



Blog Post Sample

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A blog post I wrote for Great Lengths Hair Gallery.

Following Fall's Makeup Trends – Part 1

In our last post, we mentioned that purple and red are hot colours on the cosmetics counter this fall. While beautiful and of the moment, purple and red are bold colours and, for some people, a little intimidating. Here are a few tips for using purple. Our next post will talk about selecting the right shade of red for your lips.

Eyes

Purple eyeshadow comes in many shades, from soft mauve to dark plum to bright amethyst and fuschia. The first thing you need to do is choose the right one for you.

True purples are best for people with green, brown or hazel eyes. For those with blue eyes and fair complexions, it is usually best to stay at the lighter end of the purple spectrum or even veer into rose tones.

If you are new to purple, you may want to begin with a basic lavender or mauve shade until you get used to the colour. Lavender and mauve are soft colours that tend to flatter most skin tones. Apply a neutral base and then apply the lavender or mauve from your lash line to your crease.

If you want to try a bold purple, use it sparingly at first, around the lash line or a little in the crease to darken it. If you are going for a dramatic look for evening, you can apply a little more, focusing on the crease or lid, if you really want to make your eyes pop. Just make sure you apply a bit at a time until you achieve the look you were aiming for.

Another good tip for wearing purple comes from stylelist.com: to avoid overkill, combine purples with other neutrals—like gold, taupe and brown. And keep lips and cheeks in soft tones to avoid appearing overdone.

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