

Cheek color—Like a compact powder, bacteria can build up and powder can harden. Treat with the toothbrush technique and keep for two to three years.

Eye shadows—If you keep the top layer clean, these should last up to three years. Look for color changes, bad smells and itchy eyes to point the way to the trash.

Eye liners and lip liners—These can last a long time if you keep them well sharpened. For lip and eye pencils, look for moldy build-up and a change of texture as a throw away signal. Liquid liners last about a year because of a higher risk of bacteria build-up. To keep fresh longer, use a separate clean brush for application instead of the one that goes back into the container.

Mascara—Four months after it has been opened, mascara begins to harbor built-up bacteria that can cause infection and eye irritation. Pumping mascara will push air into the chamber causing it to dry out faster. Stir the wand in the chamber before applying.

Lipstick—After two to three years, color and texture change and bacteria starts to build up.

Face masks (creamy)—will last six months to a year.

Nail polish—two years, give or take.

Fragrance—Not really a beauty tool but an important part of beauty. So the scoop is: keep your fragrance out of sunlight in a dry and cool place. Most people keep their fragrance in the bathroom, which is the worst place of all! Fragrance should last from three to six years if cared for correctly.

How to care for your products and keep them fresh

Store products in a cool, dark place like the refrigerator (cold is a bacteria inhibitor) or a box. Keep out of sunlight and warm, humid places like the bathroom.

- Shake liquids every once in a while. If pigments separate and don't shake back together, toss out the product.
- Avoid touching products with your fingers (because of bacteria). Use sponges, brushes and Q-tips® whenever you can.
- Keep lids closed tightly.
- Never share your products or use that of others.

5 The High Performance Face

Makeup for Stage Lights and Action

From washing out to melting down, stage lights can do a number on your makeup. When creating a makeup look for stage, many performers overcompensate and end up applying too much. Features can become distorted and the look unflattering. Heavy black eye liner drawn around the eyes creates the look of two little black holes. Cheek color overapplied on the apples of the cheeks can look like bright red balls or can turn cheekbones into two red stripes. Lip liner pencil can often be forgotten, creating lipstick so bright you're *all* lips. The makeup color combinations advised in this chapter come from interviews with professional performers from New York to Las Vegas, competition judges, choreographers and convention owners. I asked industry pros their views on the most current and professional combination of shades. The following pages will reveal the perfect performance face, built with neutral colors, to go with every costume and style of performance. The look works as well for smaller stages, competitions or when judges are close to the stage.

To begin your makeup masterpiece, pull your hair back away from your face so your bone structure and features can be easily seen. Make sure you have a good mirror (a magnifying mirror can really help), excellent light, a chair (so you can relax), your makeup at hand and all the tools you will need for a flawless application. You are ready to create your work of art!