



# The 10 Beauty Secrets

*That Every Woman Should Know...*





oHi - my name's Katie, professional makeup artist, stylist and founder of

[Beauty&theBoutique.com](http://Beauty&theBoutique.com).

Thank you so much for downloading my top 10 beauty secrets that I believe will make the biggest impact on you! Be sure to read each secret thoroughly – to get the all my juicy need-to know tip bits!

oIf this is your first experience of [Beauty&theBoutique.com](http://Beauty&theBoutique.com), you might like to watch this video I made you...

[Click here to watch.](#)





## BEAUTY SECRET No.1

*Future Proof Your Skin.*

*"Nature gives you the face you have at twenty; it is up to you to merit the face you have at fifty."*

*-Coco Chanel*

- o *Skin - not only is it your largest organ, but it also accounts for 16% of your total body weight. Whilst the majority of your skin remains hidden by clothing most of the time, when it comes to the skin on your face, it is most definitely on show. As such, I want to help you make the very best of yours.*
- o *When it comes to beauty secrets for your skin, a woman needs to know, and if you do nothing else do this:*
- o *Use a moisturiser with SPF 15 with a broad spectrum (a little more on this later!)*
- o *Okay, okay I know this is a 'yaaawn I heard this one before', but before you skip past this one, allow me to divulge you just a little so that you can fully understand the implications of not using SPF:*
- o *Skin will age fastest in the sun just take a look at this overleaf...*





*...This man is 69 years old, but half of his face looks much, much older than that. He was a heavy goods driver and, for 28 years, his face received much more sunlight on the left side, resulting in premature aging. His condition is called unilateral dermatoheliosis, from the Greek 'dermis' and 'helios'- skin and sun. It's also called photo-aging and it results from chronic exposure to the sun's UVA and UVB rays. In his case, it only affected the left side of his face because of his work, the side of his face that was closest to the window of his truck - as he drove, he received much many hours of sunlight through the left window of his vehicle. Keep reading...*

So, here's the low-down because before you can protect you need to understand the science of it all (I'll grab my geek glasses):

- *UVA is ultraviolet radiation between 400-320nm wavelength and UVB is between 320-290nm wavelength. The shorter the wavelength, the higher the energy of radiation. UVA rays account for 90 to 95% of UV radiation that reaches the earth. While UVB makes up only 5-10% of solar radiation, its high energy damages surface epidermal layers and causes sunburn. UVB is strongest between 10AM and 4PM, from April to October and does not significantly penetrate glass. UVA is present equally throughout the daylight hours and throughout the seasons and can penetrate cloud and glass. UVA penetrates deeper layers of skin and can cause more ageing than UVB (GULP!) Both types of UV rays contribute to the premature aging of skin.*

- *In simpler terms: UVB rays are often referred to as "burning" rays and UVA rays are often referred to as "aging" rays.*

- *Understanding SPF:*

- *SPF stands for Sun Protection Factor. It is a measurement of the number of times it takes for skin to redden under UVB radiation with the sunscreen compared to no sunscreen. For example, SPF 15 means that it takes 15 times for skin with the sunscreen to redden compared to no sunscreen. As a rule of thumb, a SPF15 sunscreen screens 93% of the sun's UVB rays; SPF 30 protects against 97%; and SPF 50, 98%. Health professionals agree that at least SPF15 is needed for adequate sun protection. However, a high SPF number doesn't mean that the sunscreen also protects against UVA rays {the ageing rays!} you need to look for either PPD is also known as PA in some countries with plus signs (ex. PA++) that signal UVA protection strength. The higher the PPD number or the greater the number of plus signs, the better a sunscreen protects against UVA rays.*

- *My beauty solution for you: Invest in a moisturiser that contains at least an SPF 15 in a broad spectrum (broad spectrum means that it will help protect against UVA & UVB! Be sure that the UVA protection has a rating.). It's important not to think of your protective moisturiser as a replacement for a dedicated sunscreen (you will need a dedicated face cream if you work in the sun a lot or like to lay in the sun), but think of it as an insurance policy for your facial skin, helping to prevent the damage – future proof your skin from today. See it as a gift to your future skin!*

*I swear by Shu Uemura 'Mousse Anti UV' under my makeup each day.*





## Beauty Secret No.2.

*How to keep your skin looking younger for longer when you reach 30 & over.*

*“You can be gorgeous at thirty, charming at forty, and irresistible for the rest of your life.”*

*— Coco Chanel*

- o In our 30s and beyond, our body’s production of collagen and elastin (two substances that give the skin firmness and elasticity) begins to slow down. Which results in skin that sags and has poor elasticity. But the good news is there is plenty you can do to help the skin keep producing Collagen with clever skin care!*
- o So when shopping for skin care products, look for these key ingredients that can help reverse sun damage and leave you with beautiful, healthy, younger-looking skin for longer. These are essentials for healthy, youthful skin...*





- *Wear a Hyaluronic acid serum day and night.*

*Firstly, don't let the name scare you...Hyaluronic acid is found naturally in our body in connective tissue and it contributes to the elasticity of the skin, but as we age it diminishes. As we age, skin moisture can drop significantly, which makes the skin lose elasticity and expose the signs of aging on the skin. Hyaluronic acid plays a critical role in skin health with its unique ability to hold in moisture. Seek out serums or skin creams that contain hyaluronic acid which has an amazing moisturising effect, holding up to 1000 times its weight in water when applied to the skin. It helps to hydrate the skin, diminish the appearance of wrinkles and reverse the signs of sun damage. My favorite is a serum called 'Hydraluron' by Indeedlabs, this serum provides below-surface hydration and over time dramatically increases the skin's ability to retain moisture.*

- *Use a Peptides cream with a broad spectrum UV protector in the day*

*Since peptides are very small (microscopic), they are able to deeply penetrate the skin's protective barriers, and get to layers of skin that many compounds can not. Peptides Signal Your Skin for making More Collagen.*

*Once we age collagen is destroyed and not replaced. As a result young, smooth becomes thin and wrinkled after a while.*

*Peptides act as an indication to inform the actual skin to make new collagen- applying peptides instantly to the skin can be a way to trick the skin into being convinced that it has lost collagen recently and it needs to make more. Peptides can help improve collagen and elastin, decrease skin roughness and dryness, and reduce wrinkle volume and depth. A great range of skin care featuring good quality peptides at an affordable price is Olay Regenerist SPF30 Flawless Skin Cream. **Continue overleaf...***

- *Use a face cream at night that contains Retinol.*
- *Retinol (pure, natural vitamin A) and tretinoin (the acid form of vitamin A, which is available in creams/gels under brand names like Atralin, Renova and Retin-A)*
- *Skin cells contain retinoid receptors that help regulate how the cell functions. As people age, their cells behave more erratically, but consistent use of Retin-A helps normalise the cells.*
- *Retinol can improve skin texture and fade dark spots and freckles because it causes skin cells to turn over more rapidly. It shrinks dilated pores and improves cell turnover within the pores so they are less likely to clog and become blackheads and whiteheads. But what has earned Retinol its long-held reputation is its ability to boost the retention of collagen.*
- *Collagen is what gives skin its structure, firmness and elasticity. Repeated sun exposure breaks down collagen and, with age, cells produce less and less collagen to repair the damage. Skin wrinkles, sags and loses fullness.*
- *Retinol does a double duty in helping to boost collagen. According to research, it has the potential to stop photo-aging before it starts. High five to that!*
- *Research has found that regular use of a retinoid product also increases the amount of new collagen formed and that new collagen will last for years.*
- *Word up: it's safer to patch test retinol products on your arm and wait 24 hours before putting committing to buy and using them on your face as retinol may irritate sensitive skins. Always use an SPF as retinol can make your skin more sun sensitive.*
- *Use of retinol and vitamin A creams is not recommended for pregnant women or people with rosacea (a condition that causes skin redness). My favorite retinol night creams are by Roc.*
- *Final note: Note: Avoid applying topical collagen— this has no effect on the skin since unfortunately, collagen molecules are too large to penetrate into the dermis when applied to the surface of the skin. If only it were that easy uh!*



## Beauty Secret No.4

*Discover why you suffer from Dark Circles & Eye Bags & learn how to Fix Them.*

*“For beautiful eyes, look for the good in others; for beautiful lips, speak only words of kindness; and for poise, walk with the knowledge that you are never alone”.*

*-Audrey Hepburn*

*o You know the story...late night...well, a few late nights....and when you look in the mirror, you see those dark circles and bags under your eyes.*

*ARRRGGGHHHHH!!*

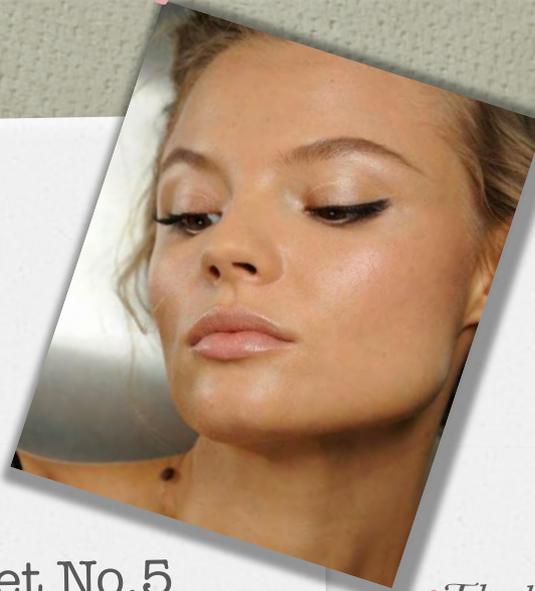
*o However, dark circles and eye bags aren't necessarily a result of a lack of sleep and a sign that you have been overdoing things, read on to find out more...*



When you look in the mirror and see dark circles under the eyes, you feel pretty miserable. They occur as a result of the skin being at its thinnest around the eye area. As we grow older, the thinner still the skin becomes in general. When it comes to the eyes, this thinning results in the blood vessels beneath the skins surface showing through more prominently, hence that dark blue tinge associated with dark circles. And if we don't get enough sleep, our skin tends to look paler in general, and this also means those bluish blood vessels are far more obvious.

- Puffy eyes and eye bags in the morning are often a result of fluid collecting in the under eye area. When you are asleep, your eyes are still and as a result, fluid naturally collects under the eye. When we get up in the morning and start moving around again, the fluid naturally subsides, hence the puffiness disappears over the course of the day. However, to avoid starting your day off with this puffy look, there are some simple things you can do.
- Eating too much salt, not drinking enough fluids, or drinking too much fluid if it's in the form of alcohol, can all result in fluid retention. The excess fluid collects under the eye and causes even more puffiness. By avoiding meals that are heavy in salt, ensuring that you drink plenty of water throughout the day and thinking about your alcohol intake, you will naturally prevent bags from forming. However, if you do get those puffy eyes, these quick and easy beauty secrets will make a difference. Firstly, get the circulation around the eye area moving again by gently tapping and pinching around the bone area with your fingers. And green tea isn't just good for you when taken as a hot drink; grab those tea bags and soak in cold water, then lie down, relax and place them over your eyes for 10 minutes. Follow by pressing them gently on to the bone area that surrounds the eye, so encouraging the fluid to move away from that area. Both the cold water and the caffeine content of the green tea stimulates the blood vessels, which in turn reduces that puffiness and swelling. Bye, bye, eye bags, and hello to a great looking day!
- *Here's my video on how I cover mine – [click here!](#)*





## Beauty Secret No.5

*Give your skin the glow of youth  
from the inside out.*

*"I don't want my daughter to think that  
being a beautiful woman is about  
depriving yourself. She sees me exercising.  
She sees me eating right. I want to be a  
good example for her."*

*-Cindy Crawford*

- o The best beauticians will tell you that it's not just about what you do to the outside that matters, but also what you do to the inside.*
- o We all know the benefits of eating sensibly and how it helps keep the body in tip top condition, and that includes the skin. So if you crave that youthful glow, think about what you eat. Here's what I swear by...*



- **1. Anti-Oxidants** - Anti-oxidant rich foods can help your body in many ways, but there is a definite link with anti-ageing. As we grow older, our body is unable to replace damaged and dead skin cells quite as quickly as before, but anti-oxidants actually speed up the process, so restoring those cells quicker, and giving better and younger looking skin. Foods to look out for include fruits such as berries, with the blueberry being the number one fruit for anti-oxidants. Grapes, oranges and plums are also beneficial, with the rule of thumb being that fruits with a richer colouration often contain the most anti-oxidant properties. When it comes to vegetables, it is no surprise that spinach and broccoli top the list, being super foods in their own right, but following the theory about the deep colouring of a fruit or vegetable being an indicator, beetroot, carrots and tomatoes are highly beneficial also.
- Whilst applying skin products containing anti-oxidants to the skin is undoubtedly of benefit, including them in your diet gives you much more besides improvements to the skin. Anti-oxidants are known to combat the harmful free radicals in your body that can lead to diseases such as cancers and heart disease. They also help to boost your immune system, and if you are feeling healthy, this will reflect in your skin and hair condition too. If you struggle to pack in all this into your weekly diet then try these *'Pure Synergy – Super Food'* by Mitchell May - they are simply the best supplement I've ever taken!
- **2. Omega-3** - Omega-3's are another power house in the battle for great looking skin. They are an essential source of fatty acids, and it is these that keep your skin moist. As such, they help combat dry skin, saggy looking skin and those wrinkles. Even better, they work at protecting the collagen. Collagen is what gives our skin its texture, suppleness and form so if the collagen is in good shape, so will our skin be. This is why collagen is such a buzz word in the world of skincare. If you want to increase your intake of Omega-3, then fish is the place to start. Salmon, mackerel and herring are known to be high in Omega 3's as well as being low fat too. Almonds are another great source of Omega 3's, but look for unprocessed varieties as opposed to salted and flavoured. Alternatively, you can cheat by taking a flax seed or a fish oil supplement, the best I have found is *'Eskimo-3'* capsules .
- **3. Zinc** - Zinc is important in skin care as it helps control any excess oil. So if you are prone to spots, make zinc an important part of your diet. Found in high levels in oysters, it is also present in nuts and eggs, so the addition of these in your everyday diet is likely to be beneficial.

❖ Eat a full range of foods; take regular meals, with some indulgences.  
A few days a week, eat more lightly.

- ❖ Have a varied diet: lots of vegetables and variety are key, as you get different micronutrients.
- ❖ Avoid low-fat foods — they contain a lot of sugar.
- ❖ No blue food: meaning no artificial colouring.
- ❖ Include herbs in your diet. Herbal teas are great instead of sugary drinks.
- ❖ Fish is good, but not too much tuna; go for the smaller oily varieties: anchovies, sardines, mackerel.
- ❖ Eat wholegrains, quinoa, pulses and rice. Despite what many say, there's nothing wrong with rice — it's easy to digest.
- ❖ Enjoy nuts, seeds and sprouted seeds.
- ❖ Homemade chicken broth is a cure-all. I get everyone boiling up chicken bones. Organic chicken is a superfood in my book.
- ❖ Raspberries, pomegranates and berries are full of antioxidants and offset oxidative stress, which is a factor in ageing.
- ❖ Linseeds and sesame seeds are very nutritious. Beaten strips of chicken dipped in egg and sesame seeds and baked in the oven are a great alternative to chicken nuggets.
- ❖ Be relaxed about food — if someone has a great diet, but obsesses about it, it's as bad as eating rubbish.





## Beauty Secret No.6

*How to cheat the perfect liquid eyeliner for un-steady hands!*

*“Natural beauty takes at least two hours in front of a mirror”.*

*- Pamela Anderson*

*Nothing defines and shows off your peepers more so than a swoosh of liquid liner across the top of your lids BUT If you're not a professional makeup artist, it can be difficult to get a perfect line that's smudge-free and crook-free. So here's how to cheat...  
{ Continued overleaf }*



*Step 1. Line your eyes first with a kohl pencil liner (kohl pencil is much softer than regular liner and so it's easier to draw a line, concentrate on getting the line right into the root of your top lashes— don't worry if it's not straight!)*

*Step 2. With your little finger, smudge the line from your inner eye outwards— this smoothes out any crooked lines from the kohl pencil.*

*Step 3. Now grab your liquid liner and go back on top the kohl line with the liquid liner. It's kind of like coloring! The result? Your liquid liner looks professionally applied and will stay on all day!*

Check out an even easier way of doing it by [clicking here](#) to watch my How-To video!



## Beauty Secret No.7

*Transform in-expensive mascara  
into something worth raving  
about!*

*“Men are like mascara they usually run  
at the first sign of emotion”*  
-unkown



- o *Make a £5 tube of mascara look as good as the results from a £25 tube by holding a business card up along the inside edge of your lashes and sweeping the brush against it with your other hand. This way your lashes can't bend out of the way of the brush and you end up coating every lash all the way to the tip, clog-free and smudge-free. The results will leave you wide-eyed in more ways than one. If your mascara becomes a little dry and cloggy in the tube, simple- add 2 drops of saline solution into the tube and mix – voila your mascara is like new again!*
- o *Word up: if you have a mascara that is older than 3 months it's probably best to get a new one now.*
- o *[Click here to watch my cool mascara trick!](#)*



## Beauty Secret No.8

*How to get your foundation to look like it's your skin only a million times better!*

*"I love the confidence that makeup gives me."*

*-Tyra Banks*



- o *After applying foundation and a little blush, dust your face with translucent powder, then mist skin with a rosewater spray and lay a tissue over for a second and press lightly. It makes your face seem flawless in a way that looks as if you aren't wearing any makeup!*
- o *Alternatively, create your own tinted moisturiser for a dewy glow. I just put a small drop of my liquid foundation and a pea-sized amount of my daily moisturiser in the palm of my hand. I mix the two and voila! You have your own tinted moisturizer! Enjoy your dewy glow and with no new products required! High Five!*
- o *Hate foundation but still want to look polished? Here's what you do: If you don't want to wear foundation, apply 'L'Oreal Revitalift Miracle Blur' this takes down shine and blurs imperfections like magic! Then swoosh bronzer over your face with a delicate shimmer. A shimmery bronzer is the perfect way to look alive! Ta Dah!*



### Beauty Secret No.9

Use clever concealer tricks to lift,  
sculpt & soften your face

*"I told you I'll be ready in 5 minutes,  
stop calling me every half hour".  
- Marilyn Monroe*



*o Don't just think of concealer  
for zits and eye bags; that's  
just half the magic it can  
do! Watch how I use  
concealer to give a face a  
more defined, lifted and  
sculpted appearance!*

*[Click here to see my video.](#)*





## Beauty Secret No.10

*One little action that will improve your eye shadow application forever!*

*“Treat your makeup like jewelry for the face! Play with colors, shapes, it can transform you”.*

*-Francois Nars*



*o Apply eye shadow with your eyes open*

*For superior blending, never close your eyes when using shadow. Instead, tilt your head backwards and point your chin towards the mirror. You'll be able to see your whole lid, minus creases – it's the perfect canvas. That difficult smoky eye just got a whole lot easier!*

*A final note from Me...*

*I hope I can make you feel, empowered, confident and the version of yourself you've always wanted to be! Join me on my journey as I teach you everything I know on [Beauty&theBoutique.TV](#). There's no greater joy I get than helping you discover your 'NOW' to 'WOW' moment, because when people start complimenting you and telling you 'You look great!', you'll start to ooze confidence, and that's magical!*

*I vow to kick start your feel good revolution {...If I haven't already I promise I will!}*



*Come hang out with me on [Facebook](#) so you never miss a trick!*

*Katie x*

