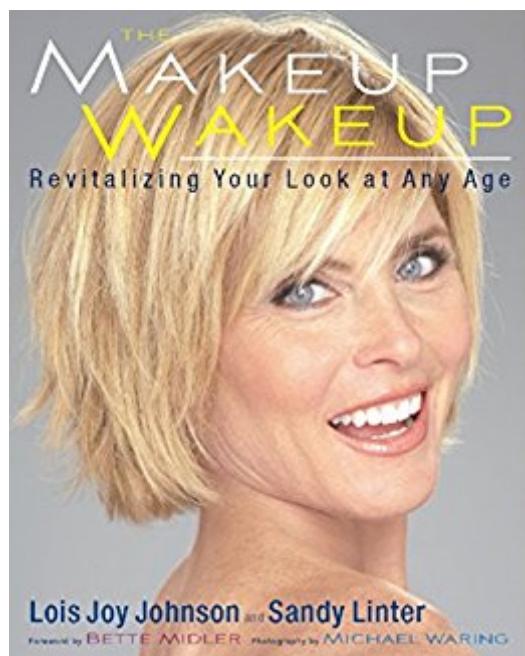


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# The Makeup Wakeup: Revitalizing Your Look At Any Age



## **Synopsis**

Face it--women fall into a beauty rut at a certain age, when their tried-and-true makeup techniques just aren't working anymore. That's when you know it's time for a Makeup Wakeup! Beauty experts Lois Joy Johnson and Sandy Linter say it's time to learn what will work for women 40+ now. The Makeup Wakeup shares Lois and Sandy's inside information on what stars do; how to face demons like brow abuse and sun damage; even a fail-proof shopping guide. Though focused on the simplicity of makeup, the authors also consulted with three prominent doctors to address the concerns of women who opt for cosmetic procedures. Lois and Sandy say: "Women 40+ tell us they feel invisible in a world of beauty that is really marketing to younger women. We felt a need to write a beauty guide we'd read ourselves, one that solved the kinds of issues women face every day."

## **Book Information**

File Size: 26198 KB

Print Length: 290 pages

Page Numbers Source ISBN: 0762439351

Publisher: Running Press (March 29, 2011)

Publication Date: March 29, 2011

Sold by:Ã  Hachette Book Group

Language: English

ASIN: B004QZ9W0O

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #358,926 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #57 inÃ  Books > Health, Fitness & Dieting > Aging > Beauty, Grooming & Style #274 inÃ  Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Personal Health > Aging #417 inÃ  Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing

## **Customer Reviews**

I did glean some useful info from this book, but wasn't overly impressed. I found the makeup to be too heavy handed, especially the eye makeup. Black eyeliner is VERY aging, especially on

fair-skinned gals - I gave it up when I turned 40! The two women in the book wearing LESS makeup, Patty Hansen and Sigourney Weaver, looked much younger and fresh-faced. I do love makeup and enjoy experimenting with new products, but I'd rather put the emphasis on top shelf serums, creams and serious sunblock, and continue to use a light hand with makeup. My conclusion: Less is indeed more when you're over 45.

I found many important and easy suggestions throughout this book. The authors understand our issues and provide meaningful advice to help us aging ladies look our best. I have enough makeup items to follow their makeup steps - and I'm thrilled with my updated, improved look. I look forward to adding some new cosmetics and tools based on the chapter suggestions and my makeup kit's deficiencies. Surprisingly, I found that my fav makeup items were included in the authors' recommendations, so I was already "onto" some key makeup items that work well for aging skin and faces! Now that I know so much more about which processes, products and tools will likely yield a favorable result, I'll shop more confidently at the higher-priced makeup counters... I may even save money because I can more easily avoid buying the items that are aging and/or dated. Kudos to the authors! And many thank yous to you both for affirming and inspiring this lady who has accepted her reality that she'll never look 25 again!

Just a high ended book to sell high priced cosmetics. Out of the whole...I got one good tip...not worth your time or money. I knew most of this stuff already by reading on line sites. Bunch of hype.....big let down. Save your money and google it!

The last book I ever thought I'd be buying was a "How To" makeup book. After all, I'd been wearing makeup since I was fourteen and I knew everything, right? Maybe not. I'd look in the mirror and wonder why what I'd been doing for years wasn't working any more. With this book, I learned that was exactly my problem. My face wasn't the same, so my makeup shouldn't be either. I wound up throwing out most of my makeup and starting over. With far fewer products (you don't have to buy high-end either), I got a much better result. I highly recommend this book to every woman over 40 who wears makeup and to those who think they can't. When you see the before-and-after shots, you will realize that a lot of pretty women look that way because of carefully applied makeup. I've just discovered Sandy's makeup tutorials on youtube as well, which I plan to watch. My only question, Sandy, is why you apply light shadow on the lid AFTER the eyeliner, not before?

Step Two: Buy a lot of makeup! Splurge on expensive stuff!Step Three: Consider cosmetic

surgery!"How Former Models Look Fabulous With and Without Makeup and Surgery"

That's what this book should have been called. The genetically blessed will ALWAYS look better than the unblessed. Almost all of the women covered in this book have nearly perfect facial geometry. That's why they were models. Even Lauren Eversky, who is mildly different looking, has good overall structure. Kim Alexis (cover) is somewhat of a gold standard. That should have been a red flag when I bought it. I understand why women would want to know about ALL of their options like surgery and expensive makeup. I understand why aging models want to have work done or wear makeup. I understand why people would want to read about aging models and look at their photos. So give it a different title. I guess I just don't think it's all that meaningful to show a bunch of beautiful women looking slightly more defined with makeup. It's like holding up Raquel Welch as an example of aging well • talk about winning the genetic lottery! It was fun to see models I remembered from years ago, but I couldn't relate to anyone in this book, except maybe Deborah Harry (photographed at odd angles in a section on facelifts, not makeup) and one of the authors, Lois Joy Johnson, who is less perfect looking than the well-proportioned Sandy Linter, and who appears relatively infrequently in the photos. Sandy Linter looks so good in her "before" photo (p273), that she doesn't need to wear makeup. I am wondering if so many stellar reviews are from other models, the ever-present wishful thinkers who just buy stuff from beautiful people, or people who just really like the authors (who do seem to be nice). I did like the short section at the very end called "The To-Do List" with 20 steps and photos for each. This broke it down and made it simple. But I've gotten much more out of "Forever Beautiful With Rex", "Carmindy's 5 Minute Face", and youtube videos (like DiamondsAndHeels14 and gossmakeupartist). For me, makeup is about optical illusion. I guess I'd rather have a book about improving average looking women. And I do think that was the title's implication.

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