

LOOK-
Great-
FOR-YOUR-
[AGE]
MAKEUP
IN YOUR ...
30s
40s
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60s





You've
heard about makeup that's right for your skin tone. Or eye color. Or even your personal style. But what about your age? The skin-care regimen of a 30-year-old is different from a 60-year-old's, so shouldn't her makeup also evolve? The experts we polled certainly thought so, and they helped create the age-appropriate, everyday collections you'll see here. Find yours to make the most of your looks, whatever your life stage

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MAKEUP- BAG MUST- HAVES IN YOUR 30s

“In your twenties, you can get away with looking like a hot mess. In your thirties—not so much. People expect more of you,” says Wende Zomnir, founder of Urban Decay Cosmetics. So if you’ve been lackadaisical about wearing makeup—or taking it off—it’s time to grow up and get grooming. Now, no one’s saying you have to spend hours primping, but a more polished appearance tells the world, “It’s time to take me seriously.” Here’s what you need to get started:

1 / TINTED MOISTURIZER

► **“Most women** in their thirties have pretty good skin and can skip foundation,” says makeup mogul Bobbi Brown. However, unless you’ve been blessed with a completely flawless complexion, you’ll probably still benefit by evening things out with a tinted moisturizer. We like Lancôme Bienfait Multi-Vital Teinté (\$45;

lancome-usa.com) or BareMinerals Advanced Protection Tinted Moisturizer SPF 20 for Combination Skin (\$30; bareminerals.com). If you prefer a little more coverage, go with a sheer foundation that can be layered as needed. Try Giorgio Armani Face Fabric (*shown at left in shade No. 2*; \$49; giorgioarmani-beauty-usa.com).

2 / CONCEALER

► **If you’re** one of the lucky few, the tinted moisturizer that’s evening your tone will also adequately camouflage dark circles and blemishes. The rest of us will need a more opaque option, says makeup artist Mally Roncal. For spots that require spackling, she suggests a cover-up that’s emollient enough to blend easily but dry enough to avoid looking dewy (especially if it’s adult acne you’re covering). We like Laura Mercier Secret Camouflage (\$28; lauramercier.com) for under-eyes and Shiseido Corrector Pencil (*shown at left in shade No. 3 Dark*; \$18; shiseido.com) for pimples.

3 / EYESHADOW PRIMER

► **“Most women** in this decade are ridiculously busy and really can’t be bothered to take the time to touch up their eye makeup throughout the day,” says Zomnir. So, to ensure that your lids look as polished at 7 PM as they did at 7 AM, she suggests adding an eyeshadow primer to your regimen. Try Kimara Ahnert Eye Fix (*shown at left*; \$27; kimara.com)

or Clinique Touch Base (\$15; clinique.com), which comes in six skintoned shades.

4 / BROW GEL

► **“Since your** goal is to look pulled together, combing your brows is a step you really shouldn’t skip,” says Zomnir. To keep your arches in place all day, she recommends brushing them with a setting gel. Try Mally Beauty Brow Gel (*shown at left*; \$20; mallybeauty.com).

5 / EDGIER EYE MAKEUP

► **Your lids** are smooth and your eyes almost free of fine lines, so you can still rock shimmery eye makeup and bolder colors, says makeup artist Kimara Ahnert. “To be age appropriate, though, don’t smear sparkle all over your lid,” says Zomnir. “Line the outer third of your top lashes with a glittery pencil instead.” Or tap a shimmery shadow in the center of your eyelid, on top of a matte powder in a complementary color, suggests makeup magnate Sonia Kashuk. Try Urban Decay Heavy Metal Glitter Eyeliner (\$18; urbandecay.com) or Giorgio Armani Eyes to Kill Intense Eye Shadow (*shown at left in shade No. 11*; \$32; giorgioarmani-beauty-usa.com).

6 / MASCARA

► **Your lashes** are still pretty lush, so Brown suggests playing them up with a formula that

enhances their volume and length. We like Benefit BadGal Lash Mascara (*shown at left*; \$19; benefitcosmetics.com) or L’Oréal Voluminous Million Lashes Mascara (\$9; drugstores).

7 / BRONZER

► **Most thirty-somethings** still have skin that’s radiant, so wearing blush is optional, say the pros we consulted. Ditto shimmery bronzer, though you may want to seize the opportunity to wear it while you can. In your thirties, bronzer leaves your skin looking sun kissed (and you well rested), whereas in about a decade, it can accentuate sun damage, making you look older than you are, warn some pros. For the most flattering results, keep coppery color around the perimeter of your face: your hairline, jawline and back toward the ears. Try Physicians Formula Mineral Wear Correcting Bronzer (*shown at left in Light*; \$14; drugstores).

8 / GLOSS

► **You needn’t** do much to make your lips look good—they’re still full, and the color’s still pretty deep, says Roncal. A gloss or sheer, shiny lip color is enough to play them up—and not compete with shimmery or bold eye makeup. Try Sephora Hot Hues Neon Lip Balm (*shown at left in Hot Pink*; \$10; sephora.com) or Laura Mercier Lip Glacé (*shown at left in Bonbon*; \$22; lauramercier.com). »

You probably see some signs of aging now: a few fine lines, some sun damage (as in spots and uneven skin tone) and a little less radiance. But all in all, nothing the occasional mental-health day—and some strategically placed makeup—can't minimize. Here's what you need:

» **At this age**, an all-over-the-face primer is important because you're starting to battle both fine lines and

2 / BARELY-THERE FOUNDATION

» A few fortunate forty-somethings may still be fine with using just a tinted moisturizer to even things out; if you're one of them, check out the recommendations for thirty-somethings on page 97. But for most of us, when we want to look our best, we find that foundation is the key

3/ CONCEALER

» **“Not everyone** needs it, but if you do, it’s time to choose a product that’s emollient, especially if you’re putting it under your eyes,” says Roncal. Patricia Wexler, MD, a dermatologist in Manhattan, concurs: “In your forties, you start to lose estrogen, and the skin becomes drier.

4 /

BROW COLOR

» **“In your forties,** brows get sparser, so most women look better if they do some filling in,” says Kashuk. A colored powder usually provides a better thickening effect than a pencil. One to try: Benefit Brow Zings (*shown above left in Medium*; \$30; benefitcosmetics.com), which comes with powder, tweezers and a holding wax to keep your brushed-up, fuller-looking brows in place.

5 /
SHEER EYESHADOW
» **For every day,** a light-colored shadow (such as cream, pale pink or camel) makes eyes look brighter—a helpful trick at an age when you’re probably burning the candle at both ends. For the most flattering results, Ahnert says to opt for formulas that either are matte or provide just very subtle shimmer. Try Laura Mercier Luster Eye Colour (*shown above left in Golden Crème*; \$22; lauramercier.com).

6 / MATCHY-MATCHY EYELINER AND MASCARA

» “Your lashes are just starting to thin, so one



way to make them look fuller is to use an eyeliner in the same shade as your mascara—black, brown or navy. Then carefully line the top eyelid *this close* to your lashes,” says Ahnert. The goal: to make lashes look extra-dense at their roots. Finish by swiping on a volumizing mascara. A good combo: CoverGirl Liquiline Blast Eyeliner (*shown at left in Brown Blaze*; \$7; drugstores) plus Dior Diorshow New Look Mascara (*shown at left*; \$29; sephora.com); both products are available in black, brown and blue.

7 /

BRIGHT BLUSH

» **The makeup** artists we spoke with were united in their cheek-color picks: Ditch the neutrals; buddy up with bright. “Your new best friend is pink or peach blush,” says Roncal. It perks up dull skin and, if applied at the top of the cheekbone, has a lifting effect. Try Bobbi Brown Blush in Nectar or Apricot (*shown at left in Nectar*; \$24; bobbibrown.com).

8 /

VIVID, SHEER LIP COLOR

» **We’re losing** pigment everywhere: hair, skin—and lips. So brightening up the mouth with a vivid lip color makes your whole face appear fresher, says Roncal. The most flattering option is a creamy, sheer formula, like a tinted lip balm with an extra dose of pigment. Our favorite: Rouge d’Armani Sheers (*shown above left in No. 500*; \$30; giorgioarmani.com). These shades look nearly neon in the tube, but on the mouth, they’re marvelous.

MAKEUP- BAG MUST-HAVES IN YOUR 50s

“In your fifties, most women are in some stage of peri- [or plain old] menopause. And because fewer are using hormone replacement therapy, the side effects can be pretty dramatic,” says Amy Wechsler, MD, a consulting dermatologist for Chanel Skincare. “Two things that may affect your makeup: Your skin tends to be chronically dry, and it can heat up rapidly when you’re having a hot flash.” Your goal is to use products that won’t melt and smudge when your temperature spikes but that are still

emollient enough to look and feel good on your parched complexion.

1 /

PRIMER(S)

» **To head off** a melt-down, you can use primers on your skin, eyelids and even lips to help makeup stay put. Additionally, “choose formulas, including a primer, that moisturize,” says Matin Maulawizada, makeup artist and brand ambassador for Laura Mercier. A few options: Dior Skinflash Primer in Sheer Glow in No. 001 (\$42; sephora.com), Benefit Stay Don’t Stray Primer (\$26; benefitcosmetics.com) or Laura Geller Lip Spackle (*shown below*; \$24; laurageller.com).

2 /

MOISTURIZING FOUNDATION

» **Unless you’re** genetically blessed—or you’ve

sprung for laser treatments to even out your skin tone—you, like most women in their fifties, need some foundation to look your best. Heed Maulawizada’s advice and opt for formulas that boost hydration. One that is literally spiked with moisturizer: CoverGirl & Olay Simply Ageless Foundation (*shown below in No. 220*; \$14; drugstores).

3 /

CONCEALER

» **It may seem** counter-intuitive, but a sheerer concealer is more flattering as your skin ages, says Ahnert. Heavier cover-ups may be opaque, but they’re also apt to sink into lines around the eyes. A better bet: a concealer-highlighter hybrid. The luminescence softens flaws without the layers of caking-prone cover-up. The gold standard is YSL Touche Eclat Radiant Touch (*shown below in No. 5.5*; \$40;



yslbeautyus.com). This month YSL is expanding its eight-shade range with four new hues that are variants of existing colors (2.5, 3.5, 4.5, 5.5).

4 /

EYELASH CURLER

➔ **Lashes don't just** thin as you age, says Kashuk; they also straighten out. So if you haven't been using an eyelash curler to date, now's the time to start. Pump only once at the roots and again halfway down the lashes. Applying waterproof mascara (as recommended under Waterproof Eye Makeup, below) will also hold the curl better than traditional formulas, says Roncal. Try Sephora 18K Gold Eyelash Curler (*shown on previous page*; \$16; [sephora.com](#)).

5 /

WATERPROOF EYE MAKEUP

➔ **"Women start to** complain in their fifties that their eye makeup just doesn't last," says Zomnir. Hot flashes (and the cosmetic slip-'n'-slide that results) are one reason. Up-ping the ante on eye cream (a necessary evil, since the skin is so dry) is another; the oils in the cream can literally absorb your eye makeup, as well as remove mascara when you blink. Using an eyeshadow primer will help. But so will applying waterproof mascara and eyeliner, Zomnir points out. A pair she personally uses and swears by: Urban Decay Cannonball Ultra Waterproof Mascara (\$20) and 24/7 Glide-On Eye Pencil (*shown on previous page in Gunmetal*; \$18; [urbandecay.com](#)). Another option: gel eyeliners (which come in a

pot and are applied with a narrow brush); they aren't strictly waterproof, but they're pretty darn close—and they glide easily across aging eyelids. Try Bobbi Brown Long-Wear Gel Eyeliner (*shown on previous page in Denim Ink*; \$22; [bobbibrown.com](#)). Finally, don't neglect your brows; use something there that's water resistant, too. We like: Per-fékt Brow Perfection Gel (\$22; [sephora.com](#)), which comes in clear and three hair-matching hues.

6 /

MATTE EYESHADOW

➔ **Most makeup pros** we spoke with agreed that shadows with a matte finish are most flattering on fifty-something eyes. (If you just cannot let go of your shimmer, Zomnir suggests you tap it in the inner corners of your eyes to subtly brighten.) Ah-nert suggests applying one matte light color (ivory, sand, camel, soft pink) over the whole lid, then swiping on a slightly deeper shade in just the crease. Even if your eyelid is in a daily struggle against gravity, this will add some lift. One palette that offers an abundance of neutral shade options, all utterly wearable: Sonia Kashuk Eye on Neutral Palette in 02 (*shown on previous page*; \$20; [target.com](#)).

7 /

BRIGHT CREAM BLUSH

➔ **Following your mantra** to moisturize, choose a cream blush. It's less likely to streak on dry skin, and the formulas are typically pretty sheer, so you needn't worry about looking over-

done. The pros say keep your shades peppy: pink or peach. And tap the color on the tops of the apples of your cheeks, about a half inch below your eye. Try Maybelline Dream Bouncy Blush (*shown on previous page in No. 10 Pink Frosting*; \$8; [drugstores](#)).

8 /

CREAMY LIP COLOR PLUS A PENCIL

➔ **Like the rest of** your face, your lips need to be treated with products that are extra emollient. However, glosses and slick lipsticks are apt to bleed into the little lines around your mouth. To derail that, trace your mouth with a nude or rose lip liner, color in your lips, then top them off with a sheer, bright and creamy lip color. One dynamic duo: Chanel Le Crayon Lèvres in Beige No. 36 (\$29; [chanel.com](#)) topped with Bobbi Brown Treatment Lip Shine SPF 15 (*shown on previous page in Papaya*; \$23; [bobbibrown.com](#)), which comes in an array of candy colors.

MAKEUP-BAG MUST-HAVES IN YOUR 60s

Strictly from an appearance standpoint, "the only thing that gets better as you get older is your jewelry," jokes Wex-

ler. "So I tell my patients who are in their sixties that the less makeup you use and the lighter you apply it, the better you will look. Your goal is really to freshen up your face but not overemphasize anything." Most makeup experts agree, saying the prettiest palette at this point is one that brightens and adds dewiness.

1 /

PRIMER(S)

➔ **Applying a primer** that moisturizes as well as minimizes fine lines and pores will improve your skin instantly (just as it would for anyone in her forties or fifties). However, now is the time to look for formulas that also have luminescence, says Roncal. Try Mally Beauty Perfect Prep Poreless Primer Glow (*shown at right*; \$35; [mallybeauty.com](#)). In addition, tap on an eyeshadow primer—whether you wear shadow or not. Most lids at this stage are on the red side, and a primer cancels out uneven color. Try Laura Mercier Eye Canvas (\$26; [lauramercier.com](#)), which comes in five shades.

2 /

LIFTING FOUNDATION

➔ **You want a** product that hydrates but also boasts skin-tightening and collagen-boosting ingredients. One multitasker we like: Bobbi Brown Extra Repair Foundation SPF 25 (*shown above right in No. 2 Sand*; \$56; [bobbibrown.com](#)). As for concealer, lots of makeup artists said they hesitate to use it at this stage. "I worry about



creasing and caking, especially under the eyes,” explains Ahnert. For areas that do need a little more coverage, many pros say they will just apply an extra layer of foundation—or use a concealer-highlighter hybrid, as suggested in the 50s Concealer section.

3 / EASY-DOES-IT EYE MAKEUP

→ **Now is the** time for an eye look that’s simple and imprecise. Forget contouring or a liquid liner—and you don’t need a palette of eyeshadows. One color all over the eye in a light matte powder will brighten the eye and minimize lid creasing, says Ahnert. Then, if you want to up the drama a little, just smudge a

medium shade along your lash line. A duo that will flatter most skin tones: BareMinerals Ready Eyeshadow 2.0 in Perfect Storm (\$20; bareminerals.com). Or go with a thick-tipped pencil (sometimes called a chubby stick), which will draw a thicker, more forgiving line. A couple of chubby sticks to try: NARS Soft Touch Shadow Pencil (shown above in *Skorpios*, *Hollywoodland* and *Goddess*; \$24 each; narscosmetics.com).

4 / EYELASH CURLER

→ **Your lashes** are losing their natural upswing, so be sure to crimp them with a curler before applying mascara. A good choice: Sonia Kashuk Dramatic Definition

Travel Eyelash Curler (shown at left; \$10; target.com), which folds up so you can toss it in your bag for recurling later on.

5 / WATERPROOF MASCARA

→ **In all likelihood**, you’re using an eye cream (or at least a heavier moisturizer than you have in years past). This habit is good for the skin but not so great for your mascara, since the oils in your cream act like makeup remover. So if you already have a favorite formula and don’t want to switch—we’re addicted to Lancôme’s new Hypnôse Doll Lashes Mascara (\$25; lancome-usa.com)—then you’ll benefit from topping it off with a waterproofing product like Anastasia Lash Genius (shown at left; \$21; anastasia.net), which is due in stores next month. Ahnert also says to skip mascara on your lower lashes, as your eye cream will pull it down to your under-eye, leaving you looking raccoon-like.

6 / BROW GEL

→ **Even if you** had brows like Brooke Shields’s in your twenties, you’ll probably notice some pretty significant thinning by your midsixties, says Wexler. And brow pencil and powder, much like your mascara (per the discussion above), can disappear when paired with heavy eye creams, so choose a formula that’s water resistant, such as Dalton Waterproof Brow Fix Gel (shown above left

in *Auburn*; \$28; qvc.com), which comes in five shades, including gray.

7 / CREAMY, BRIGHT CHEEK COLOR

→ **Dewiness is your** goal, says Kashuk, so go for a creamy blush in some shade of rose or melon. “You want the color to freshen you up without being too-too bright,” says Roncal. “The shade should be softer now than it was in your forties and fifties.” Dab it on the tops of your cheekbones and pat until the color settles into a natural-looking flush. One that offers plenty of moisture and comes in easy-to-wear hues: CoverGirl & Olay Simply Ageless Blush (shown at left in No. 220; \$11; drugstores).

8 / LIP COLOR THAT STAYS PUT

→ **Color bleeding is** your biggest issue, primarily because your lips aren’t as full as they once were, so the color slides into the little trenches around your mouth. But don’t worry; the following one-two punch will minimize migration. Outline your mouth with a clear, waxy lip liner like Mally Beauty Lip Fence (shown above left; \$13; mallybeauty.com); this will act as a barrier to wandering lip color. Then use a long-wear formula on your mouth, preferably one that isn’t too drying. We like YSL Rouge Pur Couture Glossy Stain (shown above left in No. 12; \$32; yslbeautyus.com), which delivers budge-proof color with lots of shine. ✨