

From the Ultimate Beauty Industry Insider
ANDREA Q. ROBINSON



Toss the glass

Beauty Tips, Tricks & Truths
FOR WOMEN 50+

Andrea Q. Robinson and

Toss the Gloss: Beauty Tips, Tricks & Truths for Women 50+



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"Forget about makeup reclaiming youth," In *Toss the Gloss*, you will learn. Robinson. "Good makeup reclaims you." Robinson, whose illustrious profession has included positions such as the chief advertising officer of Estée Lauder, president of Tom Ford Beauty, beauty editor of *Vogue*, and president of Ralph Lauren Fragrances, is the ultimate industry insider. Now, she shares her years of knowledge in this honest and straightforward guide for women fifty and over. says Andrea Q. "Why the right cosmetics, not really anti-aging skincare, will help you look your youthful best at any age. Stylishly illustrated by Chesley McLaren, this inspiring book is a reader's gimmick-free tips and easy-to-follow shortcuts to make the the majority of your features. s guidebook to feeling fresher, healthier, prettier, and more confident" How exactly to recognize the seduction of beauty-industry tactics made to help you to spend more money than you need to.



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I concur with a whole lot of her recommendations (and respectfully disagree with some)! Great advice! I actually was on a zero buy kindle diet for the sake of my over strained reserve budget when I was overcome by temptation and bought this intriguing book. I'm happy I did. To begin with, when we was reading the sample portion in the kindle, I was caught by the author's comment on how middle aged men work the makeup sector and decide what the largest demographic really wants to buy without any reality check whatsoever. They're creamy, don't migrate into lip lines, moisturize and can be found in a raft of colours to suit anyone! I've had more time to read this carefully & since I just finished a cranky rant on Makeupalley complaining about the lack of satin matte eyesight shadows and the glut on the market with shimmery evil bombs of glitter fallout that produce my aging wrinkly eyelids look like metallic lizard skin (so attractive no?), this writer was speaking to me! That chapter on eye makeup is worth the price of the book ten times over!! So needless to say I purchased the book, if only to read even more of her funny and accurate comments on the state of makeup for real women, in the biggest demographic of all-- the aging boomers, which we am one. In the event that you aren't a make-up maven from your own early teens, and like me are just getting back into more makeup to greatly help combat age, there is a real insufficient practical advice. Age is not a problem, it's just how on earth do you look your best lately with the new laugh lines, wrinkles, inflammation and blotchy bits? I've only gotten to the attention make-up technique of Mrs. X and I HAD to write a 5 superstar review.. Hmm, glad I blew my Kindle spending budget on this! There's SO much fresh stuff in here on applying makeup, buying it, what to do rather than to do--it is a must have. OK I have a growing bookshelf on this subject ranging from Anne Barone's Chic & (For me, one she mentions - Revlon Super Lustrous - beats out your competition from Dior, Chanel, Estee Lauder, Lancome, Maybelline, Cover Young lady, Rimmel and L'Oreal six ways to Sunday! French Females Don't Get Facelifts: Aging with Attitude, to Tish Jett's What I loved minimal: The cutesy illustrations but no photos. Appears like too many high-end brands were advised. This writer adds a whole lot more to the debate including how menopause adjustments the skin color, tone and texture and why even though you bought rosy tinted basis in the past, you might want a bit more of a golden tint now. Too, I'd have liked to have observed many more low cost tips, such as using baking soda for a facial scrub. And she gives brand name suggestions to try at all cost points. Her skincare advice is excellent, and again she gives good item advice for all prices. I started buying Allure magazine to greatly help me figure out what to buy and how exactly to apply makeup as I turned 45. I couldn't get away with the no makeup beyond just a little brow powder any more. I needed help. If you are over 50, enjoy make-up and treatment knowledge, you will enjoy this fun read. While I love Allure magazine, they don't give good advice for 50 plus in makeup either products or program techniques or skin care for that matter. It certainly explains why several high end brands seem to concentrate on shiny glitter bombs whether it's eyeshadow, blush or basis. Allure markets to 30 somethings. X it's the best someone to play with. I actually fell for the glowing testimonials. X is worth the cost of the book, ten situations over. simplest guideline to using make-up and skin care items after 50. Speaking a little more on Mrs. Whether it is skin care or makeup, things switch after 50 and it's really useful to have this kind of guidebook. I really like her emphasis on doing what you can with a cheap eyeshadow; versus choosing expensive Botox and medical procedures. tossed it because the shine surely got to be an excessive amount of & That, or it's a suck the life span out of that person matte version intended to mop up the oil slick prone teen to twenty something. WAY TO GO ANDREA! Love this book, I will add more to this review afterwards. Oh and for anyone else fussing like me personally over the price of another book, very well, ease your brain, this author will save you mega bucks on

your skin care and makeup budget thus don't worry. Well worth the purchase. Adding more here: Her information is superb. Or simply because another author put it, spending money on pearls and getting the same exact ineffective garbage. It really is among the best! It's the quickest & Where perform you go, if you are over 50 and do not want to spend buckets of money trying out various products and then dump them in the trash? I checked her recommendations & Would be great to obtain an addendum with up to date product information. My experiences fall into line with her observations. I found after 56 my pores and skin changed and the usual skin care anti aging stuff that worked well well for me personally from 46-56 abruptly started irritating my epidermis instead. I switched to CeraVe in the large jar, not the stuff marked am or pm and my skin calmed down. Unsurprisingly I came across it outlined in her recommended lotions.!

Many books recommend the Incognito quint eyeshadow established by Dior as a perfect neutral toned established for older women. That may cost 60\$ or so last I checked. I had it for a couple years & Even if you May afford it, plenty of us don't want to bother. I suspect Mrs. It also irritated my sensitive pores and skin. Bad. She doesn't even point out it. Four Stars Some very good tips with a feeling of humor Infirmative for individuals who are clueless or not in the know. Great tips ! dark shadows. I believe you'll be delighted. I already possessed that duo, & That is a book that each girl should read regardless of what age you are. And not even with good diagrams, god forbid any type of actual photos to demonstrate. it provided me an odd metallic lizard epidermis glow on my wrinkly eyelids. X used the Madrague duo by NARS but it costs a mint. Try Maybelline initial, then NYX mattes following to save the budget. Go for a "natural" look. Their cover appears tend to be grayish and matte.. For a somewhat lighter flesh tone beige try NYX matte eyesight shadows (she doesn't talk about these but I am because that Mrs X eyes technique is successful and if you need something good, cheap but a tad lighter after that here is is) in the regrettably named Lapdance and for an ivory cream to beige also a satin matte the color Leather and Lace is definitely superb. Neither cost a mint, and I came across them for 8\$ each at Focus on. This book and the ones I mention above, help fill the void. X and the mascara technique, I attempted the windshield wiper move and it really DOES lay down the mascara super fast. Bit heavy so it's helpful to have one of the newer brushes such as the Clump Crusher one by Cover Girl which is the mascara I utilized. Although, I suppose I possibly could have read it as validation for what I already understood but I didn't need a reserve for that. LOVE IT! As I said, the attention technique of Mrs. NOT the best for a 50 plus. Get it, and utilize the technique on your own stuff, before buying anything new. The majority of the 'tips' were rather standard and could be entirely on any youtube anytime/anyday. I've tried most of her 4 very best mascaras, plus a whole lot even more mascaras that don't quite compete and I believe she is quite correct in her 4 winners. The types she recommends all work with my hooded oily eyelids, don't budge, flake or smear and I don't have to use the waterproof versions either. Not sure I'll toss Almost all my lip gloss or switch to cream blush just yet though. I actually really wanted to like this book, after a few of the glowing reviews. after all the discuss how most high and low end items come from the same factory. I'd add yet another, High Influence regular mascara by Clinique. Several of her lipstick suggestions are sitting in my makeup table at this time, and again, I think she is quite right. Slim Toujours: Aging Beautifully Like Those Chic French Females, Mireille Guiliano's They design their products, and market to teenagers, and the over 50 crowd which actually has the cash to invest is relegated to high priced largely ineffective wrinkle items.) Buy the publication, try the stuff she recommends you start with the cheaper stuff at Walmart or Focus on and see everything you think. It doesn't irritate, it lasts all day long AND IT COSTS 1/10th of the Dior item. They aren't annoying or itchy feeling, nor are they large and crunchy on the lashes. I don't use the

uber shiny sparkle loaded lip glosses, preferring neutral cream types for a bit of color & extra moisture, and I like my cream base (I already had a different one of her recommended ones--Elizabeth Arden Flawless Finish sponge on cream basis which I dab on with a concealer brush). I can't stand rubbing it off as I mix out a cream blush but honestly THAT is my only quibble and I think she might be right also with my own gloss and powder blush choices. WHAT A GREAT Publication!!!! If you prefer a simple guide to skin care and makeup that retains you from spending a ton of money on duds, you couldn't get yourself a better book. OK Nothing new beneath the sun. Didn't actually inform me anything I hadn't already discovered apparent. The content could really have been delivered in a small pamphlet (Wear sunscreen. I am an extremely sophisticated user of products - both skincare and cosmetics and no method can I work with a cream blush with any achievement. After going through the complete book, my primary take-away is normally that drugstore brands are now near par with department shop brands. Avoid powdery makeup. For the eye technique of Mrs. Drugstore brands are often the same as high end products. Don't overdo it on beauty procedures.) I regularly found myself just skimming over passages, because they were either repeating points said previous or were just going on and on about how exactly great we should think we are, or how important the author is. Andrea presents methods to mask our weakness, and therefore not invite pity and doubt. I read other reviews about how helpful the eye makeup info was (which is largely what influenced me to learn this), but I was sorely disappointed. It was basically the same techniques I am told because the age of 13, but in less detail. A REALLY good item! But if you're wanting more substance you'll likely be let down. If you're searching for a cheerleader, maybe this book will help you. Hey some people absolutely need a powder blush - oily women eat cream blushes. I had high expectations because of this publication considering who the author is. It truly is an excellent eye make-up lesson for those of us over 50 with crepey lids, and lots of veining, inflammation, dark circles, laugh lines and various other detritus gained in a full rich existence. I thought there will be a lot more on the why's, the how's and more genuine scoop. What I liked the most: Unbiased product recommendations across all brand names and price factors. The big deal on the "how to apply eyeshadow" by some woman who had been married 4 or 5x was such a let down. Combs out the large deposit and smooths it all out. It had been eye make-up 101. Toward the finish of the publication we (finally) find out after all of the information on makeup really building a big difference - that the writer has used expensive other means of fighting age - a facelift among them. If you ask me this rather reduced the previous book info and it made her emphasis on make-up etc fall to the wayside. My other extremely real criticism was the assumption that ALL women over (say 50) shouldn't use powder blush (among other absolute no-no's. Primarily geared for newbies to the cosmetics/beauty world. I've trouble when someone gives and absolute like that. Moisturize. The proper color powder blush nevertheless is smashing. As far as attention shadow - just a little subtle clean of sheen/semi-sparkle shadow in the heart of lid or part (or a tad above your matte on the lid) can perk items up if done right. All matte can appear flat and dull. I did so appreciate her emphasis on lipsticks - and her assistance on using a L'Oreal or Maybelline without sacrificing quality. I was totally disappointed. Her premise is usually that the formula's become same or very similar as top quality and there's a trickle down (or trickle up!) effect here. Most cosmetics emerge from several cosmetic monopolies and so the research and formula's aren't so different - no real matter what the cosmetic is. If you are a complete newbie to the beauty world this might be a good begin for you. When you have a grasp on things - you too could have created this reserve - even minus the years available. Among HER recommendations is the Maybelline Expertwear Browntones duo which is a matte satin finish it doesn't accent a

single wrinkle, feels as though butter & Lacking true substance Was longing for more depth. covers all of the veins, redness & Fun and easy book to read. Plenty of good info on the wonder industry . Guidelines are sprinkled throughout the publication . I'm 57 turning 58 this year, and I've spent a lot of money learning the hard way since then. Requirements photos, not drawings. I felt like the writer was keeping a whole lot close to the vest. Forever Chic: Frenchwomen's Secrets for Timeless Beauty, Style, and Material. The author offers been "in the industry" for years and knows what's right and incorrect in makeup software. For ordinary people, though, "before and after" photos, or sometimes simply "after" photos, could have been MUCH more useful compared to the sweeping illustrations. Don't use glittery makeup. Outdated product recommendations Basic information is effective but product recommendations are out dated. I made a list of products to try and the 1st three in my own list were discontinued items. I've used many of them. Fascinatingly informative We all develop habits to handle aspects of our appearances; we often neglect their required adaptations to your physical progress. To take action only highlights our irritation with growing older; more particularly, insecurity to it. We thought there might be some actual useful makeup selection and application information, but I found it all to be too general rather than detailed. Older women need to be aware of society's need to "kick them if indeed they think they're down" Very useful book! its one I've recommended to friends. It gives you amazing beauty guidelines and encourages you to get your unique style and gives basic ways to achieve success at doing this. Inside stories focus on glitter bombs and shiny colours... They all come off very easily with cleanser and water, no makeup remover or scrubbing required. I was looking for advice on self-esteem, guidelines, and low priced product recommendations. But, towards the finish, there was all this promotion of cosmetic surgery, fillers, etc., and I was sad to view it end like that. That's just not for me. I cannot afford it and experience it is flaunting an excessive amount of vanity. Edited to include, she covers why you may wish to switch from powders and matte formulas to a satiny version without shimmer or shine but with a glowy existence to it. That is a good addition to the shelf! Amazing. This is amazing stuff in right here.. I appreciated her back room stories about how the various companies compete to create the best mascaras. Quite simply, no need to use a lipstick from the bigger brands unless you love the gorgeous product packaging, brand or color.



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