



Before



After

Consultants stress color theme to customers seeking makeup tips

By Jennifer Johnson
Senior Editor

Makeovers. Are they really worth it?

The 40 women who packed the schedule of the Color Collage '90 team at Dillard's Gateway store Sept. 20 seemed to think so.

For the first time in Lincoln, a group of regional makeup artists from St. Louis and Kansas City, Mo., came to Dillard's for one day of color consultations.

The consultants presented Revlon's four prestigious makeup lines found at the Revlon counter at Dillard's.

Color was definitely the theme conveyed to the Dillard's customers. Huge, primary-colored banners surrounded the counter and the artists wore black satin jackets with bright

designs.

Ultima II, Princess Marcella Borghese, Germaine Monteil and Charles of the Ritz makeup gave customers a wide variety of products to choose from.

Each of these lines has a specialty such as the natural look, extravagant colors, firming products and powders. With this knowledge the artist could decide whether to use one entire line of skin care and makeup on the customer or to mix between lines for the desired effect.

Each woman first was analyzed using a color wheel and draped fabrics to find what colors would harmonize with her skin tone and hair color.

Revlon's color theory is that EVERYONE can wear all of the six principal colors, depending on their undertone being harmonized and/or

contrasted with makeup shades. This means that if done correctly, women do not have to rule out any colors in their makeup.

Skin undertone was easily determined because there are only two possible hues -- cool (blue) and warm (golden). Once the undertone was determined, makeup shades that complemented the skin could be chosen.

Before applying any makeup though, the artists suggested a complete skin care line to the customer based on the oily or dry tendencies of the skin. Other factors included the amount of wrinkles and customer preference.

Michele Hudson, a University of Nebraska-Lincoln senior, was targeted

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layouts of over-40 actresses like Goldie Hawn and Jaclyn Smith. Most UNL students don't fit into either of these lifestyles.

It's always best to remember that fashion magazines do not exist without advertising. Naturally they're going to profile their advertisers' designs, regardless of whether it's the best thing to come down the runway.

Learning to think for oneself and make the best possible choice out of the available looks, regardless of whether it agrees with this month's sermon from the fashion press, is the difference between being a fashion victim and achieving that higher plain of fashion salvation.



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