



Ravishing Reds

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When selecting red lip colour, what factors should one consider (i.e. skin tone, etc.)?

There is more to consider when selecting a red lipstick than just the skin tone. Most women think red lipstick means bright, vibrant and obtrusive and, while that may be true, there are as many red shades as women who wear them. Red is used primarily to create a focal point on the face - a touch of drama, if you will. I use a standard checklist to make sure red is appropriate.

1. What does the rest of the make up look like? Red can be very powerful, but when paired with dramatic eyes and bronzer, it can look garish and clown-like. Red is appropriate when the rest of the make up is soft, subdued and gentle. If the eyes are made up to look heavy and smoky, then red lipstick will compete for attention and cause a conflict of colours.
2. What does the outfit look like? Lipstick is an accessory that should complement an outfit, not distract from it. Red lipstick is best worn with black, beige, coordinating reds, yellows and animal prints. Red does not work with pinks, navy, brown, white, and green.
3. What is the purpose of the makeup? Red is never a good colour to wear for a job interview, or to a funeral or wedding. Red is great for a shopping excursion, house hunting, lunch with friends, or an evening at the opera or theatre.

What shades would you recommend for different skin tones?

There are four basic red shades with variances within each family: blue red (Luxury in Royal from the TEYE Make Up Collection), pink red (Luxury in Lacquer), tomato red (Luxury in Ravishing) and plum red (Luxury in Opulence). To figure out which TEYE shade is best for you, use this handy chart. Find your skin tone (light, medium or dark), then cross-reference it with your skin's undertone (yellow, neutral or pink).



	Light	Medium	Dark
Yellow	Lacquer (pink red)	Ravishing (pink red)	Lacquer (pink red)
Neutral	Royal (blue red)	Opulence (plum red)	Opulence (plum red)
Pink	Royal (blue red)	Lacquer (pink red)	Opulence (plum red)

What is the best way to wear red lip colour (application and products needed)?

Applying red lipstick requires a bit of practice and patience. Many lipstick shades can be applied easily from the tube to suit daily wear. Reds are not in that category. They're rich in pigment and need to be applied sparingly. When applied directly from the tube they go on too heavy and deposit too much colour. Soft application is key. To achieve this effect a lip brush is indispensable. I like the HIDE IT brush and the SLIDE AND GLIDE IT brush from the TEYE Make Up Collection. The HIDE IT works well for full lips and covers a lot of area so the application is smooth and even. The SLIDE AND GLIDE IT is much more precise for thinner lips.

The easiest way to create the perfect mouth, especially with red lipstick, is to apply the colour to the lower lip, being careful not to colour outside the natural lip line. Rub the lips together as firmly as possible to create the perfectly shaped mouth. The action of rubbing the lips moves the red colour around but never outside the maximum shape of the natural lips.

I apply lipliner AFTER lipstick. Wearing reds requires a lot of precision. If the lips look crooked and you are not skilled with the lip brush, small imperfections will appear around the edge of the mouth where the make up is thin. To correct lines, apply lipliner after lipstick and carefully blend them together creating a smooth, even line around the edge of the mouth. Lipliner can be one or two shades lighter or darker than the lipstick, but must always be in the same colour base (blue, pink, tomato, plum), otherwise the liner will be too obvious.

If you're a stickler for perfectly matching lipliner, TEYE Make Up offers the perfect solution. The collection includes a lipliner called Transparent that is a universal shade that matches every shade of lipstick on the market. AUTOMATIC LONG-LASTING LIPLINER in Transparent blends the lipstick perfectly but does not add colour. It seals the edge of the lipstick and smoothes imperfections using the pigment in the lipstick to create a lipliner colour.