



# The beauty of thrift

Although you may be looking for ways to save pennies, that doesn't mean you have to cut down on your glamour. **Rachel Wood**, celebrity make-up artist, gives her tips to enhance beauty on a budget

**C**redit crunch: two words that seem to be everywhere, on the news, in the paper and splashed all over the internet. But even though we are tightening our money belts, that doesn't mean we have to cut out looking good in order to save some cash. Even during the war, women found a way to look glamorous in spite of rationing, and buy their coveted red lipsticks. A time of recession just means us women have to be a little more resourceful. Luckily I have a few insider tips to help everyone along.

## Play the match game

For example, your favourite lipstick from a high-end designer brand is running low; my suggestion is to take it with you to your local chemist and try to match it up to a high street brand. The market is flooded with less expensive products that are the 'same but different'. With a little bit of investigation you have



a very good chance of finding a colour match to your pricier product.

Superdrug's GOSH black nail varnish is a spitting image of Chanel's Black Satin. Primark have also come out with a range of make-up and their lip gloss tubes are not too far off the mark from Lancôme's Juicy Tubes. I once forgot my MAC Studio Tech foundation when staying out of town at a friend's house and discovered that Max Factor's Miracle Touch is a lovely alternative.

## Home shopping

Don't underestimate the power of shopping from the comfort of your home. Ebay is a fantastic resource for beauty items, and recession is a time when many people are looking to make an extra buck so there is usually a great selection to choose from. You can find luxury beauty brands at low cost.

Sites like Ebay also have products that have been discontinued and lots



of those wonderful make-up gift sets left over from the Christmas period. QVC, the shopping channel, offers a lot of high-end brands at a better price than the department stores too - watch out for special offers. They sometimes have items that can be paid for in instalments too.

## Give it a second chance

So you dropped and smashed your favourite bronzer compact on the floor (urghh! How many of us have done that one?). Don't chuck it! The product may be broken, but you can still use it. Put the remaining bits of powder into a new container and apply with a brush. Muji sell fantastic little pots and bottles for a pound or two. This is also a handy trick for broken eye shadows and blushers - if you break a lipstick, pop it in an empty pot and use a lip brush to apply.

**Reuse, recycle:** Storage pots like these from Muji are great for storing broken products



**In the past:** Learn from the thrift of the older generation!



## Get the best

So you can't give up your high-end products, at least get as much out of them as you can. If you must have that name-brand foundation, see how much that company charges for a makeover. Very often the price of the make-up lesson is redeemable against purchase, so you are essentially getting that makeover for free. Also, don't forget to ask for samples or see if there is a free gift with purchase.

*"If you break a lipstick, pop it in an empty pot and use a lip brush to apply"*

If you are one for brand loyalty than make sure you sign up for brand mailing lists – this way they can inform you of special events and discount shopping days. MAC does a recycling program where if you return any six plastic make-up containers they give you a free lipstick of your choice.

If you are bored of your look and can't afford a makeover, check out Pixiwoo's make-up lessons on Youtube or [www.fashionface.tv](http://www.fashionface.tv). These video tutorials are absolute gems, giving

complete makeover demos referencing popular culture. Learn how to give yourself Cheryl Cole's look or Sophia Loren's eyes. And besides being on-trend and entertaining they are a scrimp-and-saver's best price – free!

## Share and share alike

Do you have a friend who has the same skin tone as you and likes the same foundation? If you can't give up your coveted expensive brand, share and split your foundation into two bottles. Planning to go on holiday? Don't forget to check out duty free. Besides being cheaper, many brands sell their items in bulk packs. I recently returned from holiday and picked up a triple pack of Christian Dior Diorshow mascaras that I split with two friends.

## Get cooking

Are you a fan of natural or organic products? Are you the type of person who checks the labels of your facemasks to see what's in it? Instead of purchasing that Body Shop oatmeal mask, get in the kitchen and make your own. Take half a cup of porridge oats, a tablespoon of olive oil (normal/dry skin only – leave out if oily) and a teaspoon of honey and warm through together. Apply when still warm and leave on for 15 minutes, then wash off with cool water and a touch of cleanser.



**Star quality:** Copying an A-list look can be easier than you think with online tutorials

**Not-so inimitable:** Sophia Loren's iconic look could be yours



# Don't be a brand snob!

Even professional make-up artists have many high street brands in their make-up kits because there are a lot of terrific cosmetics out there that won't break the bank – I have used many on my celebrity clients. Here are a few of my low-cost favourites.

## 1 Revlon Lipsticks

I have real nostalgia for Revlon lipsticks as they were the first ones I could afford as a teenager and I have been loyal ever since

## 2 Maybelline New York Great Lash mascara

A professional make-up artist staple

## 3 Rimmel Bronzers

In fact, most of the products in this bronze collection are super

## 4 Barry M Glitter Dust

This is totally on par with MAC's loose eye shadow powder pigments

## 5 Bourjois New Brush Foundation

This product gives flawless but natural coverage and offers great colour choices too

## 6 Max Factor Miracle Touch blusher in Soft Pink

This is one of those superhero colours and textures that work on everyone

