





Master Strokes

Make-up doesn't have to be complicated. In fact, says Bobbi Brown, all you need are a few basic techniques. Here she explains how to ace every flick, smear and smudge for a flawless finish

PHOTOGRAPHY: REBECCA SCHWEINS



Make-up is simple. It shouldn't feel complicated or confusing. It is 100% better to

master the basics of what suits your face and tweak it than to buy into every single trend. By basics I mean how do you make yourself not look tired? How do you make your skin look better? How do you bring out your eyes by winging out your liner? Those are the basic backbones of beauty, the things that women should know. Then add whatever is the lipstick shade of the moment if you want it.

My earliest beauty memory is watching my mom put on her make-up on a Saturday night in the Sixties. From her I learned the basics and then some. She went out every weekend with my dad. She had this big bouffant hair, it looked like cotton candy. That was the style then. She'd do her make-up in her bra and underwear; she had on false eyelashes and high heels, but no clothes yet because she didn't want to ruin her outfit. She'd have a cigarette hanging out the side of her mouth while looking into the mirror and lining her eyes. Then she'd take an ebony pencil and do her eyebrows too, before using a bronzer stick on her cheeks and making her lips the palest colour. All very glamorous. When I started to wear make-up, I tried to emulate my mom's look but it didn't work on me because I wasn't that glamorous, so I had to make up my own rules. At that point, as a young make-up artist, I realised that beauty didn't need to be so complicated, so I set out to create products that would work for everybody. That's why when I started my company 25 years ago, I called it Bobbi Brown Essentials. I wanted it to be an edit of the essentials that would work on everyone, no matter their skintone or style. I still use the same colours now. They're timeless *because* they're basics.

There are a few fundamental skills every woman should know that have been forgotten in this age of mom make-up; how to brighten the eyes, apply blush, conceal imperfections and enhance your eyes. Forget these carved out smoky eyes on Instagram that use 10 different shades and textures, all you really need is three shadows. Use the lighter shade all over the lid, medium on the lid crease and the

dark shade with a fine brush as a liner. In my make-up bag I always have an eye palette called Bobbi's Browns [discontinued but try Cool Dusk Eye Palette, £37.50]. Then I've got a corrector and concealer for under the eyes and two of my serum foundations [Intensive Skin Serum Foundation, £40]. If I could give you a tip for foundation it would be to find the one you like and buy it one shade up and down because your skin isn't the same shade all year round. I have my Pot Rouge for Lips and Cheeks in

and if they just look in the mirror and see the positives and enhance them, then they won't always be thinking about what's wrong. Contouring tells a woman something's wrong with her face.

The most common question I get asked is, 'How do I not look tired?' And the answer is corrector and concealer, both key products to master. If you just do mascara without using corrector or concealer you'll look more tired because it's going to bring attention to the face. I always say



“Forget the carved out smoky eyes on Instagram that use 10 different shades and textures, all we need is three eyeshadows”

Blushed Rose and Pale Pink [£20 each] plus a bronzer and my fat bronzer brush [£38], one black mascara and the new Face Retouching Pencils [£22] because they're great on the go. Make-up should be very simple, this is the core stuff that you need. Anything else is superfluous. As such I never contour, I'm 100% against it. I believe in highlighting the positives. I don't think there's anything wrong with people's faces

a dress won't look as good without the right bra and panties. So, if you don't have the right undergarments for your make-up, your blush isn't going to look good. Nail your basics and you might not even need foundation.

I want you to look at your skin in the mirror. Most of the time women just put concealer under the centre of the eyes without even thinking, so I try to teach women to actually look and see.

Every day is different; some days you're darker here, some days you're darker there. You have to *really* look at your face. But you also have to know what works. And it's not the correctors that are on the market now – the lilacs and the yellow crayons – they were on the shelf when I was a young make-up artist, they didn't work then and they still don't. Please don't waste your money. And don't apply it in a triangle like I see on some YouTube videos. No triangle. And that powder? Sandbagging? What is that? I don't know. No, you only put it over shadows. Corrector, concealer, and then yellow powder goes right on top to lock it in place.

Another basic trick is creating a great canvas to work on. When I brought out skincare in 1995, my authority was being a make-up artist so I didn't want to become one of those people who promised, 'This is going to do some miracle thing for you'. It's simple. My skincare hydrates and does all of the things that skincare should but it's made to help your make-up sit better. The eye cream allows the concealer to look good, it helps to smooth the area so that make-up doesn't sit in the little lines. I don't even really like primers. We make one and it's good but I don't think you need it. What I use a lot is Longwear Cream Eyeshadow in Bone [£19.50], it holds any eyeshadow you apply on top for 12 hours.

But overall my favourite basic technique is the 'double blush'. I discovered it years ago; I used to use a soft shade of blusher and then two hours later I'd have nothing on, so then I'd use a brighter one and I'd have to blend it and it never looked right. I realised that if I put natural blusher on first and immediately add a pop of a brighter one, it stays on better for longer. If you didn't use the natural shade underneath and you just used the pop, you're going to spend a long time blending and you'll end up blending it away. And the way to choose your perfect blusher shade? Pinch your cheek and look at the colour it goes: that's your shade. I colour a pop of colour on the cheek does more for you than a bright lip.

My make-up is created with women in mind. And contrary to modern techniques it doesn't have to be complicated. I make it so that women's lives are a little bit brighter and with a few basic skills – a little bit easier.”



How to master the basics

We asked the members of our reader beauty community – the *Stylist* Beauty Council – for the basic make-up techniques they wanted Bobbi to help them with...

HOW TO: BRIGHTEN DARK CIRCLES



◆ The trick to hiding dark circles is to neutralise them with a peach-hued corrector first – dab on Backlight Targeted Colour Corrector in Peach, £21, Becca [1]. “I use my first finger, because you get the most pressure,” says Brown. Start at the inner eye corner and take it slightly up towards the nose and then the whole way underneath the eye, close to the lashes.

◆ Next, add a brightening concealer like Zero Dark Circles & Imperfections Concealer, £15, Diego Dalla Palma [3]. Buff it with a small brush like Pro Brush 13 Shading, £7.50, NYX [2] to even out the skintone.

◆ Finally, dusting over the entire area with the powder from the Creamy Concealer Kit, £25, Bobbi Brown [4] stops it from creasing and keeps it in place all day.



HOW TO: CREATE A NATURAL FLUSH



◆ “First, you need to learn how to ‘double blush,’” explains Brown. “Sweep on a natural powder blusher the shade of your cheeks when you exercise – followed by a pop of a brighter shade.”

◆ Using a high quality blusher brush like Angled Cheek Contour Brush, £32, Laura Mercier [1] apply Lasting Finish Mono Blush in Santa Rose, £3.99, Rimmel [2], onto the apples of your cheeks – that’s the area that pumps up when you smile. Use an upwards sweeping motion towards your temples.

◆ Next, tap off the excess and apply Diorblush in Rose Darling, £30, Dior [3]. Use a smaller amount and dab some colour in the centre of your apples, and buff very softly if needed.



HOW TO: CONCEAL A BLEMISH



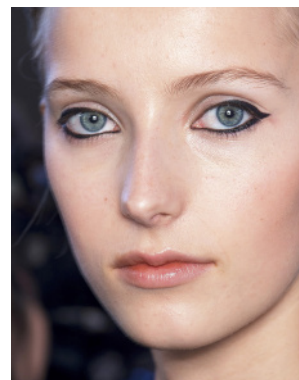
◆ It’s important to use the exact shade of concealer to match your skintone – too light and you’ll only highlight the blemish, too dark a shade will make it look bigger.

◆ Using a flat brush like No 5 Concealer Brush, £28, Hourglass [1], press on Naked Skin Weightless Complete Coverage Concealer, £17.50, Urban Decay [2]. Use a dabbing motion to apply the formula directly on top of the spot. Dab, don’t sweep across as it will just remove the product and aggravate the blemish.

◆ Shimmer draws attention to the issue so lightly dust a completely matte powder such as Infallible 24H Matte Powder, £4.99, L’Oréal Paris [3], over the top of the blemish to blend into the rest of your complexion.



HOW TO: PERFECT WINGED LINER



◆ According to Brown, a gel formula is the easiest way to nail a feline flick. Apply Longwear Gel Eyeliner, £19, Bobbi Brown [1], with a super fine brush like Silicone Liner Brush, £5.99, Real Techniques [2]. If you prefer the ease of a pen, try Eye Defining Pen, £43, Tom Ford [3].

◆ Rest your elbows on a flat surface and look down into a mirror. Using your ring finger, pull your eyelid taught at the outer corner, then holding your tool of choice at 45 degrees pointing towards the outer corner of the eye, slowly glide along the lash line towards your nose until you reach the inner corner.

◆ To wing it out, place your liner at the outer corner, drawing out and then back in the opposite direction to fill any gaps.



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