

Flawless Thinking

The first step to creating a perfect finish begins with concealing imperfections.

Minor Scars: Since pores allow makeup to hold to the skin, and scars lack pores, a little prepping is necessary to conceal a scar. Dab moisturizer only on the scar and apply a thin layer of powder that matches your skin tone. Apply MK concealer directly to the scar. Use your ring finger to pat the edges to blend and lightly dust with powder to set.

Age Spots: Also called hyperpigmentation, you can help these brown spots or patches blend in with your natural skin tone by concentrating concealer only on the discolored area(s). Carefully apply MK concealer to the dark area only and use your ring finger to lightly pat the edges to blend.

Dark Circles Under Eyes: Help them disappear by applying MK concealer at the edge of the dark area and extend up. Never go below the dark area or you'll lighten the skin you're trying to match. Be sure to include the inside corner of the eyes and lids if necessary. Use your ring finger to lightly pat the edges to blend. For serious dark circles, a concealer one or two shades lighter than the skin's natural tone should be used, or suggest TW Targeted-Action Eye Revitalizer, which provides long-term benefits.

Blemishes: Banish them from sight by choosing a MK concealer that perfectly matches your skin tone and foundation. Apply a light "veil" of concealer directly to the blemish and use your ring finger to lightly pat around the edges to blend. Add a second light layer and blend if needed.

Shadows: The best way to brighten shadowy areas of the face is to use the Facial Highlighting Pen, not concealer. The Facial Highlighting Pen has light-reflecting pigments and sheer luminosity that concealers lack. And unlike concealers, it's always applied after foundation. Shadows can make areas on the face appear sunken, swollen or saggy ~ older looking. Shadowy areas include the inner corners of the eyes at the sides of the nose, along smile lines and below the lower lip at the crease of the chin.

Under Eye Puffiness: Use the Facial Highlighting Pen just below the puffy area. Only highlight the shadow under the puffiness (not the puffy area) to "lift" it and make the area appear more flat. Use your ring finger to lightly pat the edges to blend. You can reapply throughout the day to help you stay looking fresh and luminous.

Loose Powder will keep foundation looking fresh all day. It helps control excess oil and adds to the staying power of the look. Mary Kay has Loose Powder and Sheer Pressed Mineral Powder.

Tips:

In most cases, your customers will want a MK Concealer that matches their natural skin tone. They can mix a little of their favorite MK foundation with their concealer to help get a perfect match. A little goes a long way.

To cover redness on ivory and beige skin tones, try yellow concealer. And always dab foundation over a concealed area to keep from smudging it and set with powder.

View: DVD #1 Bases Covered ~ "Flawless Thinking: segment. Stop DVD after "Insider Tips"
DVD #2 Watch KERRI's Makeover and how Bridgett conceals imperfections.

Questions:

What personal imperfection would you like to minimize?

Pick a partner ~ praise and give each other ideas on how to minimize imperfection based on what you learned from the videos.