposed to UV rays that damages your skin causing sunburn, skin diseases and premature aging. UVB rays cause sunburn especially in the summer while UVA rays are responsible for premature aging. These UV rays are present every day whether the sun is out or not.

We strongly advise that you wear a sunscreen all year round. Sunscreen is no longer a summer time practice. It must become a part of your daily routine.

Apply sunscreen 30 minutes before exposure to the sun, giving it time to penetrate your skin. Reapply every 3-4 hours as well as immediately after swimming or profuse sweating. A waterproof sunscreen generally stays on about 30 minutes in water.

Sacha's **Daily Moisturizers** with SPF 15 sun protection provide both UVA and UVB sun protection. Please bear in mind that a higher SPF does not necessarily mean better protection, but longer protection. An SPF 15 product for instance, will provide you with 95% protection while an SPF 50 product will give you 98% protection. The difference is negligible.

Sacha's Daily Moisturizer can be used alone or as an "under makeup" base. Moisturizers with a higher SPF factor tend to be too oily. Makeup worn over an oily base has a tendency to become discolored.



NIGHT MOISTURIZERS

At the end of the day your skin needs to rejuvenate. At bedtime use a moisturizer that is rich in emollients and which contains ingredients that are designed to hydrate and revitalize your skin while you sleep. Sacha's **Overnight Moisture Lotion** contains **Babassu Oil**, a super-rich emollient, which reduces fine lines and helps control the signs of aging.

NIGHT MOISTURIZERS (WITH ALPHA HYDROXY ACIDS)

Hydroxy acids are natural ingredients, which gently lift and remove dead cells from your skin. These mild acids are natural exfoliants which increase cell turn over and improve skin texture.

There are two basic types of these natural exfoliants:

- **Alpha hydroxy acids** have a "drop off" rate which means that it will only work when there are dead cells to exfoliate.
- **Beta hydroxy acids** do not have a "drop off" rate and will continue to exfoliate even after the point when the dead cells have been removed. They therefore have a greater potential to irritate the skin.

As often as required, use a night treatment which contains natural exfoliants to remove the dead cells. Sacha's Overnight Renewal Lotion contains 5% alpha hydroxy acids to gently exfoliate your skin while you sleep. Allantoin contained in this product helps to reduce irritation.

Though abrasive physical facial scrubs are widely used for exfoliation, they have a reputation of irritating the skin. A product containing alpha hydroxy acid is a wiser choice.

The Sacha chemists have cut out all the hoopla and have developed a skin care regime that is simple and very effective. To learn more about our Sacha skin care line, please visit us at:

<http://www.sachacosmetics.com/skincare.htm>



SKIN LIGHTENERS

At Sacha we have taken a firm position against manufacturing any product designed to lighten your natural skin color. The potential damaging effects of skin lighteners, in our view, far outweigh the perceived benefits.

Bleaching creams as they are commonly called, generally contain **hydroquinone** which can cause irreparable damage to your skin. Prolonged use inhibits the production of melanin, a natural pigment which protects the skin from all the damaging effects of the sun. It also causes the skin to look transparent as it becomes "thin".

After discontinuation of use of these products, the skin continues to lighten, sometimes for several years, with no sign of stopping. Dark spots often become very light spots. Prolonged use can also cause your skin to become red, blotchy and blistered.

We strongly advise against using skin lighteners, especially those containing over 5% hydroquinone. We recommend instead that you use a sunscreen during the day containing at least SPF 15 sun protection and an alpha hydroxy exfoliant at nights. This is in our view, a far safer approach.



COMEDOGENIC INGREDIENTS

This is a term used to describe ingredients, which have the potential to clog pores and cause acne. Always bear in mind that acne has been proven to be hereditary and can be influenced by stress, hormonal fluctuations, medications and most certainly by excessive exposure to sunlight.

Some women have the pre-conceived notion that foundations clog pores. This is simply not true. Unlike in the past, manufacturers today have a host of substitutes for any ingredient that is suspected to be comedogenic or has the potential to clog the pores.

Having said that, for your information, the following are a list of suspect ingredients:

- Acetylated Lanolin
- Acetylated Lanolin Alcohol
- Algin
- Carrageenan
- Cetearyl Alcohol and Ceteareth 20
- Cocoa Butter
- Coconut Butter
- Coconut Oil
- Disodium Monooleamido PEG 2-Sulfosuccinate
- Ethylhexyl Palmitate
- Glyceryl-3-Diisostearate
- Hexadecyl Alcohol
- Isocetyl Stearate
- Isodecyl Oleate
- Isopropyl Isostearate
- Isopropyl Myristate
- Isopropyl Palmitate
- Isostearyl Isostearate
- Laureth
- Lauric Acid
- Myristyl Lactate
- Myristyl Myristate
- Octyl Palmitate
- Octyl Stearate
- Oleth-3
- Oleyl Alcohol
- PEG-16 Lanolin
- PG 2 Myristyl Propionate
- Polyglyceryl-3-Diisostearate
- Potassium Chloride
- Propylene Glycol Monostearate
- Red Algae
- Sodium Chloride
- Sodium Lauryl Sulfate
- Sorbitan Sesquinoate
- Soulan 16
- Steareth 10
- Stearyl Heptanone
- Wheat Germ Oil
- Xylene



FOUNDATIONS

"Dress shabbily, they notice the dress. Dress impeccably, they notice you".
Coco Chanel

When you walk into a room people must notice you and not your makeup. If they notice your makeup, your makeup is "shabby". If however they notice you, your makeup is impeccable. This is the Sacha philosophy. Makeup should be used to draw attention to your best features and away from your less flattering ones.

When doing a painting, the artist first primes the canvas with a base color. This primer must have sufficient coverage to conceal the blemishes in the material and provide a smooth surface on which to work. It has to be a neutral color to bring out the colors the artist intends to use. This neutral primer used is white.

A makeup artist, as the name suggests is an artist. The "primer" used is foundation. When doing a makeover, you cannot of course use white, since it will result in a mask-like appearance. You must find a "primer" that matches your natural skin tone.

This "primer" must have good coverage and be neutral enough to allow your eye, cheek and lip makeup to highlight your natural beauty. The greatest challenge facing any makeup artist or makeup wearer is finding the right foundation!

The problem is, from the inception, foundations were not invented to perfectly match our natural skin tones. They were first developed for the movie industry by early cosmetics pioneers such as Max Factor.

These were the days when "white light" was used, causing actors and actresses to look "washed out". To put color on their faces, cosmetic manufacturers developed foundations with a red base. This era of "pink" foundations dominated the cosmetic market during this period and still forms the basis of many brands today.

As the movie industry developed, natural light was introduced and there was no longer the need for "red" foundations. Manufacturers then began reducing the amount of red used in their formulations to better match various skin tones.



CONTINUED: FOUNDATIONS

Foundations, for many years however, remained far too red. Later, manufacturers began adding more yellow to their foundations to alter the pink look. The "added yellow" however, gave foundations an unattractive orange look.

During this time, cosmetics manufacturers began recognizing that there was an emerging market for African American cosmetics. They took their existing "red" formulas, darkened them, and foundations for women of color were invented. They however failed to take into account that most darker women have yellow undertones and needed to wear foundations with a yellow base.

In his book "**Making Faces**", renowned makeup artist, Kevyn Aucoin, states:

"Years ago, foundation was used specifically to alter the color of the skin, re: 'rosy glow'. But the trend of the last few years has taken us from what intentionally changed the wearer's natural coloring to products that match the tones perfectly".

He later adds:

" Still, if you choose to wear foundation, there are two important things to consider when selecting a product, the 'look' you want to achieve and that it matches your skin".

At Sacha, we believe that a foundation should provide sufficient coverage to suit the individual's need and yet remain natural-looking. Your foundation should perfectly match your natural skin color so you do not end up with a "ring" around your face.

From our experience, most Caucasian, African and all Asian and Latin women have yellow-based skin. Yet, most foundations have red or orange tones.

When women with natural yellow undertones wear foundation with a pink or orange base, they often end up with an unnatural looking hue. Women with darker skin tones often turn ashy. Darker African women often look at least one shade darker than their natural skin color.



CONTINUED: FOUNDATIONS

Because of this, until recently there had been only one "black" Miss Universe in the history of the Pageant. For over twenty years beautiful African delegates would walk out on stage, look ashy under the stage lights, and lose every chance of winning.

After developing our yellow-based foundations we felt that the best way to test them would be on African contestants in beauty pageants. We knew that if dark African delegates did not look ashy on stage then we had hit the jackpot.

And, so we did! The very first beauty contestant who wore our yellow-based foundations was adjudged **2nd Runner Up in the 1997 Miss Universe Pageant**. The second one was crowned **Miss Universe 1998**, wearing our Perfect Copper foundation, and **Miss Universe 1999** won the title wearing our Perfect Honey foundation. Our foundations matched their skin tones perfectly without a trace of ashiness.

After twenty years of not having a "black" Miss Universe, we had two in a row, both wearing the same brand of cosmetics - Sacha.

If our foundations could work so beautifully on the most difficult skin tones, imagine how perfect they will be for you.

CHOOSING THE RIGHT FOUNDATION

Foundation is the cosmetic product that women pay the most attention to. It can make the difference between having a natural, flawless finish or looking as if you are wearing a mask.

The foundation market today is saturated with many types and brands of foundations. At the cosmetics counter you are confronted with an array of choices - liquid, cream, oil-free, powder, allergy tested, cake, stick, stay-on, hypoallergenic, cream to powder, non-comedogenic and camouflage foundations. It is indeed quite a mind-blowing experience, especially if you are a first time buyer.

To make it easier for you to determine the type that's best for you, we have placed foundations into four major categories:



LIQUID FOUNDATIONS

Liquid foundations usually offer sheer coverage and provide a natural look. Most women prefer a liquid foundation because it is easy to apply and fits like a 'second skin'. They are available in water-based and oil-based formulas.

Sacha's **"Stay-On Color" Liquid Foundation** is oil-free and semi-matte. It provides sheer coverage. It is yellow-based and will perfectly match your skin tone. It is suitable for normal, oily or combination skin types.

CREAM FOUNDATIONS

Cream foundations are traditionally the number one choice of makeup artists. They are usually available in compacts or sticks, and provide very good coverage. Foundations of this consistency provide a creamy flawless finish and are easy to apply.

Sacha's **Cream Foundation** will perfectly match your skin tone with a flawless, natural-looking finish. It is ideally suited to women with normal, dry or combination skin.

This is the type of foundation most frequently used by our Sacha Makeup artists at international beauty pageants.

DUAL ACTIV POWDER FOUNDATION:

In today's fast paced world, the modern woman is always in search of a "quick fix". To her, time is precious, yet she needs to look great in seconds. Many brands offer their solution to this - cream to powder, dual activ, three-in-one - basically a multi-functional product.

Sacha's **Dual Activ Foundation**, as the name implies, is a foundation and powder in one. It provides the easy application of a powder with the excellent coverage of a foundation. The outstanding feature of this foundation is that it begins as a powder and ends as a powder. It is exquisitely yellow-based and ideal for normal to oily skin



HOW DO I USE MY FOUNDATION?

The very first step in selecting your perfect foundation is assessing your skin type, to determine the type of foundation that would work best for you.

Selecting the right shade of foundation for your skin tone is critical. Most women have yellow-based skin and need to wear foundations with a yellow base. All Sacha foundations are yellow-based and progresses in steps from the lightest to the darkest shade.

If you need to identify the shade of foundation which is perfect for your skin tone visit us at <http://www.sachacosmetics.com/skintones.htm> . Follow the simple instructions and identify the shade of foundation which will perfectly match your natural skin color.

STEP I

Select Your Skin Type



Dry



Normal



Combination



Oily

STEP II

Select Your Foundation Type



Cream



Liquid
Cream
Dual



Liquid
Cream
Dual



Liquid
Dual

STEP III

Select our Correct Foundation Shade

Test on Jaw Line



STEP IV

Moisturize



STEP V

Apply

Use cosmetic sponge for even application.

Prepare your face with the appropriate cleanser and toner. Follow with Sacha's **Daily Moisturizer** which is an excellent under makeup base. It improves the application of your foundation and adds to its wearability. It is a must for all women especially those with dry skin.



CONTINUED: HOW DO I USE MY FOUNDATION?

Apply your foundation with a cosmetic sponge for more control and a smoother application.

Liquid foundation should be blended in a little at a time until the entire face is completed.

Cream foundation should be applied to the face in long sweeping motions using your cosmetic sponge. Blend evenly until you create a smooth flawless finish. A powder foundation should be applied as you would your normal compact powder.

Remember proper blending is the key - blend your foundation under the jawline, into the hairline, on the ear lobes. Pay special attention to the corners of the nose, corners of the mouth, over and under the eyes. If you need to retouch a particular spot, re-apply lightly and blend. Lightly powder with a translucent powder to set your foundation.

TIP: Test foundation along your jawline - not on your hand and definitely not on the inside of your wrist. View it under different light settings. It must match the natural color of your neck.

TIP: For easy transition from day to night makeup, touch up with Sacha's Dual Activ Foundation. It will provide the finish of a powder with the coverage of a foundation.

TIP: Dampen your cosmetic sponge to create a sheer finish.

CONCEALER

Concealers are of a denser composition than regular foundations and are generally available in sticks, tubes, pots, and creams. Concealers can be used to cover blemishes, dark spots, ruddy areas, marks, veins, freckles or under eye circles.

Your concealer should be one shade lighter than your foundation (and only in extreme cases should you use a concealer two shades lighter).

Using a concealer that is too light or too pink will give the appearance of 'owl eyes'. In other words, it will emphasize the dark area instead of concealing it.



CONTINUED: CONCEALER

Apply Sacha's concealer with a small fine tipped brush for an accurate application. As with any other application, blending is the key.

Always set your concealer with a sheer, translucent powder to prevent creasing.

TIP: Be sure to cover the inside of the nose bridge and the outer corner of your eye where we tend to get dark areas.

TIP: You can remove years from your face by applying concealer to the little downward turning lines at the corner of your mouth.

FACE POWDERS

Face powders are an essential step in your makeup routine. They are available in either compact or loose form.

It is important to set your foundation with a loose powder. This helps to keep your foundation in place. Compact powders should be used for touch ups.

Sacha's **Translucent Powders** are light in texture providing a sheer, natural finish. They are lightly tinted and work best with Sacha's yellow-based foundations.

The basic idea is, if you use a translucent powder over your foundation or concealer, it will set your makeup without adding too much extra color.

TIP: For warmer climates or in the summer, take special care to set your foundation with a loose powder, as heat tends to create slipping or running of your foundation. This is especially so in the case of cream foundation as they tend to have a higher oil content.

If you have extra oily skin, try our **Ultra-Matte Translucent Powders** in Light, Medium or Dark shades. These powders were first developed for the Miss Universe Pageant 1999 to keep the delegates shine free during long days of shooting. They are sheer and contain loads of oil natural absorbers.

Complexion powders on the other hand, have a greater degree of color and because they are more opaque, can be used alone. They can also be used with your foundation to set, adjust or enhance.

Some women wear foundations that are too pink and try to neutralize the redness by finishing with one of our yellow-based powders. We strongly advise against this since this will result in the color of your makeup turning orange. Remember red plus yellow equals orange!



EYES

EYESHADOW

While there are rigid rules when it comes to foundations, it is with your eye color that you can allow your creative side to take flight.

Your eyes are the focal point of your face. Be sure that your eye makeup techniques and choice of colors are most flattering to your eye shape and color.

With eye color you can create the illusion of new shapes and sizes. Always keep in mind that light colors highlight and dark colors shrink or recede.

Sacha's **powder eyeshadows** come in singles or easy to use, color coordinated trios. Our cream eye shadows are available in duos. All Sacha Eye Shadows are highly pigmented. Simply put, the shade you see in the container is what you will see on your eyes.

When applying eyeshadow sweep the lightest shade over the entire area from lash line to brow. This shade will be your base color and is to your eye, what your foundation is to your face. It will hold your color and prevent creasing.

TIP: On days when you are really pressed for time, apply the base color to the eye then skip to mascara and you're done.



After applying your base color, apply a medium shade on the lower lid. This is the part of the eye that most women apply eyeshadow. Blend into your base shade.

A third color can then be added. Use a deep, dark shade to create depth. Apply this shade along the lash line, and at the outer corner of the eye, emphasizing the crease of the eye and brow bone. Blend well. This is your accent shade and when used can create a more defined eye.

How you apply this contour shade can help eyes look bigger, smaller, wider set or closer together. The key is to blend so well that attention is still drawn to your eye, not your eye makeup.



CONTINUED: EYESHADOW

For eye shadow that looks “just applied” for hours. First, base your eyelid with Sacha’s **Kamaflage Cover Cream** in a shade that matches your skintone. Next, apply a neutral shade of eye shadow or a color nearest your skin color over the Cover Cream. The process of the powder adhering to the cream will create a smudge resistant base for your eye shadow. It will last forever.

Sacha’s **powder eyeshadows** can be used wet or dry. Dampen your brush or applicator and create your own liquid eyeliner in any of Sacha’s vibrant colors. Wet application of Sacha’s eyeshadows serves to intensify the color.

Sacha’s **cream eyeshadows** can be used as a single color or with the coordinated duo shade. These cream eyeshadows can be coordinated with our powder shadows, so that a cream eyeshadow can be used as an under base with a matching powder shadow as a sealant. The best applicators for any cream eye shadow are your fingertips.

For extra glamour, use Sacha’s shimmering, iridescent **Satin Powders** to highlight your eyes. With our Satin Powders it is easy to transform your day makeup into a glamorous night look.

TIP: When applying eyeshadow to the crease of the eye, keep your eyes open and slightly tilt your head backward. This will enable you to better see the shape you are creating and allowing the shadow to go into the crease.

TIP: For more mature skin use iridescent shades sparingly.

TIP: If you have puffy eyelids do not use iridescent or frosted shadows in light colors or white. Use softer, matte colors.



MASCARA

Next to lipstick, mascara is your most effective makeup tool. It is a great eye opener that emphasizes the lashes. Apart from the obvious choice of color, many brands promise to thicken, lengthen, darken, volumize and condition your lashes. They are also available in waterproof and regular formulas.

Using a proper application technique when applying mascara is extremely important to achieve a finished look. You must ensure that the mascara covers the lashes from the root to the tip of the lash.

For your upper lashes, wiggle the mascara wand back and forth at the base of the lashes to deposit color before rolling the brush through your lashes. Coat lashes from the very base to the tips with full strokes. This method creates a thicker looking lash with the ends separated and the base well defined.

Hold the wand vertically when applying mascara to lower lashes, running this from side to side. Be extremely careful as to avoid smudging the under eye area.

When applying more than one coat, combing through lashes between coats will help prevent clumping.

Sacha's **Clear Mascara** can be used to create a natural effect or on the brows for extra control.

TIP: If your mascara is new and the deposit on the wand is plentiful, tissue off the wand before applying to prevent smudging.

TIP: To get more product on the mascara brush try twirling the brush. Pumping it will cause the product to dry out sooner.

TIP: Try experimenting with different colors of mascara – maybe brown, navy or green.



EYELINER

The eyeliner market is extremely saturated with many brands offering a variety of options in terms of color, texture, and type. Most companies offer pencil, liquid, felt tip and cake eyeliners.

The tissue of the eye area is extremely delicate, therefore when choosing an eyeliner pencil be sure to select one that is soft enough to glide easily. This is one aspect of makeup application that not only takes practice but an extremely steady hand.

Pencil eyeliners tend to be quite popular because they are easier to control and also can give the look that you want to achieve. Liquid eyeliners on the other hand require more practice. They create precise lines once applied with enough control.

The new kid on the block - felt tip liners – are quite similar to liquid eyeliners in consistency and offers the user a bit more control. Cake eyeliners, traditionally used by professionals are now becoming very popular. A new trend is to use eyeshadows as eyeliners. The advantage of this that you have so many more colors with which to line.

For wide set eyes, emphasize the inner corners of the eyes. For close set eyes, emphasize the outer corners, keeping the inner corners highlighted. For drooping eyes, turn the outer end of the liner in an upward direction.

TIP: When using an eye pencil, open your mouth slightly to relax the eye muscles. It will make lining a lot easier without having to pull or tug at your lid.

TIP: Apply eyeliner as close as possible and even into the lashes to avoid the white line you sometimes get when liner and lashes don't connect.



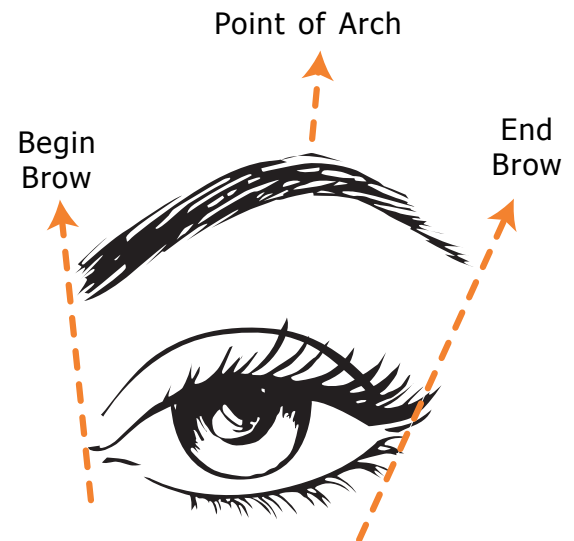
EYEBROWS

Makeup artists will tell you, eyebrows can make or break your face. Eyebrows serve as a natural frame for your eyes. They move with your every expression to emphasize what you say and how you feel.

Begin by brushing brows with a brow brush. To measure your brows, hold a pencil vertically along the outer corner of your nose to the inner brow. If your brow line overlaps onto the bridge, remove the excess hair. If the brow falls short, pencil it in. To find where your brow should taper or end, hold the pencil from the outer corner of the nose across the corner of the eye to the outer brow.

The brow should end at this point.

Brows can be filled in to alter or emphasize. Brow pencils or brow powders can be used.



TIP: Always use a brow color that is as natural looking as possible. The main objective is to define not create over-powering brows. To fill in, comb first, then use feather like strokes with your pencil to fill in. To create a more natural look, comb again after applying the pencil.

TIP: When using a brow definer or brush on brow, the same method is used. Comb, apply with a brush and then comb again. Sacha's Dark Brown Single Eyeshadow is excellent for darker brows.

TIP: When using powdered brow color, use a harder bristled angle brow brush and draw tiny hair-like strokes. When using a brow pencil, maintain a sharp edge and use the same technique as the brush. You may use a disposable mascara wand to soften. The trick is comb, apply, comb.

TIP: If your brows are low or close to the eyes, bleaching them can "open up" the face.



CHEEKS

BLUSH

Sacha's exquisite **blush** adds warmth or color to the face. The look most women want to achieve is that of a warm, natural glow.

Blushers are available in powder, cream or liquid and in a wide variety of tones. Liquid and cream blush should be applied before powder. Generally most women prefer to use a powder blush as it is much easier to apply.

For easy application, sweep blush downward from the ear to mid-cheek, beginning in line with the top of the ear and ending at the end of the apple of your cheek. It is best to choose colors that are close to your skin tone.

TIP: Always remember less is best.

TIP: Be sure to do the blush test. Once you are done with your entire makeup stand back, look in the mirror. Check to see if your face is 'balanced'. You should have on just enough blush to make you look as though you are blushing. If you have on any more than that you need to tone it down.

TIP: To soften blush apply some powder over your blush. In the evening you have a little more liberty and so you could go a bit heavier according to the look you wish to achieve.

Our **Satin Powders** in **Golden Bronze** and **Candy Floss** can be used as blushers and are ideal for night-time glamour.



LIPS

LIPSTICK

The most popular beauty product world over, is lipstick. From the corner store to the largest cosmetic counter you are sure to find lipsticks available. There is wide variety of brands, colors, textures and finishes to create those much sought after lush, beautiful lips.

You can find lipsticks in traditional tubes, pots, pencils, and even wands with innovative designs emerging daily. While color selection is a personal choice, current fashion trends also play a big part in influencing a woman choice of lipstick.

To create that perfect pair of lips you should start by lining with a neutral colored pencil following your natural lip line. Using a lip brush fill in with lip color of your choice. Use your lip brush to blend the two so that there are no harsh edges.

Sacha **lipsticks** come in cream, frosted and matte shades.

The secret of creating the picture-perfect lips lies in the choice of color and correct application.

TIP: If you are not fortunate to have full lips, wear the lightest, frostiest lipsticks you can find. They will cause your lips to look fuller. Follow with Sacha lipgloss.

TIP: You should use Sacha's Vitamin E Lip Protector before application of any type of lipstick. It moisturizes and nourishes the lips preventing dryness and cracking.

TIP: To create your own smudge-resistant lipstick blot your lips with one sheet of two-ply tissue. Reapply lipstick and blot again. This will absorb the oils in the product and leave the pigment and matte waxes.

TIP: If you are over 40 we advise that you should avoid wearing matte lipsticks. You will look best with a little shine on your lips. Always use a lip liner since it builds a dam that keeps the lipstick from 'bleeding'.

TIP: To remove lipstick from clothing, apply glycerine on the spot, rub lightly and wash as normal.



LIP GLOSS

Lipstick, long the favorite of many women, is now getting some tough competition from its counterpart lip gloss. Lip gloss is now back with a bang. Sachá's **lipgloss** are luminous and non-tacky.

TIP: Apply lip gloss over lipstick or alone. Remember that gloss would emphasize and therefore make your lips appear to be fuller.

TIP: Women with extra-full lips, should use lip gloss very sparingly.



CAMOUFLAGE MAKEUP

Sacha's **Kamaflage Cover Cream** is the newest line of corrective cosmetics on the market. It is smudge-resistant, waterproof and perfectly matches every skintone. It applies easily, dries quickly and has super staying power.

Kamaflage is a maximum coverage foundation that provides excellent, natural-looking coverage. It easily conceals marks, acne, stretch marks, birthmarks and other skin blemishes. It is extremely long wearing and is a favorite among makeup artists for swimsuit shoots and beauty pageants.

For more information on this incredible line of camouflage concealers please visit us at <http://www.sachacosmetics.com/camouflage.htm>

KAMAFLAGE COVER CREAM

These are waterproof, smudge-resistant, maximum coverage foundations which easily cover acne, marks, vitiligo, rosacea, and other skin blemishes that may appear on the face.

First moisturize your face and then apply your Kamaflage Cover Cream with a cosmetic sponge. Blend a little at a time until the area or entire face is covered. Set with Kamaflage Setting Powder and quick spray with Sacha's Fix It Spray to further set. Remove with Kamaflage Remover.

KAMAFLAGE LEG & BODY COVER

Use **Kamaflage Leg & Body Cover** to conceal stretch marks, birthmarks, varicose veins and other skin imperfections. It is waterproof and smudge-resistant.

KAMAFLAGE SETTING POWDER

This colorless powder is used to set the Kamaflage Cover Cream and Leg & Body Makeup.

KAMAFLAGE CLEANSER

Easily removes all traces of Kamaflage Cover Cream and Leg & Body Cover.



FIVE MINUTE MAKEOVER

STEP 1 - FOUNDATION

If you wear foundation, apply evenly onto your face with a cosmetic sponge. A sheer application works well for daytime, whereas at night you may apply a bit more.

STEP 2 - CONCEALER

If you have any areas like dark under-eye circles, blemishes, red spots, or broken capillaries, concealer will do the job. It is easiest if you apply this with a fine brush to the area that you wish to conceal and then blend with your fingertips.

STEP 3 - POWDER

Loose powder is better to set your foundation because the finish is lighter. Apply it lightly with a large powder brush for a sheer finish, a puff or sponge for a heavier finish. Remember to dust a little under your eyes to set your concealer (helps prevent creasing).

STEP 4 - EYES

For a quick and easy eye makeup, sweep a single wash of color over the entire eye in a neutral tone. Don't forget your brows. Apply your liner, then mascara.

STEP 5 - LIPS

Lipsticks as well should be of the same color family as the rest of the face. Line your lips, and apply a quick coat of Sacha's Vitamin E Stick. Fill in with your lip color of choice. Gloss is optional.

STEP 6 - BLUSH

To determine the intensity of your blush, take your cue from the rest of your face. During the day you should go for a light sweep of color. At night you may add a bit more color or glitz with light dusting of Sacha's Satin Powders.

STEP 7 - FINISH

After completing the last step, lightly spray Sacha's **Fix It Spray** over the entire face to set your makeup and make it longer wearing.

TIP: Clean your brushes as often as possible and they will last forever. Spray alcohol on a sheet of paper towel and sweep your brushes lightly over it. For brushes made with natural hair, it is recommended that you shampoo and condition them once a week.



AFTERTHOUGHTS

Well there you have it. Everything you need to know to get started and well on your way to looking naturally more beautiful.

To get the most out of this eBook, if you have not already done so, I strongly advise that you print it out and keep it handy for easy reference.

If you have any questions or comments of any kind, please send me an email at makeupartists@sachacosmetics.com and let me know. I'm here to help you look your very best, always remember that.

Take care, and until next we speak....

Yours Sincerely,



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P.S. - Don't forget to sign up for my **FREE monthly newsletter** to keep up to date on latest trends, colors, techniques and makeup tips.

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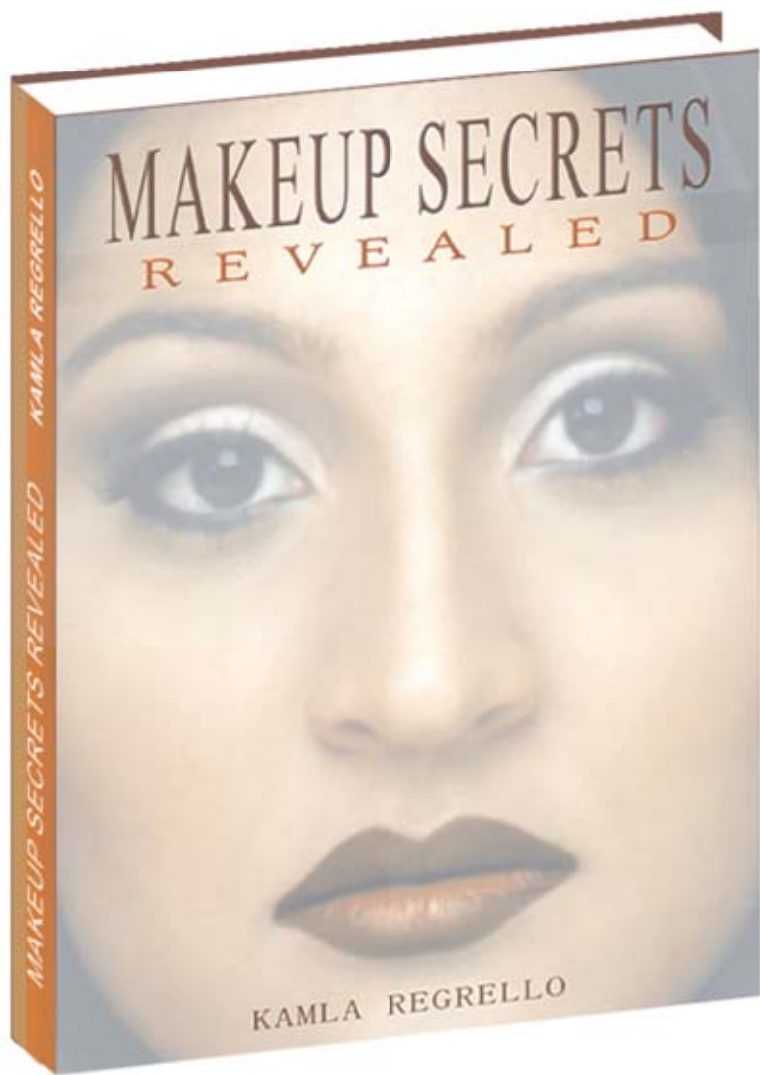
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MAKEUP SECRETS REVEALED

KAMLA REGRELLO

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