

Black|Up makeup is HERE!

By Clau Peterson

Black|Up Cosmetics is the French luxury makeup artist brand of unprecedented elegance and luxury, respecting the unique nature of ethnic skins and celebrating their intrinsic beauty. This hot makeup line has been around for years, but Black|Up finally made it to St. Maarten in late July. The line has been very well-received here, as it especially caters to women of colour and their skin/makeup needs. This line is so fabulous that it looks and feels great on everyone. We had to see for ourselves what all the fuss was about!

Before and after!

I had the wonderful opportunity to sit down and get my very own makeover. The look: **Daytime office look.** My Black|Up makeup artist Felicea Fleming was very professional and kind. She started off by cleansing my face.

Makeover on me:

Felicea does a Quick Cleanse of my face with Black|Up's *Bi-phase cleansing water for Face and Eyes* to take away shine, sweat and any impurities. She puts on the line's *Matifying Base* that helps makeup stay on; it also reduces shine and has a nice velvety feel to it!

Felicea then proceeds to test a few different foundations on me to get my perfect colour. She ends up using the following on my skin: 2 way cake in #1 and Concealer in #3 and loose powder in #3.

She chooses eye shadow MO 2 Pearl Powder for the eyes in #1. As she softly and swiftly applies the bases, she talks about the wonders of Black|Up's vibrating mascara, which also starts growing lashes after two weeks, and the line's Mascara Base activator, which is clear and a treatment/primer, you can even sleep with it on!

Felicea uses the Grey creamy coal eyeliner and says that once it dries, it's waterproof and won't smudge, which is perfect for this humid weather. She highlights my eyes after a huge dusting of powder with a huge powder brush!

She proceeds to use a lip liner that also doubles as an eyeliner - which is great for those who are budgeting. The products glide on so easily and, when they dry, they "set" to combat humidity and sweat. Excellent!

Makeover on Felicea:

Felicea decides to do a more glamorous night-time look for evening. The makeup artist herself now becomes the model for the second makeover. She applies Concealer #6 to "define" her eyebrows; it's one of her little tricks, and it works. Felicea then puts on cr me to powder foundation in #11, loose powder in #4, which holds the makeup and gives a nice matte finish! She says the brand is great for smoothing out uneven pigmentation. She uses the Mono Eye shadow #25 and #20 - a combination of dark blues and purples to glam up her eyes.

She also adds Pearl powder for eyes which look pearly white at first, but then turn a beautiful iridescent purple when applied to the skin. She brushes Blush #2 on her cheeks; you wouldn't believe it, but this super bright pink gives a natural glow to dark skin tones! She keeps it simple on the lips with a gloss tube in #1 and *voila!* See the results for yourself in the before and after pictures!

The mascara!

Black|Up carries a few different types of fabulous mascaras, but my ultimate favourite ALLTIME mascara is Black|Up's Vibrating Lengthening Mascara. Yes it has three speeds of vibrations. Why? Well, it's for different types of application: For a lighter application, you apply with the first speed and for heavier applications continue on to the second and third speeds. I've seen the magic of this mascara for myself and had to buy it immediately. This mascara separates and coats all eyelashes evenly; even the super tiny ones that are really hard to see. And if that isn't enough, the mascara also has a built-in lengthening treatment. The promise is that with frequent use, you'll see longer lashes in just two weeks.

Visit Vanity First in Philipsburg to experience the magic of Black|Up cosmetics for yourself!

Black|Up is available exclusively at Vanity First, Sint Rose Arcade #14, Front Street, Philipsburg. Tel: 542-0887, E-mail: frontstreet@vanityfirst.com

