

Falling back in love with makeup

Three women over 50 talk authentic beauty and post-pandemic joie de vivre

During the past year, many of us were forced to revisit our grooming routines, whether it was grounding ourselves in self-care rituals or seeking out ways to make makeup work under a mask.

As we look ahead with renewed optimism, we're turning to makeup once more to help us look and feel our best out in the world—trying a smoky eye for cocktails on a patio or a vibrant lipstick to head to work.

Created to celebrate women over 50 and address their specific needs, the L'Oréal Paris Age Perfect makeup collection features skincare-infused formulas that promise comfort, radiance and feature-enhancing gorgeousness, from serum-inspired foundation to lipstick enriched with a moisturizing core.

To show just how versatile and effective these products are, we asked three women to try on an Age Perfect beauty look and talk about rediscovering the life-affirming joy of makeup—at any age.

TANIA, 50

What is your relationship with makeup?

"I once felt makeup was a prerequisite to feeling powerful, confident and beautiful. As I've matured, this mindset has changed to one of acceptance for myself in my natural state. The most powerful thing is knowing that I can wear makeup because I want to, not because I need to. I love to get dolled up! I love a boss-lady red lip. And I'd really like to master a smoky eye."

As you get older, has the type of makeup you look for changed?

"It's been fascinating to see how my skin responds to beauty products over time. Products that I couldn't live without suddenly made my face feel greasy, and made me look older. I always look for brands that offer inclusive makeup for an array of skin tones, textures and conditions."

What are your favourite L'Oréal Paris Age Perfect products?

"I love Satin Lipstick With Precious Oils in Glowing Nude. It glides on like balm and conditions my lips. Lash Magnifying Mascara is one of the best waterproof mascaras I've worn. It says it's easy to remove with warm water, and it's a fact."

GET TANIA'S SOFT SMOKY EYE LOOK: Press L'Oréal Paris Age Perfect Creamy Eyeshadow in Grey Fever on lids as a base, buffing it out with a small brush. Line upper and lower waterlines with L'Oréal Paris Age Perfect Satin-Glide Eyeliner in black, blending it out to soften the look. "This liner is so soft, never tugs and lasts all day," says makeup artist Jodi Urichuk. Finish with two coats of Age Perfect Lash Magnifying Mascara and a swipe of neutral lipstick.

L'ORÉAL PARIS AGE PERFECT SATIN GLIDE EYELINER IN BLACK, \$12.99. L'ORÉAL PARIS AGE PERFECT LASH MAGNIFYING MASCARA, \$12.99. L'ORÉAL PARIS AGE PERFECT CREAMY EYESHADOW IN GREY FEVER, \$10.99. ALL LOREALPARIS.CA



STEPHANIE, 56

What's your relationship to makeup?

"When I was younger, I used makeup to hide my flaws. Now, I use makeup to show off my features and I could care less about the flaws. I tend to use less of it now, but I enjoy it more! It's exciting to finally be able to get dressed up again and do my makeup and hair."

What do you look for when you're shopping for makeup?

"I love products that help my skin feel and look fresh and nourished, soften fine lines and give me a rested look. Not everything looks good on older skin. Luckily, there are many products available now, which is great because women over 50 are still vibrant and not only want to feel good, but look good too!"

What are your favourite L'Oréal Paris Age Perfect products?

"I'm loving the Age Perfect Hydrating Core Lipstick in Beautiful Rosewood and the Brow Magnifying Pencil in Blonde. I love warm shades of pink because they give me a sun-kissed glow that highlights my blue eyes."

GET STEPHANIE'S MONOCHROMATIC ROSE LOOK: Press L'Oréal Paris Age Perfect Creamy Eyeshadow in Opale Pink onto eyelids up to the crease, diffusing it out with your fingers. Next, apply L'Oréal Paris Age Perfect Hydrating Core Lipstick in Luminous Pink on both lips and cheeks, tapping a little lipstick onto cheeks with your fingers and setting it with a dusting of L'Oréal Paris Age Perfect Satin Blush in Rosewood. "I like to apply blush a little higher on the cheek, blended up and out for a lifted effect," says Urichuk. Groom brows, and finish with two coats of L'Oréal Paris Age Perfect Lash Magnifying Mascara for full, lush lashes.

L'ORÉAL PARIS AGE PERFECT HYDRATING CORE LIPSTICK IN LUMINOUS PINK, \$13.99. L'ORÉAL PARIS AGE PERFECT BROW MAGNIFYING PENCIL IN BLONDE, \$12.99. L'ORÉAL PARIS AGE PERFECT RADIANT SATIN BLUSH IN ROSEWOOD, \$16.99. ALL LOREALPARIS.CA



MARITA, 63

What is your relationship with makeup?

"I love that you see my personality or how I'm feeling on a certain day based on my makeup choices. If I'm wearing a red lip on a Tuesday at 9 a.m., it's because I want to be seen, I want to have fun, so why not? Every time I leave the house, I treat it like a special occasion. Now I get to go back to work, dress up and see my friends. They're all reasons to play with makeup again."

As you get older, has the type of makeup you look for changed?

"Aging is a beautiful thing and I'm always looking for products that highlight the unique qualities of my face. I also ask myself, is it nourishing? Does it have anti-aging properties?"

What are your favourite L'Oréal Paris Age Perfect products?

"I love the Radiant Serum Foundation. It's so light and natural-looking on the skin. I never use anything that covers up my freckles. I love them, so why should I hide them?"

GET MARITA'S BOLD RED LIP LOOK: Start with a glowy canvas, prepping skin with L'Oréal Paris Age Perfect Blurring Face Primer and applying L'Oréal Paris Age Perfect Radiant Serum Foundation just where you need it. Fill lips in completely with L'Oréal Paris Age Perfect Anti-Feathering Lip Liner in Flaming Carmin. "This liner prevents feathering and transferring, and your lipstick will not budge," says Urichuk. Next, Apply L'Oréal Paris Age Perfect Hydrating Core Lipstick in Flaming Carmin right from the bullet, no lip brush needed.

L'ORÉAL PARIS AGE PERFECT RADIANT SERUM FOUNDATION IN CREAMY BEIGE, \$19.99. L'ORÉAL PARIS AGE PERFECT BLURRING FACE PRIMER, \$19.99. L'ORÉAL PARIS AGE PERFECT HYDRATING CORE LIPSTICK IN FLAMING CARMIN, \$13.99. ALL LOREALPARIS.CA

