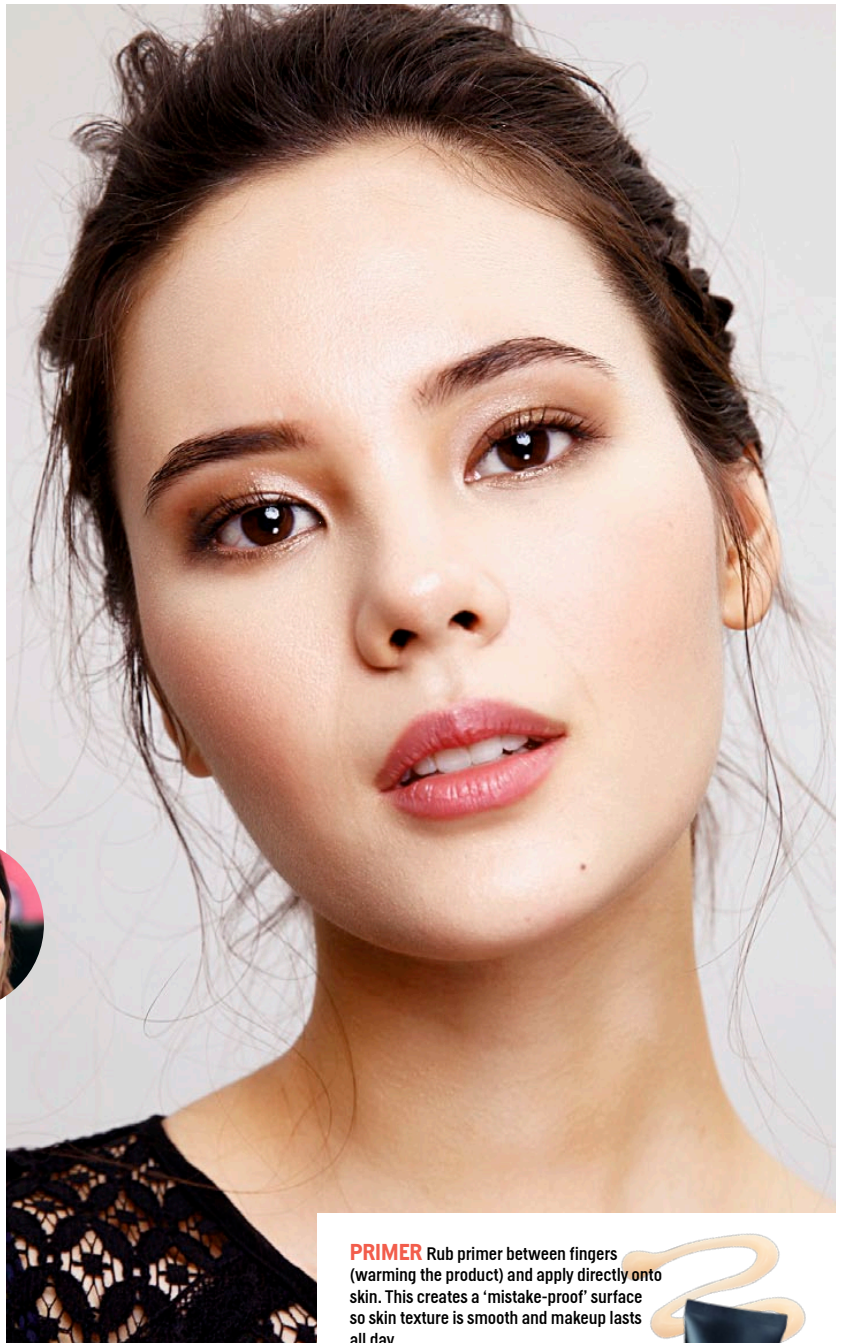


Fun, Fearless Beauty

CHEAT SHEET APPLY MAKEUP LIKE A PRO

The Laura Mercier posse consists of 21 artists chosen to represent the brand. Meet one of the elite—

Tayaba Jeffrey—who has worked closely with Laura herself for over a decade. Tayaba schools us on how to achieve the effortlessly chic Laura Mercier look.



FLAWLESS FACE TECHNIQUE

It's been nearly two decades since the French makeup artist launched her self-titled cosmetic line and made what is known as the 'Iconic Flawless Face' her namesake. In fact, it was Laura Mercier who first introduced primer to the beauty industry. Laura's philosophy is this: Behind every great look is flawless, natural looking skin. The Flawless Face line consists of everything you need to create the perfect base—primer, tinted moisturizer, foundation, concealer and setting powder.

FOUNDATION



CONCEALER



POWDER



PRIMER Rub primer between fingers (warming the product) and apply directly onto skin. This creates a 'mistake-proof' surface so skin texture is smooth and makeup lasts all day.

FOUNDATION Provides coverage while evening skin tone. Apply onto a sponge, press onto skin and roll away from the face.

CONCEALER The highly pigmented Secret Camouflage and Secret Concealer hides under-eye circles, discolorations, blemishes, scars and imperfections. Using the Secret Camouflage Brush, apply feather-like strokes on top of the area you would like to conceal. Then, gently pat the area with fingertips.

SETTING POWDER Powder is the key to perfectly finished and long-lasting makeup. The Loose Setting Powder contains little or no pigment, so there's never any caking or discoloration of makeup. Use a powder puff to press powder directly onto skin.



1 Foundation Primer, ₱1,550. 2 Silk Crème Moisturizing Photo Edition Foundation in Suntan, ₱2,250. 3 Secret Concealer in #4, ₱1,250. 4 Loose Setting Powder, ₱1,650.



TIGHTLINING TECHNIQUE

Tightlining gives the illusion of fuller lashes and bigger eyes. Mix three drops of **Tightline Activator** with **Tightline Cake Eyeliner Mix**, until you get a paste-like consistency. Use the **Fine Point Eye Liner Brush** to press product into the lash line.

Tightline Activator, P845.
Tightline Cake Eye Liner in Black Ebony, P995.
Fine Point Eye Liner Brush, P995.



HORSESHOE TECHNIQUE

Use the **Angled Cheek Contour Brush**—designed specifically to contour the cheek bone—when applying blush. Starting at the line beneath the center of the eyelid, follow the natural shape of your cheekbones. The product should be applied in a rounded pattern, creating a horseshoe or U-shape under the iris and blending into the hairline. Important to remember—don't hold the brush straight like a pen. Instead, hold it at an angle to avoid harsh lines. Blush should be applied onto the apples of cheeks—not low on the cheek (under the bone).



SUNRISE TECHNIQUE

Swipe **Caviar Stick Eye Colour** in Cocoa onto eyelid near the lash line. Blend color upwards using the **Pony Tail Brush**. Aim for a gradient effect—most saturation should be near the lash line. Pigment should become lighter as color rises up the lid toward the brow bone. For a dramatic finish, apply Caviar Stick in Tuxedo in the outer crease and bottom lid—then blend. Makeup should be blended so well it's impossible to tell where the product starts or ends. Dab **Eye Glacé** in Wet Sand using the **Crème Eye Detail Brush** onto lids, pressing shine only onto the center bottom of lid. Then, apply under the bottom waterline for a bright-eyed look.

1 Caviar Stick Eye Colour in Cocoa and Tuxedo, P1,250 each. 2 Eye Glacé in Wet Sand, P995.



PAINT WASH LIQUID LIP COLOUR

Finish your look with **Paint Wash Liquid Lip Colour**. This creamy, demi-matte, liquid lipstick stays on all day. Use the brush tip to line and define lips. Pat color onto lips with fingertips or using the flat side of the applicator.

Paint Wash Liquid Lip Color in Petal Pink, P1,250.



TEXT: MERIAM AHARI. (PHOTOS) ROY MACAM. (STILLS) COURTESY OF LAURA MERCIER. (MAKEUP) MIKE DEE. (MAKEUP) MARK OUA OF LAURA MERCIER. (HAIR) ETHAN DAVID. (STYLING) CAMILLE SANTIAGO. (MODEL) CATRIONA GREY OF MIRROR MANAGEMENT.