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lipstick confessions

Almost 2,000 of you revealed your makeup addictions and blunders in a SELF poll. We hear you: Our simple solutions and easy how-tos will help you get gorgeous without batting a (perfectly curled) lash. Survey says...stunning!

By Francesca Castagnoli Photographs by Arthur Belebeau

Your fab four

We polled, you told. Use these tweaks to maximize the makeup you rely on.

78% of you use mascara every day.

When you lift and separate lashes, it's easier to apply mascara evenly. Before you pick up that magic wand, curl lashes in three places: First, gently clamp along the lash line, then move forward to the center of lashes, and finally hit the tips. **"The effect is like a push-up bra for your lashes,"** says Napoleon Perdis, a celebrity makeup artist in Los Angeles.

66% say foundation is a daily makeup must.

Remember, a little really does go a long way. **For undetectable coverage, use foundation only where you need it.** Why put it everywhere when you need to hide darkness only under your eyes, redness around your nose or a few sun spots on your cheeks? Use your (clean) fingers to rub it in: Body heat helps you create a natural faux finish.

57% brush on bronzer without fail.

When it comes to bronzer, there's a fine line between looking sun-kissed and covered with dirt. **Try the five-point connect-the-dots method** from Troy Surratt, a makeup artist in New York City: Sweep a large blush brush across the left temple, apple of the left cheek, tip of the nose, apple of the right cheek, and the right temple. Glow get 'em!

54% say lipstick or gloss is a necessity.

Lipcolor is the smartphone of makeup: You feel naked without it and use it *all* the time. Nix potential mishaps: **Dab color in the center of lips with your finger, then tap it out to edges,** says Renato Almeida, a makeup artist in NYC for Shiseido. Your finger feels your natural lip line better than a tube or wand can. Good call!

Spot-treat uneven skin tone with caffeine-laced Maybelline New York Instant Age Rewind Radiant Firming Makeup SPF 18, \$10.

A 40-degree-angled brush lets L'Oréal Voluminous False Fiber Lashes, \$10, extend lashes into crazy-long territory.

A blend of pink, orange and bronzer tones in Laura Mercier Cheek Mélange in Canyon Sunset, \$40, brightens skin.

A giant-sized lip pencil, Urban Decay Super-Saturated High Gloss Lip Color in Punch Drunk, \$19, fills in like a stick.

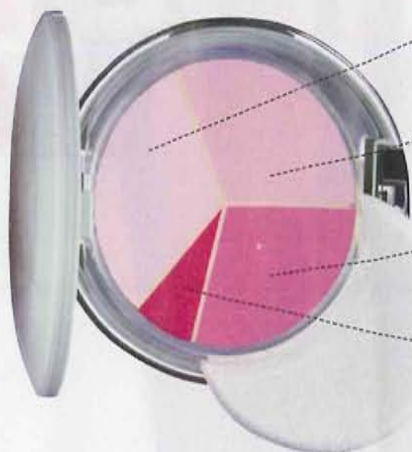
With mega shine and color, Nars Larger Than Life Lip Gloss in Coeur Sucré, \$26, is the best of both stick and gloss worlds.

Vitamin A in Clé de Peau Beauté Extra Rich Lipstick in Comtesse du Cayla, \$60, smooths lips.

59% of you have 5 to 10 lipcolors in your makeup bag right now.

Ditch "meh" shades for a bunch that look amazing on you. Tubes should come with a warning: The color inside may not be even close to what you'll see on your lips. "Some might be sheer even though they look opaque. Others might have way more shimmer or be more matte than you think," Surratt says. Instead of exiling tubes to the beauty-drawer black hole, he says, "layer two or three that are in the same color family but have opposite textures to customize a finish you love."

Why you wear it



31% reach for makeup to feel sexy.

27% say it makes you look professional.

24% wear it to show off confidence.

11% use makeup to get a mood boost.

Busted your beauty budget?

Get makeup for free!

TO MAXIMIZE YOUR MAKEUP MOOLA, SCORE SAMPLES. The secret? Be nice! It's that simple. On a department store beauty floor, you'll typically get a little swag if you make a purchase; but if you're browsing and can't decide, ask the salesperson for a tester to try at home. When products you don't need are tossed in your shopping bag, politely say that you don't think you'll use them and ask if there are any other new products you can try. You never know what they have stashed in the back.

48% of you prefer to shop at specialty stores.

41% buy makeup at drugstores.

82% admit you need to go back to beauty school.

3 tricks you want to ace



Complementary colors in Dior Blue Tie Palette in Smoking Blue, \$70, make a smoky eye easy.



Soft shades of bronze and gold in Regard Signé de Chanel in Topkapi eyeshadow quad, \$65, work solo or all together.



A sheer wash pearlescent or with Estée Lauder Pure Color Shadow Duos Pakis, \$30.

Apply liquid liner stick-straight

Survey takers say mastering liquid liner is their ultimate struggle. But when applied right, it adds subtle, sexy definition. For liner newbies, **use a liquid liner pen (the Sharpie of makeup)** instead of the classic dip-in-an-inkwell kind. "The pen puts out an even amount of pigment so you can draw a perfect line," Surratt explains. "Plus, it's easier to hold than a skinny wand is." Try the dash technique: Make small strokes (not one movement) along your lash line, starting at the inner corner of your eye. Place a mirror on your vanity and look down as you apply to get a clearer view of your lash line, Surratt says.

Layer several shades of shadow

When aiming for a sultry eye, some of you say you end up with a muddled mess. **Use only two complementing shades and apply them from light to dark**, Surratt suggests. Surefire combos: bronze and dark brown, deep teal and forest green, sheer gray and charcoal. Starting below the crease, sweep the lighter color across your entire lid with one shadow brush. Then apply the darker shade directly into the crease with a smaller, more tapered brush. An optional extra step: Add a hint of highlight. Use a shimmery beige shade past the crease and apply it up to your brow bone.

Choose the right foundation

You also keep flubbing on flawless skin. We're all about DIY, but not with this. **Having a pro pick your foundation shade pays off** because an ideal match means you need to wear less. "Experts behind the counter know which shades and undertones are best and why," Surratt says. Don't feel pressured to buy. Ask for a sample or hit your drugstore for a similar color. Test-driving on your own? Swipe shades on your cheek to see the true color; skin is usually darker on the hands than on the face.

The sheer tint of MAC Prep + Prime Fortified Skin Enhancer SPF 35, \$30, means you can readily match your natural skin tone.

The superfine, flexible brush of the Line Pro, \$22, lets you line like a pro.

91% expect makeup to multitask as much as you do.

2 extras you crave

SUNSCREEN Forty percent of you say ample sun protection is a makeup must.

But "most foundations have only SPF 15, and the skin-care standard is 30 or higher," says Amy Wechsler, M.D., a dermatologist in NYC. Shield skin with a formula that offers broad-spectrum coverage, such as zinc oxide-based Revision Skincare Intellishade SPF 45 Matte tinted moisturizer, \$48.

BLEMISH FIGHTERS You want your makeup to do more than cover breakouts—you'd like it to make them go away, too. Look for one with pimple-fighting salicylic acid. We like Miracle Skin Transformer Treat & Conceal Eye & Face, \$36.

#1 makeup motivation

Romance

58% of you amp up your makeup routine when you've got a hot date.

Although we love sticky, shiny lipcolor, most men aren't fans. And who wants to make their honey cringe when going in for a smooch? A lip stain and tinted balm combination gives a natural finish plus staying power. (As in, it won't rub off on your pillow—or his!) One rule: Stains are a near-pure shot of pigment, so they soak into lips quickly and can be drying. Apply in this order: balm, stain, balm, for a pout that practically screams, "Kiss me!"

Pucker up with confidence when wearing not-at-all sticky Burt's Bees Tinted Lip Balm, \$5.

Guilty as charged: your 3 worst makeup habits

Why it's a beauty crime

Change your ways

56% have gone months without replacing your mascara.

Experts say that **the lifespan of mascara is three months max**. So if your tube is older than that (which, based on our survey, we're going to guess it is), you're putting yourself at risk for red, itchy eyes and conjunctivitis. Not pretty.

Clean up your act: Replace tubes to prevent bacteria buildup. And **turn the wand in circular motions**—don't pump it in and out, Perdis says; doing this also prevents the formula from drying by keeping excess air out.

55% of you admit to going to sleep with makeup on.

Going to bed without cleansing skin can clog pores, **causing breakouts and also making pores larger**. "When you're sleeping, you're lying on skin, so makeup is pushed deeper into pores and, over time, can stretch them out," explains Dennis Gross, M.D., a dermatologist in NYC.

Fortunately, beauty aisles are flooded with facial wipes you can use in a flash. **Look for towelettes that don't require rinsing**, have healthy-skin ingredients such as aloe vera (try Yes to Cucumbers facial towelettes, 30 for \$6) and hydrate while they cleanse.

53% never remember to wash your makeup brushes.

Most brushes are made of synthetic bristles that don't build up bacteria. But **a makeup-saturated brush can muddy colors**. "If you're using one brush for bronzer and pink blush, and you don't wash your brushes, you won't get the true shades you want," Surratt says.

Use your fingers to apply most of your makeup if you don't have time to wash your brushes. If you do suds them up, use warm water and a mild wash such as Aveda Shampure Shampoo, \$11, monthly. Then air-dry brushes by laying them flat on a towel.

Hit the right (blush) spot every time with the tapered Sonia Kashuk Blusher Brush, \$18.

