



BEAUTY ON A BUDGET

By Amanda Hatchett

Let's face it, it's expensive being a woman. Women in the United States spend an average of \$7 billion on makeup every year. But with today's economic situation, who can afford to lay out hundreds of dollars just for a pretty face? With these tips from beauty blogger Lauren Perciballi you can be on your way to saving money while still looking good.

The Well-Stocked Makeup Bag

According to Lauren, your makeup bag should include high-quality makeup brushes, products that do double the work (eyeliner, mascara, blush, pressed powder) and a good lip balm. Even if you have the best makeup the world had to offer, without the correct tools to use it, you will never see great results. According to Lauren, your beauty tools are the number one beauty essential.



“When it comes to tools, it is easier to spot the differences in price. You can apply drug-store brand makeup with different quality brushes and you'll always get different results. I never understood how important my brushes were until I owned a M.A.C. brush,” she says.

M.A.C. brushes range from \$11 to \$45. According to Lauren they're worth the investment. “When you use a brush of a higher quality, you 'll see the difference in the application of your product. It will not only be easier to apply that product, but it will also apply onto your skin faster. Cheaper quality bristles tend to be rough and scratch at your skin, which makes for an uneven application and can lead to breakouts.”

Double Duty

Some makeup items can do double duty and help save you money in the process. All it requires is experimenting with your makeup. Just because your crème blush doesn't say lip color doesn't mean you can't wear it as lip color.

“A lip color can also be used as a cheek color,” says Lauren. Her favorite double duty product is Pot Rouge for Lips and Cheeks by Bobbi Brown. It retails for about \$22, but it lasts a long time and will double as a lip color and a blush.





By purchasing cosmetics that can be used for different things you not only make your makeup bag lighter, you also save money.





More Tips

There are other ways to save money on beauty products:

-  Become a preferred member of your local drugstore by signing up for a “reward card.”
-  Sign up for a mailing list of your favorite brand. Many times you can get coupons in the mail.
-  Read your receipts. There might be surveys that you can take at the bottom of it, which will give you a discount off your next purchase.
-  Start searching for “dupes” of certain products. A “dupe” is a product that is of similar quality to its more expensive competitor, but costs less. An example of a good dupe would be NYX Black eye shadow Vs. M.A.C.’s Carbon eye shadow. They’re both a matte black eye shadow, but the one from NYX retails for \$5, and the one from M.A.C. retails for \$14.50.

Lauren says there’s nothing wrong with shopping at your local CVS or Walgreens for your makeup. “The key is to use your good judgment and find a healthy balance between making logical and more expensive investments on products that are of great quality and that will last you a long time,” she says.

Tips from the Editors:

Amna Anwar

“Wash your makeup brushes monthly and never keep mascara longer than 6 months. Make sure that at least once a year you go through your makeup bag and remove unwanted makeup.”

Brianne Sheehan

“Always keep your lips moisturized by using a good lip balm. My favorite is Rosebud Lip Salve”

For more tips from Lauren and to watch her beauty reviews visit her at:
<http://www.youtube.com/makeupbylauren>

Lauren Perciballi



Beauty Blogger and freelance makeup artist Lauren Perciballi has a passion for makeup but is still pursuing a Master’s degree in Early Childhood Education from Hunter College. She views makeup as a way of expression for any woman.

Try a new line.

Lauren’s recommended products to Try: E.L.F Cosmetics “I absolutely love ELF’s products. In my opinion, they really revolutionized the idea of great quality makeup for only one dollar.”

Lauren’s favorites:

Lipbalm:

Carmex (about \$3)



Eye shadow:
Neutral-colored drugstore eye shadow quad, shimmering sands by Cover Girl (about \$5)

Brow pencil:

Maybelline Define-A-Brow Pencil in “Medium Brown” (about \$7)

