

MEN ON CAMERA

Here are frequent issues for men on camera in the age of high definition:

1) **TAKE TIME.** The era of the 3-minute, slap-on-the pancake-makeup application is **OVER.** (*Liquid Powder Mineral Foundation*)

<http://jonjordantogo.com/foundations.html>

http://jonjordantogo.com/face_primer.html

<http://jonjordantogo.com/shine.html>

2) **ALWAYS APPLY FOUNDATION WITH A BRUSH.** This will allow you to achieve a smooth, consistent application. It allows you to apply makeup heavier where additional coverage may be needed, and less where it isn't. You can also "feather" product around the jaw line to avoid a line of demarcation. A brush will also enable precise application around the hairline. (*Deluxe Camouflage Foundation Brush*)

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3) **PAY ATTENTION TO YOUR BEARD AREA.** You may need additional coverage, but too much coverage can look artificial. (*Foundation Stick*)

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4) **DO YOU USE CONCEALER?** It can make a world of difference, and you'll look younger and healthier. Always use something with a warm or yellow base to avoid "raccoon eyes". Apply it strategically with a brush. (*Mineral Photo Touch Concealer, #17 brush, camouflage foundation brush*)

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5) **PAY ATTENTION TO YOUR BROWS.** Make certain that your brows are "product-free". After applying foundation and powder, wipe brows clean. Better yet, use a small brush and eye shadow that matches your hair color. (Blow any excess shadow off your brush before applying.) If you do color your hair, or you are naturally fair, chances are good that your brows need enhancement. (*#10 Brow Brush, Brow Tint, Brow Set, Powderliner, SuperWear Brow Definer*)

<http://jonjordantogo.com/brushes.html>

6) **TAKE CARE OF YOUR SKIN.** The above efforts are much less effective if you don't. (See **WINTER SKIN CARE** and **WRINKLE RELIEF** memos.)

7) **DON'T FORGET YOUR LIPS.** Lips covered in foundation look dead. Avoid this mistake by using a product on them. (*Liptoxyl X3, Clear Liptoxyl, Lip Balm*)

<http://jonjordantogo.com/index.html>

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