

Beauty cult

New 'you' begins with objective look at self

(This is the first article in a new column to appear in the Suburban Life section of The Observer and Eccentric Newspapers. Focusing on beauty, the column will be written by one of Detroit's top fashion models and beauty consultants, Linda Hack.)

Is there a discrepancy between the person you are and the person you'd like to be?

Every woman at some time or another makes the decision to step back and take an objective look at herself. She must make an assessment of her good points and determine what areas need more time and attention.

How much time to devote to your own personal beauty routine is another issue. At the outset, let me say that it takes less time than you think and in the long run, you'll probably spend less time than you are spending right now.

Just think how much time you waste jumping from one beauty routine to another. Add to that the time you spend worrying over the fact that you know you haven't got your look together and your preoccupation with the fact that somewhere, somehow, something is missing. Lastly, tally up the days you spend aimlessly searching for the beauty products to help achieve the desired level of good care and looks you want.

BUT, WHERE TO START? Always begin with the basics and with a beauty routine, that means the skin. Think of your face as a blank canvas. Now, what artist would want to begin his master-



By LINDA HACK

piece with anything less than a fresh, clean, clear canvas? So it is with the skin. Beautiful skin must be nourished from within and protected from without.

This means a sensible diet, sufficient rest. It also means good cleansing habits and that means a mask. Don't forget, your skin never lies. It will tell the whole world how much time, area and attention you give it.

Keep one fact in mind: the most prevalent skin condition for city dwellers is dry skin. Even if you're oily around the nose, chin and

across the brow line, chances are that those "telling areas" around the eyes, upper lip and corners of the mouth are dry, dry, dry.

Select your cleansing cream with this in mind and then clean your skin carefully and thoroughly so that you've removed every last trace of dirt and grime (even that which you can't see or feel).

The next step is a toner. You can't feel or immediately see the benefits of this toner, but believe me they're there. Not only does the toner remove any overlooked particles of dirt, it also removes any remains of your cleanser. And, the bonus is that the toner gives a nice boost to your circulation, which is a must for beautiful skin.

STEP THREE is the mask and this is a must (at least once a week). The most popular kind of cleansing mask has a real drawing power, and with a suction type of action, these masks bring fresh blood to the surface and at the same time draw up any hidden dirt or grease to the surface of the skin, which are then easily rinsed away with warm water. This drawing power also serves the dual purpose

of exercising the skin as it should be.

The second mask you must consider is the moisturizing mask, especially for those "telling areas" we discussed earlier. The primary achievement here is to accumulate moisture in the upper layers of skin where they are trapped by the mask and cannot escape. Secondly, this mask also increases circulation as well as refreshes and relaxes tired skin of skin.

"Masks," says Helena Rubenstein, "are accepted, today, as being the most effective short-term beauty treatment product." "Short-term" is the key word here, so remember continuance and consistency are vital if you are to enjoy any long-term benefits.

The tremendous numbers and varieties of masks increases every day. So, it is important to select a mask which answers your individual needs. Knowing what to do with the product you use is as important as the product itself. So, when purchasing your product, be sure that not only is it right for you, but that you understand how to use it.

MOST OF US have combination skins. That is partly dry and

partly oily. Generally, the dry areas are around the eyes, the corners of the mouth, the upper lip and the sides. The oily area is a stripe running down the center of the face from forehead to chin and extending horizontally above the brow.

What does this mean to you? It means you need two masks: one for each area.

The last step is the moisturizer. Earlier I mentioned the prevalence of dry skin, and dry skin means your skin will age faster so the sooner you begin adding moisture the better. The lack of moisture in our skin can be directly attributed to (1) over-cleaning, which strips the skin of its natural moisture; (2) the sun, which dehydrates the skin resulting in that "leathery" look we all fear; (3) air-conditioning in the summer and steam heat in the winter; and (4) failure to constantly replenish the moisture in

our skin that just naturally evaporates.

How and what do we use to transmute our skin with the necessary moisture to avoid that "dried-up" look? The answer is a moisturizer, which is really nothing more than a substance which increases the water content of our surface layers of skin. The best moisturizers today serve in two important areas for us. First, they add the extra needed water to our skin and secondly, they act as a protection for our skin. They protect us in two ways. They protect us from the elements from without and at the same time they prevent our own natural moisture from escaping.

And now, the canvas is ready. In my next article we'll discuss the "masterpiece"—the cosmetic do's and don'ts, the basics and the tricks to create a more beautiful and glamorous you.

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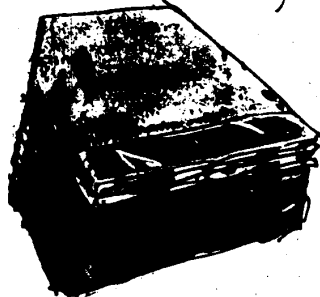
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