

Developing a Makeup Strategy

I take every opportunity I can get to make decisions with other people by having a friendly game of Rock, Paper, Scissors. It may be a little immature, but when you have two people who are equally laid back and have a hard time making up their mind, this quickly solves it and everyone is happy and has had some fun at the same time. My apologies to any of you who don't know which game I'm referring to.

In spite of many people thinking that this is a mindless game that involves no thought or strategy, I disagree. It's not a complex game of chess but there is some strategy involved. I choose my symbol "by instinct" for the first round, but still try to determine what the other person might play. When you play the best of 3 games, the first round is pure chance.

Rounds two and three (if it gets that far) involve a little planning ahead. You consider what the person just played and try to figure out what they'll play next and what you should play to counter them and win the round. It's all a little silly but it's fun and quick and most people can use a little extra fun in their day!

So you're probably wondering what relation this game has to makeup or beauty. There isn't really a relation, but there is something to be said for having a strategy, a Makeup strategy to be specific. Makeup is creative, transformative and fun. It enables a person to enhance their outer beauty, create a new image and/or project a personal style. It is fun and most of all, washable.

Every day that you wake up is an opportunity to do something new and creative with your makeup. It is the chance for you to conjure a specific image, enhance a feature, or complement your wardrobe choice for the day.

People often ask the question, should I be matching my makeup to my outfit? And the answer is no and yes. Sorry, but it's true. While I usually don't encourage someone to wear matching eyeshadow, for example, with their matching shirt and belt and shoes, there are ways to coordinate the colors so that you pick up a little touch of your outfit and tie it all together.

Before you even get to the color choices on your face, you have to ask yourself, what overall image do I want to project? What look am I going for? Do I want to look fresh faced and natural? Do I want to look sophisticated and soft? Do I want to look beachy and bronzed? Or do I want to look classic and professional? Each of these looks translates into a style of makeup that can go along with your mood and outfit for the day and could be considered a Makeup strategy.

Beauty magazines are a great source of inspiration. They can help you picture how you'd like to look and often provide instructions on how to get similar results. They often highlight one person in a multitude of looks to give you an idea of how you can change your makeup and be creative with different applications. They feature current trends but

it's important to realize that not all trends are wearable on every person. You need to pick and choose and then play. Play with colors, applications and styles in order to find out what works for you.

I think that the best time to do practice a new makeup color or technique is in the evening before you are going to go to bed. Apply new colors in new ways on top of what you may already be wearing and if you don't like what you see, wash it off and go to bed. If you do like it, try it the next day knowing that you've already done a run through and won't have any surprises. Doing this will, hopefully, take away some of the fear of arriving at work or an event without makeup (due to a last-minute scrub off) or looking like a done up "lady of the night".

Don't forget that you don't have to do something new or different on your entire face. You can introduce a new eyeliner color, apply your blush differently or switch from a gloss to lipstick. It's as simple as that and can update your look instantly. This may seem complicated to some and easy to others but at the end of the day, it's all strategy for looking your best as you head out the door.

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