

Finally, makeup made for us

We all know our skin changes as we age—and we've got the skincare to treat it. But what about makeup? Now, a groundbreaking L'Oréal Paris line for women 50 and up solves all our beauty dilemmas



Your new beauty solutions

FACE



Dilemma: "Foundation typically settles and makes my skin look dull."

Solution: A foundation that's super creamy and packed with vitamins—L'Oréal Paris Age Perfect Radiant Serum Foundation. "This product leaves skin looking flawless," says Urichuk. Apply in the centre of your face, using your fingers or a brush, and blend outwards. Brighten and hydrate under eyes with L'Oréal Paris Age Perfect Radiant Concealer. For an instant lift, swirl a rosy blush high on your cheekbones, like L'Oréal Paris Age Perfect Radiant Satin Blush with camellia oil.

Pro Tip: "I avoid applying makeup over the smile lines—it can gather if you use too much."

L'ORÉAL PARIS AGE PERFECT RADIANT SERUM FOUNDATION IN CREAM BEIGE, \$19.99, AND L'ORÉAL PARIS AGE PERFECT RADIANT CONCEALER IN CREAMY BEIGE, \$16.99. L'OREALPARIS.CA

EYES



Dilemma: "I want to define my eyes, but liner can look uneven."

Solution: An innovative eyeliner that glides on smoothly and won't tug on delicate skin. If your trusty black pencil is starting to feel too stark, Urichuk suggests trying a chocolate hue instead, like L'Oréal Paris Age Perfect Satin Glide Eyeliner in brown. Apply it along your upper and lower lids to make lashes look fuller, then go over it with a blending brush for a flattering smoky effect. Finish with a coat of L'Oréal Age Perfect Lash Magnifying Mascara, which adds volume while softening lashes with jojoba oil.

Pro Tip: "Do your liner while looking forward in the mirror, especially if you have hooded lids, so you can see what it looks like when your eyes are open," says Urichuk.

L'ORÉAL PARIS AGE PERFECT SATIN GLIDE EYELINER IN BROWN, \$12.99, AND L'ORÉAL PARIS AGE PERFECT LASH MAGNIFYING MASCARA IN BLACK, \$12.99. L'OREALPARIS.CA

LIPS



Dilemma: "Lipstick feathers into the fine lines around my lips."

Solution: A lipstick that offers up to nine hours of non-feathering colour. L'Oréal Paris Age Perfect Hydrating Core Lipstick leaves your lips smoother after two weeks as pro-vitamin B5 and serum treat your skin over time. First, define your lips using a neutral lip pencil to trace along your natural lip line, then blend with a soft dome-tipped brush. For your lipstick, try a bold red or classic rose hue: The pop of colour will liven up your complexion, whereas nudes can wash you out.

Pro Tip: "Using a matte lipstick draws attention to lines or imperfections," says Urichuk. "A hydrating lipstick with a hint of shine will make the lips look luscious and fuller."

L'ORÉAL PARIS AGE PERFECT HYDRATING CORE LIPSTICK IN SUBLIME RED, \$13.99, AND L'ORÉAL PARIS AGE PERFECT RADIANT SATIN BLUSH IN ROSEWOOD, \$16.99. L'OREALPARIS.CA

We're in the midst of a long overdue cultural shift: mature models dominate fashion runways and enduring icons like Viola Davis and Helen Mirren serve up endless inspiration. But in everyday life, it often feels like women over 50 aren't receiving the same attention.

"As we get older, many women stop wearing makeup because they don't feel like their needs are being addressed," says Jodi Urichuk, L'Oréal Paris Canadian makeup artist and beauty expert. As the gradual slowdown of skin cell turnover brings changes to our complexion tone and texture, our former beauty staples can dry us out or leave our complexions looking lacklustre.

That's why L'Oréal Paris's new Age Perfect makeup line is specifically tailored for women 50+. From eyeliner that doesn't tug on delicate skin to lipstick that won't feather, the products solve major makeup dilemmas while nourishing mature skin with plant oils and vitamins.

The four complexion products (a liquid foundation, powder foundation, concealer and blush) all boast formulas that bor-

row from the skincare world. There are ceramides in the Creamy Powder Foundation, and there's glycerin in the Radiant Concealer—both essential elements for keeping your skin's barrier strong. A star for Urichuk? "The Radiant Serum Foundation has been the most impactful for me," she says. "It's such a smooth creamy texture, and it leaves skin looking flawless with very little effort." The formula's vitamin B3 serum helps nourish tired skin, while also delivering a lift-from-within glow.

Similarly multi-tasking, the Lash Magnifying Mascara's bristle brush makes it easy to build up volume without clumps, and the addition of conditioning serum takes the results to the next level by helping to strengthen brittle lashes. Even eyebrows get extra love, with the vitamin E-enriched Brow Magnifying Pencil—its mineral pigments are super easy to blend, too.

"Women want makeup that does more," says Urichuk. "It's important to evolve our makeup as we age and really celebrate how good we feel inside, on the outside."



THE PRO
Jodi Urichuk,
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