

From the Ultimate Beauty Industry Insider
ANDREA Q. ROBINSON



Toss the gloss

Beauty Tips, Tricks & Truths
FOR WOMEN 50+

UPDATED EDITION

Andrea Q. Robinson

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



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"Forget about make-up reclaiming youth," “ . says Andrea Q. Good
make-up reclaims you. Gimmick-free tips and easy-to-follow shortcuts to
help make the most of your features. Robinson, whose illustrious career
has included positions such as the chief advertising officer of Est eHow
exactly to recognize the seduction of beauty-industry tactics made to
help you to spend more money than you will need to. In this completely
up to date edition of Toss the Gloss, she shares her years of encounter
in this honest and simple guide for women fifty and over. In Toss the
Gloss, you will learn . . Robinson. Why the right cosmetics, not really
anti-aging skincare, will help you appear your youthful best. e Lauder,
president of Tom Ford Beauty, beauty editor of Vogue, and president of
Ralph Lauren Fragrances, may be the ultimate sector insider. "Up-to-date
recommendations on which products to choose and which to skip more
than. With this inspiring book as a guide, women will feel even more
natural and even more confident—at any age.



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Hmm, glad I blew my Kindle spending budget upon this! Great advice! We was on a zero buy kindle diet with regard to my over strained book budget when I was overcome by temptation and bought this intriguing book. STRATEGY TO USE ANDREA! To begin with, when We was reading the sample portion on the kindle, I was caught simply by the author's touch upon how middle aged men work the makeup sector and decide what the biggest demographic really wants to buy without the reality check whatsoever. They design their products, and market to teens, and the over 50 crowd which actually has the cash to spend is relegated to high priced largely ineffective wrinkle items. Or as another writer put it, paying for pearls and getting the same old ineffective garbage. Since I simply finished a cranky rant on Makeupalley complaining about having less satin matte vision shadows and the glut on the market with shimmery evil bombs of glitter fallout that make my aging wrinkly eyelids look like metallic lizard skin (thus attractive no?), this writer was speaking to me! The proper color powder blush however is smashing!! So needless to say I purchased the book, if only to read even more of her funny and accurate responses on the state of makeup for true women, in the biggest demographic of all-- the aging boomers, of which We am one. It really explains why several top quality brands seem to concentrate on shiny glitter bombs whether it's eyeshadow, blush or base. That, or it's a suck the life out of that person matte version designed to mop up the essential oil slick prone teen to twenty something. I regularly found myself simply skimming over passages, because these were either repeating items said previous or were just going on and on about how exactly great we should think we are, or how important the author is. But if you're wanting more substance you will likely be let down.. I concur with a lot of her suggestions (and respectfully disagree with some)! Too, I would have liked to have seen many more low priced tips, such as for example using baking soda for a facial scrub. OK I have a growing bookshelf upon this subject ranging from Anne Barone's Chic & Slim Toujours: Aging Beautifully Like Those Chic French Ladies, Mireille Guiliano's French Women Don't Get Facelifts: Ageing with Attitude, to Tish Jett's WHAT A GREAT Publication! This is a good addition to the shelf! For the rest of us, though, "before and after" photos, or sometimes just "after" photos, could have been MUCH more useful than the sweeping illustrations. Edited to include, she covers why you may wish to change from powders and matte formulas to a satiny version without shimmer or shine but with a glowy life to it. versus choosing expensive Botox and medical procedures. Her skincare advice is great, and again she gives good product advice for all price ranges. 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 escape with the no make-up beyond just a little brow powder any longer. I required help. I'm 57 turning 58 this season, and I've spent a lot of money learning the hard method since then. While I like Allure magazine, they don't

give good advice for 50 plus in makeup either products or software techniques or skin care for that matter. If you aren't a make-up maven from your early teens, and like me are simply getting back into more makeup to help combat age, there is a real lack of practical advice. My other very true criticism was the assumption that ALL women over (say 50) shouldn't use powder blush (among other absolute no-no's. it offered me an odd metallic lizard skin glow on my wrinkly eyelids. dark shadows. NOT the very best for a 50 plus. I suspect Mrs. after all of the discuss how most high and low end products come from the same factory. I really wanted to like this book, after some of the glowing reviews. I like her focus on doing everything you can with an inexpensive eyeshadow; And she gives brand name recommendations to try at all price points. Even if you may afford it, lots of us don't desire to bother. Age is not a problem, it's precisely how on earth do you look your very best lately with the new laugh lines, lines and wrinkles, redness and blotchy bits? I'm glad I did. Love this book, I'll add more to the review later. Oh and for anyone else fussing like me over the price of another book, well, ease your brain, this author will save you mega dollars on your skin care and makeup budget thus don't be concerned. Drugstore brands tend to be the same as high end products. Adding more here: Her assistance is superb. it really is among the best! It is the quickest & simplest guidebook to using makeup and skin care products after 50. I checked her recommendations & I've used many of them. That chapter on eye makeup is worth the price of the book ten instances over. What I liked probably the most: Unbiased product recommendations across all brand names and price factors. I switched to CeraVe in the huge jar, not really the stuff marked am or pm and my skin calmed straight down. Unsurprisingly I found it listed in her recommended lotions. My experiences fall into line with her observations. Many books recommend the Incognito quint eyeshadow arranged by Dior as an ideal neutral toned arranged for old women. I avoid the uber shiny sparkle loaded lip glosses, preferring neutral cream types for a bit of color & I got it for a couple years & tossed it because the shine surely got to be an excessive amount of & Their cover appears tend to be grayish and matte. It also irritated my sensitive pores and skin. Not good. Will be great to get an addendum with updated item information. Among HER recommendations is the Maybelline Expertwear Browntones duo that is a matte satin finish it doesn't accent a single wrinkle, feels as though butter & Buy the book, try the stuff she recommends you start with the cheaper stuff at Walmart or Focus on and see everything you think. Inside stories focus on glitter bombs and shiny colours. It generally does not irritate, it lasts all day long AND IT COSTS 1/10th of the Dior product. I already possessed that duo, & its one I've suggested to friends. X utilized the Madrague duo by NARS nonetheless it costs a mint. Where do you go, if you are over 50 and don't want to invest buckets of money testing out various products and then dump them in the trash? A REALLY good product!

Try Maybelline first, after that NYX mattes next to save lots of the budget.. X it's the best someone to play with. Amazing. For a somewhat lighter flesh tone beige try NYX matte eyes shadows (she doesn't mention these but I am because that Mrs X eyesight technique is a winner and if you will need something good, cheap but a tad lighter after that here's is) in the regrettably named Lapdance and for an ivory cream to beige also a satin matte the shade Leather and Lace is definitely superb. Neither cost a mint, and I found them for 8\$ each at Focus on. Speaking a bit more on Mrs. That's just not for me. Bit heavy so it is helpful to have among the newer brushes such as the Clump Crusher one by Cover Young lady which is the mascara I utilized. Combs out the large deposit and smooths it all out. The types she recommends all work with my hooded oily eyelids, don't budge, flake or smear and I need not use the waterproof versions either. As I said, the attention technique of Mrs. I was looking for advice on self-esteem, guidelines, and low priced product recommendations. Get it, and utilize the technique by yourself stuff, before buying anything fresh. I've tried most of her 4 best mascaras, along with a whole lot even more mascaras that don't quite compete and I believe she is quite correct in her 4 winners. It really is a great eye makeup lesson for those folks over 50 with crepey lids, and lots of veining, redness, dark circles, laugh lines and additional detritus gained in a full rich life. LOVE IT! They aren't annoying or itchy feeling, nor are they large and crunchy on the lashes. Each of them come off conveniently with cleanser and water, no make-up remover or scrubbing required. extra moisture, and I like my cream foundation (I already had another one of her suggested ones--Elizabeth Arden Flawless Finish sponge on cream basis that i dab on with a concealer brush). I'd add one more, High Influence regular mascara by Clinique.!. They are creamy, don't migrate into lip lines, moisturize and can be found in a raft of colours to match anyone! covers all the veins, inflammation & I believe you'll be delighted. Not sure I will toss Most my lip gloss or switch to cream blush at this time though. That may cost 60\$ or so last I examined. I liked her back room stories about how the various companies compete to create the best mascaras. I don't like rubbing it off as I mix out a cream blush but truthfully THAT is my just quibble and I believe she may be right actually with my personal gloss and powder blush choices. Forever Chic: Frenchwomen's Secrets for Timeless Beauty, Style, and Substance. Many of her lipstick suggestions are sitting in my makeup table right now, and again, I think she is quite correct.!. Hey some people need a powder blush - oily females eat cream blushes.!. If you prefer a simple guide to skin care and make-up that helps to keep you from spending a ton of money on duds, you couldn't get a better book. I made a listing of products to try and the first three in my own list were discontinued items. All matte can appear flat and dull. This content could genuinely have been delivered in a little pamphlet (Wear sunscreen. Moisturize. Don't wear glittery make-up. Avoid

powdery makeup. Go for a "natural" look. Really worth the buy. Don't overdo it on aesthetic procedures. I've had more time to read this carefully & I've just gotten to the eye makeup technique of Mrs. Outdated product recommendations Basic information is helpful but product recommendations are outdated. I read other testimonials about how helpful the attention makeup info was (and this is largely what influenced me to read this), but I was sorely disappointed. It was basically the same techniques I am told because the age of 13, however in less detail. Rather than even with good diagrams, god forbid any type of actual photos to show. I had high expectations because of this book considering who the writer is. X and I HAD to create a 5 celebrity review. Primarily geared for newbies to the cosmetics/beauty world. If you are looking for a cheerleader, maybe this reserve will help you. Most of the 'tips' had been rather standard and could be entirely on any youtube anytime/anyday. I thought there will be much more on the why's, the how's and more genuine scoop. I felt like the writer was keeping a whole lot near to the vest. The big offer over the "how exactly to apply eyeshadow" by some woman who had been married 4 or 5x was such a let down. Although, I suppose I could possess read it as validation for what I currently understood but I didn't need a publication for that. It had been eye make-up 101. Toward the finish of the book we (finally) discover out after all the information on makeup really making a significant difference - that the writer has used expensive other method of fighting age - a facelift among them. If you ask me this rather reduced the previous book details and it produced her emphasis on makeup etc fall to the wayside. Allure markets to 30 somethings.! I have a hard time when somebody gives and absolute like that. I am a very sophisticated user of products - both skincare and cosmetics and no method can I work with a cream blush with any success.!, and I was unfortunate to see it end like that. Didn't really tell me anything I hadn't already found obvious. I did so appreciate her emphasis on lipsticks - and her advice on utilizing a L'Oreal or Maybelline without sacrificing quality. Four Stars Some very good tips with a feeling of humor Informative for those who are clueless or not in the know. Her premise is normally that the formula's end up being same or identical as high end and there's a trickle down (or trickle up!) effect right here. After going through the entire book, my primary take-away is normally that drugstore brands are now close to par with department store brands. If you are a complete newbie to the cosmetic world this might be a good begin for you. In case you have a grasp on things - you as well could have created this reserve - even without the years available. In other words, no need to use a lipstick from the higher brands if you don't love the gorgeous packaging, brand or color. OK Nothing new under the sun. Great tips ! Fun and easy book to read. A lot of good info on the wonder industry . Tips and tricks are sprinkled throughout the book . If you are over 50, enjoy make-up and treatment knowledge , you will love this fun read.

Needs photos, not drawings. I found after 56 my pores and skin changed and the most common skin care anti-aging stuff that worked well well for me from 46-56 abruptly started irritating my epidermis instead. What I liked minimal: The cutesy illustrations but no photos. The writer provides been "in the industry" for years and understands what's right and incorrect in makeup program. This author adds a whole lot more to the conversation including how menopause changes the skin colour, tone and texture and why even though you bought rosy tinted base in the past, you might want a bit more of a golden tint now. Most cosmetics emerge from a few cosmetic monopolies so the analysis and formula's aren't so different - no real matter what the aesthetic is. I thought there might be some actual useful makeup selection and application tips, but I found everything to be too general rather than detailed. Lacking true substance Was hoping for even more depth. She doesn't actually mention it. Fascinatingly informative Most of us develop habits to handle areas of our appearances; I fell for the glowing testimonials. To do so only highlights our soreness with growing older; more specifically, insecurity to it. Andrea presents methods to mask our weakness, and therefore not invite pity and doubt. Older women have to be conscious of society's have to "kick them if they think they're down" Very helpful book! This is a book that every girl should read regardless of what age you are. It gives you amazing beauty ideas and encourages you to get your unique design and gives basic ways to achieve success at doing this. we frequently neglect their required adaptations to our physical progress..For the attention technique of Mrs. Whether it is skincare or makeup, things modification after 50 and it's really helpful to have this kind of guidebook. X is worth the cost of the reserve, ten instances over. But, towards the end, there was all of this promotion of plastic surgery, fillers, etc. So far as eye shadow - just a little subtle wash of sheen/semi-sparkle shadow in the heart of lid or corner (or a tad above your matte on the lid) can perk items up if done correct. X and the mascara technique, I attempted the windshield wiper move and it really DOES lay out the mascara in a flash. I cannot afford it and feel it is flaunting too much vanity. There is SO much new stuff in right here on applying makeup, buying it, what to do rather than to do--it is crucial have. Seems like far too many high-end brands had been advised. (For me, one she mentions - Revlon Super Lustrous - beats out the competition from Dior, Chanel, Estee Lauder, Lancome, Maybelline, Cover Female, Rimmel and L'Oreal six methods to Sunday! This is amazing stuff in right here..This book and those I mention above, help fill the void. I was totally disappointed.



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