

A Makeup Journey

So last month I found myself in a very strange and unusual place. I felt slightly lost, mildly confused and generally overwhelmed. Let me go back to the start. My boyfriend asked me to do him a favor and stop at an auto parts store to pick up a trailer hitch kit for him.

Now the funny thing about this is that I have a hitch on my tiny little car, so you would think I would have some clue about what this type of kit is or what it does. But since my car probably couldn't haul more than a make-up case behind it, I was clueless.

Armed with a few directions in hand, I ventured into the store. The minute that I walked in, I knew I was in trouble. There were so many rows of car gadgets and thingies that I didn't even know where to start my search. I'll be honest with you – I'm not "mechanically inclined" and I kind of wanted to get out of there as soon as possible, so I bee-lined for the first person who looked like they worked there to ask them to point me in the right direction. Thankfully, I found what I needed very quickly.

I wasn't 100% sure that I got the right kit so I made a quick phone call to my boyfriend. He excitedly said "Soooo, isn't that place great?!" to which I replied, "I'm in auto hell." He laughed as he explained how many hours he could spend there on any given day if only he had the chance.

This reminded me instantly of the differences between men and women but also got me thinking. My excitement to wander through any cosmetics department or drug store and spend hours looking at, playing with, and touching the latest makeup and beauty products was no different than my boyfriend and his auto store excitement (or his instant boredom and lack of desire to be anywhere near a new summer makeup collection).

I also started thinking that there may be a lot of women out there who don't share my enthusiasm about makeup because they get the same feelings of being lost, overwhelmed and confused when they walk into a store looking for something new.

The point of my story is that if I had not gone into the store with some idea of what I was looking for and had just said to the salesperson, "I'm looking for a part...for a car", it would take a long time for either of us to get to the root of what I needed or wanted.

The same goes for when you venture out looking for new makeup or looking for makeup for the first time. You need to have an idea of what you want and more importantly, what you need to help narrow down your search. Ask yourself questions like, "Am I trying to enhance my natural features or do I need a product to help minimize the appearance of something I don't like?" "What colors do I like?" "What looks have I seen before on other people that appeal to me?"

Don't be afraid to rip out a picture from a magazine to help convey what your makeup goal is. It doesn't matter if you are looking for a rock star style or an everyday, natural look. The best thing is that there are lots of women just like me who work with cosmetics and beauty products

that get strangely excited and bubbly when they get to talk about makeup and share their knowledge with someone who is willing to ask the questions.

My classic “go to” line or phrase when I do makeup for women or teach them how to do their own makeup is this, “**It’s Not Rocket Science. It’s Makeup and It Washes Off**”. Mistakes will most definitely happen if you are trying something new, but if it doesn’t work, wash it off and try something different. Makeup is meant to be fun, meant to make you feel good and most importantly, meant to leave behind on the counter every now and then to allow your natural beauty to shine through.