

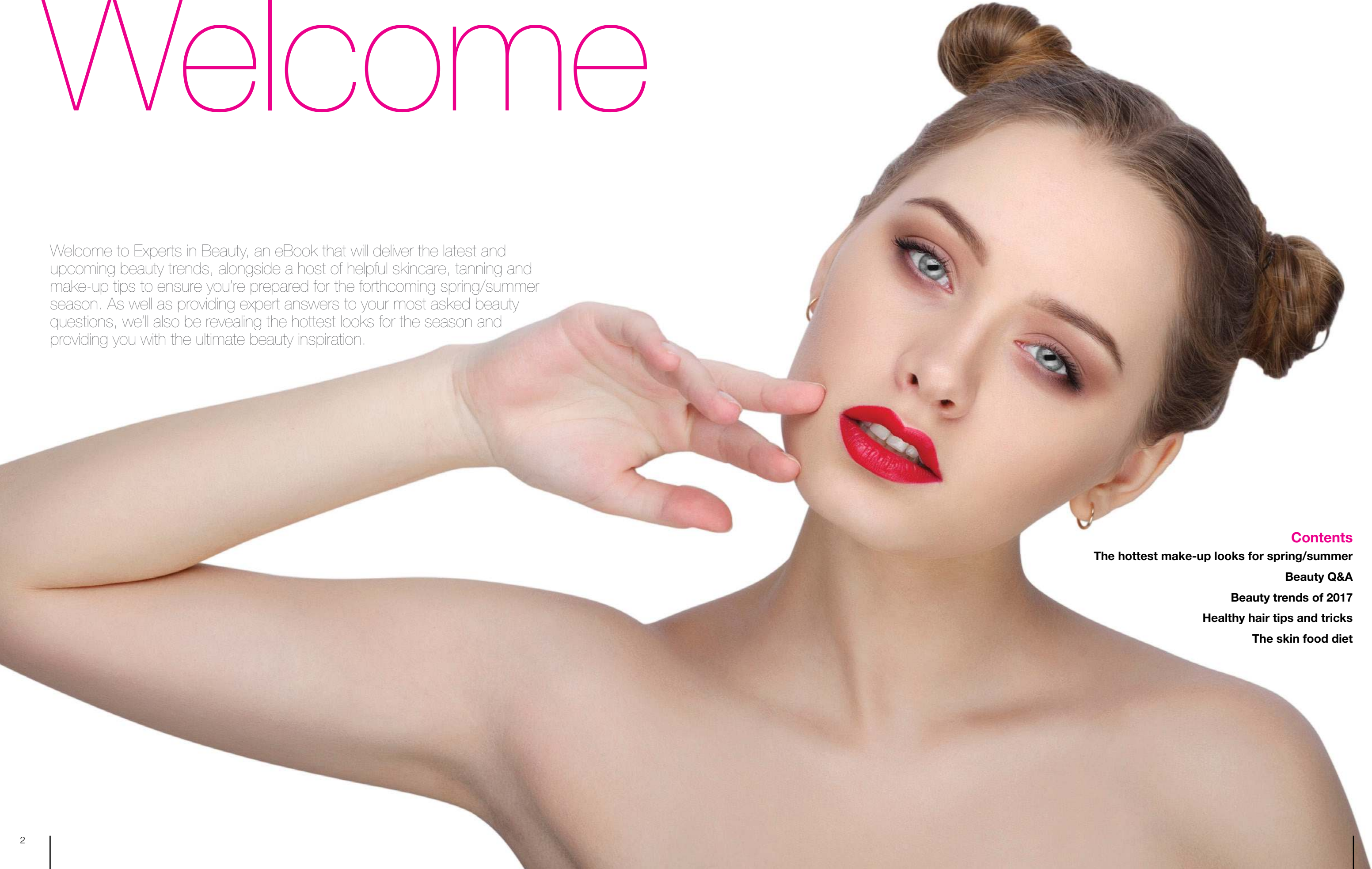
# Experts in Beauty





# Welcome

Welcome to Experts in Beauty, an eBook that will deliver the latest and upcoming beauty trends, alongside a host of helpful skincare, tanning and make-up tips to ensure you're prepared for the forthcoming spring/summer season. As well as providing expert answers to your most asked beauty questions, we'll also be revealing the hottest looks for the season and providing you with the ultimate beauty inspiration.



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## The hottest make-up looks for spring/summer

With winter drawing to a close, now is the perfect time to consider refreshing your make-up regime. Discover the make-up trends that are set to be huge during the upcoming spring/summer season and find out how you can incorporate these looks into your daily make-up routine.

### Glossed lips

2016 was all about the matte lip, with celebrities such as Kylie Jenner and Jeffree Star embracing the trend by releasing their own matte effect liquid lipstick collections. However, this year we are set to see the return of glossy lips. A staple trend in the mid 2000's, a trusty lipgloss was an essential for every make-up lover. Available in a variety of shades, you can introduce this versatile trend back into your make-up regime to guarantee a fresh, youthful finish.

### Smudged eyeliner

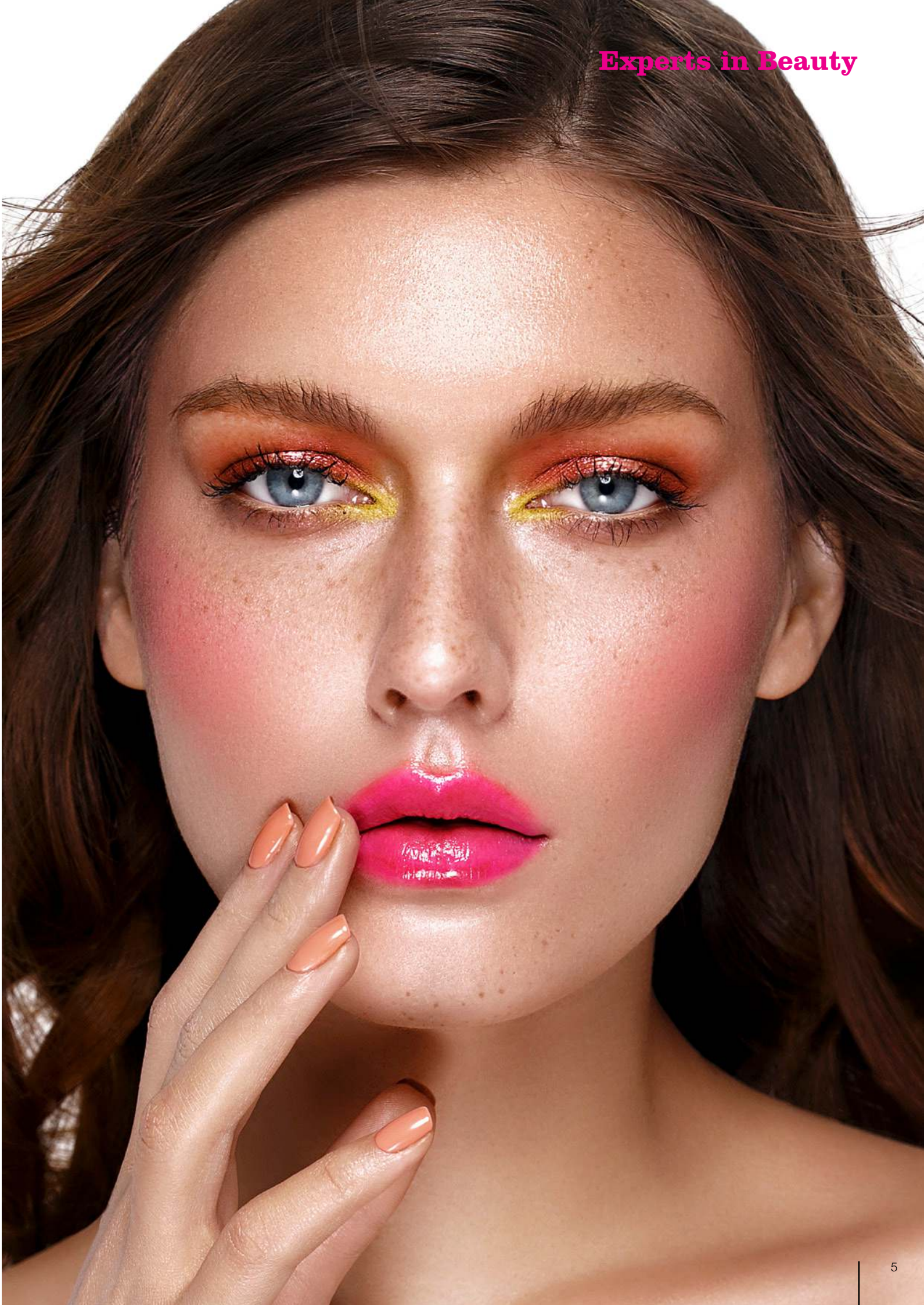
If you've ever struggled to master the precision of a perfect cat-eye flick, you'll be glad to hear that smudged eyeliner is set to be a popular look this upcoming season. A great accompaniment to the laid back summer months, this 'unfinished' eye look means less hours in front of the mirror and more time enjoying the sunshine. Whether you use a smokey kohl liner or a gorgeous, pigmented eye palette, this look can be achieved with ease for ultimate style.

### Dewy skin

As with matte lips, matte skin finishes are also set to dwindle during spring/summer 2017. Embrace the gorgeous, natural dewy skin trend this year and show off a healthy, youthful glow that can be created with ease. We recommend opting for cream or liquid based products, such as cream blushers, bronzers and highlighters rather than powders. You should also choose satin finish foundations that offer lightweight coverage and a beautiful glow. If you prefer to have a higher coverage foundation, choose a buildable product or use a concealer before creating your dewy look.



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The beauty world can be a complicated place, with thousands of products on offer and a host of different rules and trends to follow. We've answered some of your most asked beauty questions below to ensure you're clued up on everything from banishing blackheads to avoiding tanning mishaps.

**Question**  
Does waxing hurt as much as I think it does?

**Answer**  
Everyone's perception of pain is different so it is difficult to judge how painful each individual will find their waxing experience. Waxing isn't completely painless however it is definitely bearable. Waxologists work fast and efficiently to avoid prolonging the process. They tend to work in small sections and will pull the wax strip off in one swift motion to minimise pulling of the skin. Taking a sharp intake of breath as the strip is removed can help and experience is also a key factor; after several waxing treatments, it is likely you will get used to the feel of waxing.

**Question**  
My skin has been dry and flaky since the beginning of winter. What can I do?

**Answer**  
Between the chilly temperatures outside and your cosy central heating system, winter can be a confusing time for your skin. As we head into the warmer months, you may notice your skin is dehydrated with unsightly dry patches that can knock your self-confidence. To restore your skin, we recommend creating a skincare regime that suits your needs. The basis of a good skincare routine involves exfoliating, cleansing, toning and moisturising. It is essential to exfoliate your skin every week, especially during the cooler months, as this will help eliminate dry skin. You should also invest in a moisturiser to suit your skin type, whether you suffer from dry skin, sensitive skin or have an oily yet dehydrated complexion.

**Question**  
How can I avoid a patchy tanning fail?

**Answer**  
Preparation is the key to achieving a gorgeous, even glow. Make sure you exfoliate prior to tanning to ensure the perfect tan. Focus especially on dry areas such as elbows, knees and ankles as these tend to hold dry skin that tanning products may cling to. The application of your tan is also a huge factor. Use a tanning mitt to buff in all of the product, whether you choose to use a mousse, lotion or a spray. This will ensure every area is covered and will help evenly distribute the product over every part of your body, preventing unwanted streaks. We also recommend investing in a hydrating moisturiser post tan to ensure your skin stays moisturised. This is guaranteed to prolong your tan and ensure an even, streak-free fade.

**Question**  
I've over-plucked my brows. Will they grow back?

**Answer**  
The 2000's saw ultra-thin eyebrows at the forefront of fashion, meaning many of us are now left with sparse brows after years of excessive plucking. With an array of brow make-up and treatments now on the market, you needn't worry if you were guilty of over-plucking. A professional eyebrow tint and shape treatment is a great way to add fullness back to brows. The tint will enhance every single hair, giving the illusion of fuller brows. Threading and waxing techniques can be used to add shape and definition to brows to ensure a perfected eyebrow look that will compliment your face shape and features.

**Question**  
How can I get rid of blackheads?

**Answer**  
A blackhead is an overactive oil gland that has become clogged up with dead skin cells and bacteria. When exposed to air, the gland oxidises and turns black. Although they may seem like the end of the world, a simple, effective skincare routine will help you avoid blackheads. Aim to wash, cleanse and tone your face every day to ensure your skin and pores are kept free of dirt. You should also exfoliate at least once a week to avoid dead skin and germs building up on your face.

**Question**  
Can I still wear self tan if I have very pale skin?

**Answer**  
Many self tan brands offer an array of products to suit every skin tone and skin type. Whether you are very pale or have a deeper skin tone, a product will be available to help you achieve your desired glow. Porcelain skin types may wish to opt for a more subtle tan to begin with. A buildable gradual tanning lotion is a great choice as many offer a sheer wash of colour to begin with and then enable you to build up your tan after time.





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## Beauty trends of 2017

From innovative tanning products to fabulous skincare techniques, we've gathered a list of the beauty trends that are set to be a hit throughout 2017.

### Skincare

#### Sheet masks

Sheet masks are predicted to be a huge beauty trend this year. Unlike clay or gel face masks, these revolutionary masks are sheets soaked in nourishing, nutrient-packed serums that will provide a host of skin benefits, as well as easy application and removal. These quick, easy and inexpensive alternatives to fancy spa facials are set to become a beauty staple this year and are a trend worth giving a go.

#### Dry face brushing

Already a firm favourite in the skincare world, dry brushing is a technique that can be used all over the body to exfoliate and cleanse pores, as well as improve the appearance of cellulite. However, 2017 will see this popular technique applied to the face. Using a dry, firm brush with soft bristles, dry face brushing is thought to help exfoliate skin, as well as boost circulation and improve the tone and texture of your face, leaving an undeniable fresh glow.

### Hair removal

#### Electrolysis

You've probably tried waxing, threading and shaving but electrolysis is the latest hair removal technique that's going to cause a stir this year. This innovative method works by removing individual hairs by destroying the growth centre using chemical or heat energy, followed by the insertion of a fine probe into the follicle and finished off by using tweezers to remove the hair. Electrolysis is a complex yet effective technique that is offered at many beauty salons. We advise booking in with a trained therapist to try this treatment out.

### Brow definition treatments

Eye brow trends are frequently changing. More recently, fuller, more defined brows have become a popular look, while previously, we have seen many celebrities flaunt thin, fine eyebrow shapes, as well as bleached eyebrows. With so many eyebrow looks available, it can be difficult to decide how your own brows should look. Brow definition treatments are a great way to find a brow look that specifically suits you. Your therapist will use tinting, threading, waxing and make-up techniques to create a bespoke eyebrow look that perfectly complements your facial shape and features. With brows continuing to be a huge factor within our make-up regimes, we believe brow definition treatments will also be a popular trend this year.

#### Microblading

For those hoping to achieve long-lasting brow perfection, a more permanent treatment may be a better option. From tattooing to eyebrow extensions, the beauty industry has offered brow enthusiasts solution after solution in their quest to obtain flawless eyebrows however, a new trend is set to take over the industry. Microblading is a form of tattoo artistry where pigment is implanted under the skin using a handheld tool to create fuller brows. The technician will draw hair-like strokes onto the skin that mimic natural hairs, leaving clients with beautiful, realistic results. This semi-permanent treatment only requires annual touch ups and, although pricey, you can enjoy symmetrical, perfected brows without any effort.

### Tanning

#### Gradual in-shower lotions

You can now achieve a gorgeous glow with ease using the revolutionary in-shower tanning lotions. These simple to apply products can be used whilst in the shower, allowing you to eliminate timely self tan application from your daily beauty regime. Once applied to clean, wet skin, in-shower gradual tan lotions should be left to develop for the required time and then washed off. Depending on the brand, you may see a subtle, sun-kissed glow immediately while others may require further time for colour to develop. This innovative product allows you to gradually and easily build colour over time and will enable you to flaunt a beautiful tan all year round.

#### Facial tan

As we leave winter behind us and approach the warmer, sunnier months of 2017, the demand for tanning products is set to soar. We predict that facial tanning products will be a popular trend this year, with many of us eager to achieve a beautiful, natural facial glow that exudes youth and health. Since the skin on your face can be much more sensitive than the rest of your body, it pays to choose a specially designed facial product that will nourish and protect the skin, whilst also adding sun-kissed radiance. Whether you are looking for an instant glow or prefer to opt for buildable tanning lotions, both instant and gradual tanning products are set to be hot throughout spring and summer.

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If you've always dreamed of gorgeous, luscious locks, our top tips will reveal how you can tame your unruly strands and achieve an enviable hair look that's set to stun.

**Switch up your shampoo routine**

Did you know that shampooing everyday could be doing your hair more harm than good? Washing your hair too often can strip it of its natural oils and leave hair dry. Although we often battle to avoid greasy strands, our hair's natural oils are designed to condition and protect each strand, making them a vital factor when attempting to achieve beautiful, healthy hair. It is recommended that the average person washes their hair two to three times a week but if you suffer from an oily scalp or have finer hair, you may find your hair seems limp and lacklustre when left unwashed. In times of need, you can turn to dry shampoo for an instant refresh and to add volume and lift to flat hair.

**Avoid overusing heat styling tools**

An essential in many of our hair styling routines, we're all guilty of using too much heat on our hair. Excessive use of hot tools, such as hair dryers, straighteners and curling wands, can be detrimental to the health of our hair. Rather than using your trusty hairdryer, why not leave your hair to air dry? Instead of using curling tongs, you could plait your hair before you go to sleep and wake up to gorgeous waves with minimum effort. Sometimes using heat styling tools is unavoidable if we are to achieve our desired look so make sure you invest in a heat protection product that will minimise the damage caused to hair during styling.

**Be careful whilst brushing**

Although regular brushing is a must, make sure you are using the correct tools to limit hair breakage and damage. We recommend an oval or square paddle brush for general, everyday brushing. Nylon bristles are vital to ensure healthy hair as they won't stretch or break strands during brushing. Boar bristles are also a great option as they stimulate the circulation and distribute the scalp's natural sebum throughout your strands to provide essential nourishment and shine.





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The skin food diet

It's a well-known fact that your diet can have a direct impact on the appearance of your skin. If you're keen to keep your complexion looking its best, here are the best ways to nourish your skin from the inside out.

**Indulge in your five-a-day**

Everyone knows that eating fruit and vegetables is a crucial part of maintaining a healthy, balanced diet but filling up on your five-a-day can also have a positive impact on your skin. Fruit and vegetables contain powerful antioxidants that help to protect your complexion, leaving you feeling and looking great. Foods such as sweet potatoes, spinach, kale, carrots and pumpkin are full of antioxidants that are important for healthy skin tone and cell development.

**Fill up on essential vitamins**

As well as keeping your immune system and general health in check, vitamins are the ultimate skin saviours. Vitamin C is great for your skin and will provide brightening elements, as well as protecting skin from harmful free radicals. This essential vitamin can be found in foods such as oranges, broccoli, strawberries and kiwi fruits and can help heal blemishes and clear your complexion. It also plays a part in the production of collagen, the protein that's responsible for keeping your skin plump, radiant and healthy.

**Drink up**

Regular water consumption is essential and highly beneficial for your skin, as well as your body. Water is needed to help build new skin cells which, in turn, will keep your skin rejuvenated and healthy. It will also help to keep skin hydrated and moisturised to avoid a dry, uncomfortable complexion. Ideally, you should have between six and eight glasses of water every day, although herbal teas and natural fruit juices can also contribute to your daily intake.



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# Thank you

Thank you for taking the time to read this eBook. We hope it's provided you with inspiration to help you meet your beauty goals throughout 2017 and beyond.

