



THE  
MAKEUP  
WAKEUP

Revitalizing Your Look at Any Age

**Lois Joy Johnson** and **Sandy Linter**

Foreword by **BETTE MIDLER** Photography by **MICHAEL WARING**

Lois Joy Johnson

## The Makeup Wakeup: Revitalizing Your Look at Any Age



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Face it--women belong to a beauty rut at a certain age group, when their tried-and-true make-up techniques just aren't functioning anymore. Women 40+ tell us they feel invisible in a world of beauty that's really marketing to younger ladies. Beauty experts Lois Pleasure Johnson and Sandy Linter say it's time to learn what will work for women 40+ right now. The Makeup Wakeup shares Lois and Sandy's inside information on what stars perform; Lois and Sandy state: " Though centered on the simpleness of makeup, the authors also consulted with three prominent doctors to address the concerns of females who choose cosmetic procedures. even a fail-proof shopping guidebook. how to face demons like brow misuse and sun harm; That's when you understand it's period for a Makeup Wakeup! We sensed a need to create a beauty guidebook we'd go through ourselves, one which solved the kinds of issues women face every day."



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changed my life! I'm 74 and haven't actually bothered with eye makeup the last several years; a little blush and lip gloss;.. My conclusion: Less is indeed more if you are over 45. There are a number of Before & After they recommend more than 1 product for any issue, so it's easy to pick and choose, to get a thing that is ideal for you! One thing I like is certainly that they feature step by step directions to . I cannot believe it! My eyes really sparkle, my brows are now brushed and loaded in and I've thrown away all of the old makeup that had been sitting in my drawer going back a decade. I'm even utilizing a soft colored lip pencil which defines the form of my mouth. This reserve is FABULOUS!!! Many thanks Lois and Sandy, you've changed my entire life. Waste of reading time! S. My hubby keeps telling me how lovely I appear. Nina Heavy handed! Not. I found the make-up to be overweight handed, especially the eye makeup. Black eyeliner is quite aging, specifically on fair-skinned gals - I provided it up when I switched 40! The two women in the reserve wearing LESS makeup, Patty Hansen and Sigourney Weaver, looked much youthful and fresh-faced. I might even cut costs because I can more easily avoid buying the items that are aging and/or dated.. This is as good a location as any to start I'm of a particular age, and, I spent New Year's Time this year searching at books on how best to look cool even if you are well past 25. What I didn't like concerning this publication was its large reliance on surgical techniques and botox. Heck, I can hardly afford drugstore cosmetics. I'd have enjoyed to have learned more ways I possibly could use what's available to "the rest of us", instead of the high-end cosmetics. I finished up throwing out the majority of my make-up and starting over. It was never to be. Still, it was interesting to discover how people with money do their faces and start to see the final result (it was sort of like Even More magazine on steroids, as far as the finished results were shown) In case you have lots of money to spend, this book will tell you exactly how to invest it. If you don't, and you can get this book on the cheap, after that it'll be an interesting read. Great book!! I'd look into the mirror and wonder why what I'd been performing for years wasn't working any more. Used real women of that age to show you can still look FAB I was hardly ever much into makeup but at 65 needed little more help seeking FAB. Thanks so very much for the suggestions and honesty from Lois and Sandy!) I loved all the guidance in the book, have started trying fresh techniques that they recommend and am extremely excited about the "brand-new me" that's emerging! The last book I ever thought I'd be buying was a "HOW EXACTLY TO" makeup book. From natural to those smoky eyes. Not worth your time and effort or money!! Couple of hype.. Valuable Info for Older Women I found many important and easy suggestions throughout this publication.. P. Just a high ended reserve to sell high priced cosmetics. Out of the entire.. that was it. I got one good suggestion. My face wasn't the same, so my makeup shouldn't be either.. It sounds cliché, but I truly do feel very positive and optimistic now about finally finding out how to maximize my looks moving forward. I knew the majority of this stuff already by reading online sites. Big let down. Regardless of what our age it is possible to always pick up several pointers No Great Tips Here Not worth the amount of money...! big let down. Save your cash and google it!. The authors understand our issues and provide meaningful advice to greatly help us aging girls look our best. In the event that you thought you knew everything about makeup, wake up! I anticipate adding some new cosmetics and tools in line with the chapter recommendations and my make-up kit's deficiencies. Amazingly, I came across that my fav makeup items were contained in the authors' recommendations, so I had been "onto" some key make-up items that work very well for aging epidermis and faces! Given that I know a lot more about which processes, products and tools will likely yield a favorable result, I'll shop even more confidently at the higher-priced make-up counters... I do love makeup and revel in experimenting with services, but I'd rather place the

emphasis on top shelf serums, lotions and critical sunblock, and continue steadily to use a light hand with makeup. Kudos to the authors! And several thank yous for you both for affirming and inspiring this woman who has recognized her actuality that she'll never look 25 again! I have enough makeup items to follow their make-up measures - and I'm thrilled with my up to date, improved look. I love the fact that the authors recommend items in a variety of price categories. After all, I'd been wearing makeup since I was fourteen and I knew everything, right? I did so glean some useful details from this publication, but wasn't overly impressed. This is a great book! With this reserve, I learned that was specifically my problem.. I'd have liked more descriptive photos about how to apply the colors. With considerably fewer products (you don't have to purchase high-end either), I acquired a much better result. This book features beauty and makeup advice, especially for women 40+. When you see the before-and-after shots, you will realize that a lot of pretty women look that way because of carefully applied make-up. I've just discovered Sandy's makeup tutorials on youtube aswell, which I intend to watch. My just question, Sandy, is exactly why you apply light shadow on the lid Following the eyeliner, not really before? I am feeling depressed that my tried-and-true makeup schedule no longer doing work for me as a 60 year old female (boy that quantity looks old! Great that they use ladies from 40 to 70 to show correct way to use makeup for various styles. They show beautiful 50 - 60 year old models "before" and "after" and explain the methods they use for all aspects of make-up program....it's all stuff everyone probably already knows. Abruptly, I looked so much younger and, I would add, so much prettier!.. I highly recommend this publication to every woman over 40 who wears makeup also to those who believe they can't. One thing I really like is certainly that they feature step-by-step directions to achieve a lot of the looks.), so you can learn particular tips to enhance them. Sections are organized by different facial features (brows, eye, lips, etc. until I browse " The Makeup Wakeup". After photos of women 40+ and interviews with well-known 40+ women who've shared their beauty & makeup secrets. My favorite thing about this book? I was influenced and bought a few of their recommendations, sat down and started playing, following the very easy to comprehend visual directions. WANT TO Appearance GREAT? I'm reading it right now and I am enjoying quite definitely. Photos are great and the girls explain how to the makeup very well. Another how exactly to look beautiful publication for us real folks Another how to look beautiful publication for us real folks, written by beautiful people with cosmetic surgery. Nothing you haven't go through before. Five Stars Informative Not Vary Informative Information you probably already know



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