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October Newsletter

Fall in love with fall this month at The Powder Room. As the days get a tad shorter and the air gets a little cooler, look to us as your go-to for achieving phenomenal skin! Remember, it always always always starts with your skin. Whether barefaced or entirely made up, you'll forever look and feel amazing with the proper skincare. This month we're offering the über-effective 24-karat Gold Dermaplane facial; products from favorites Natura Bissé, girlactik, LBD, and miriamquevedo; and tips on how to get your eyes the attention they've been craving. We have so much to show you this month, so slip your pretty self into October with some help from The Powder Room!

Kelly's Picks

Summer to Fall Makeup Transition

As we change seasons, we must change our beauty routine. Like switching out your wardrobe when temps drop, you also need to switch out your makeup and skincare routines. Cooler weather is infamously known for leaving your skin dry and lackluster, which is the perfect time to take extra care of yourself. And while you may have been able to skimp on moisturizer these past few months, that's no longer an option, so make sure to hydrate, hydrate, hydrate! Fall is also the perfect time to darken your brows, use autumn-inspired eyeshadows, and textured vampy lip colors – to help you get started with your hottest look of the season, enlist the help of our professional makeup artists at The Powder Room to ensure that your transition into a look that's just right for you!



Essentials

Start your seasonal transition by prepping your skin with Miriam Quevedo's Glacial White Caviar Oxygen Masque. Perfect for all skin types, this next-gen powerhouse gives you anti-aging results to visibly minimize fine lines and wrinkles while firming and plumping up your complexion, leaving your skin soft, fresh, and reborn. Also perfect for fall, girlactik's Shadow Sticks in new matte hues of Taupe, Skin, and Bark will deliver water-resistant eyeshadow with long-lasting color that can be worn alone or combined with pressed shadows. Continue trending your vampy autumn vibe with different textures for your lips: girlactik Matte Lip Paint in Stellar, which will give you durable, transfer-proof coverage with no cracking or bleeding; next try Face atelier's Lipstick in Magenta, a creamy high-performing lipstick that is well-pigmented while also being hydrating and moisturizing; and finally, make a change with La Bella Donna's high-gloss Mineral Lip Sheer in Sterling Rose to provide a sexy, gleaming finish that can be worn alone or over any lipstick. Make an appointment today and let The Powder Room show you how these fabulous fall looks are easily achievable with the proper instruction!



Karli's Korner Facial Specials

The 24 Karat Gold Dermaplane Facial

The Gold Standard is back – get perfectly smooth and glowing skin with our Fall treatment special at The Powder Room this month! After deep cleansing, Karli will use a non-invasive exfoliation tool to skillfully remove dead skin cells and peach fuzz (vellus hair) from your dermis, making your pretty skin smoother and brighter. After our unique dermaplaning treatment, an application of 24 karat gold serum and gold flake sheets will be expertly applied to your skin. This decadent combination will brighten, smooth, hydrate, and plump your skin like never before while also increasing skin elasticity and helping to minimize wrinkles—only \$199 for 60 minutes. Get ready for baby smooth skin, ladies, and make your appointment today!



Karli's Korner Product

Natura Bissé Diamond Life Infusion

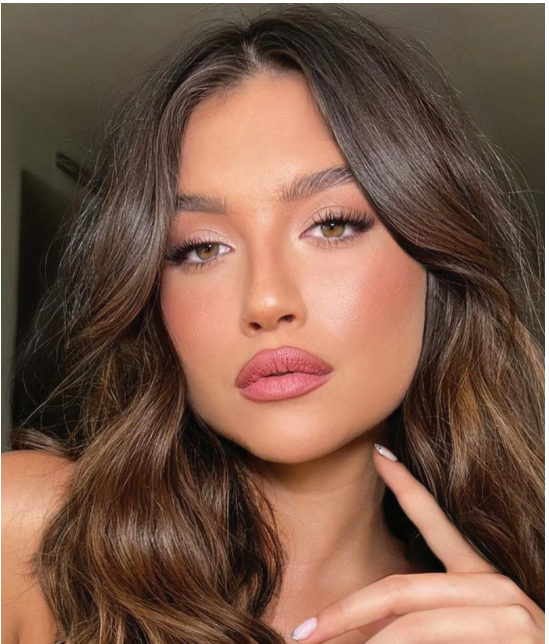
A good night's sleep in a bottle? Help your skin appear amazingly well-rested by looking no further than Natura Bissé's Diamond Life Infusion Serum! Multiple signs of aging, such as dullness, wrinkles, puffiness, and crow's feet, are no match for such a scientifically advanced product. Formulated with cutting-edge ingredients like patented Bio-Magnet Nanosomes, this concentrated serum is packed with scientific wizardry and is truly an investment in yourself. Trust us; you are worth it! Enjoy the ultimate cosmetic luxury and its extraordinary power to rejuvenate your complexion by infusing your pretty skin with a smooth diamond glow that radiates youth and beauty. Seriously, you won't need an Rx from your doc for this one-of-a-kind serum – stop by The Powder Room, and we'll hook you up. And if all of that wasn't enough, you'll receive a deluxe Natura Bissé gift set with your purchase of Diamond Life Infusion Serum!



Cara's Confidential

10 ways to make your eyes look bigger.

- 1) Get your brows in shape. The correct brow shape can lift the eye, make you look more awake, and even give you a more youthful appearance.
- 2) Even it out! Fake a good night's sleep by using concealer to remove darkness from under your eyes. An eyeshadow base with pigment will remove any discoloration on your lids and allow any eyeshadow to be truer in color and last much longer.
- 3) Tightline. Darkening the base of your lashes from underneath instead of creating a line on the lid will make your eyes look more open, your lashes look thicker, and the whites of your eyes look brighter.
- 4) Define your bottom lashes. Keep it super soft by smudging a neutral shadow from the center of the eye to the outer corner. Make sure to AVOID heavy black liner!
- 5) Curl your lashes. One of the best ways to open up your eyes is by simply curling your lashes. I
- 6) Define that crease. Use a fluffy brush to sweep a natural matte shadow in an arc shape, from the inner corner of the eye to the outer corner, lifting as you get towards the brow's tail. When visually opening a hooded eye, place the color slightly higher on the lid.
- 7) Consider color. Yes, black liner is the gold standard and can make your eyes pop BUT consider the possibility of color. Try brown as a softer neutral alternative to black while mixing it up with colors like navy, rich purple, or even dark green to make lighter eyes stand out in a crowd!
- 8) Lighten up that waterline. Avoid black liner in the bottom waterline as it can be far too harsh, and instead, choose a white, beige, or flesh tone to make your eyes look more open, and the whites look brighter.
- 9) Highlight in all the right places. Place a light reflective shadow in the center of the lid, the inner tear duct area, and under the highest part of the eyebrow to the tail.
- 10) Don't ever skip Mascara.



Essentials

The Powder Room is excited to present our newest line, mirenesse! This Australian company definitely knows a little something about harsh climates and transitioning from season to season. Since we're highlighting eyes this fall, try out some of mirenesse's small-batch creations like their Sexy 24hr Eye Primer. This 4-in-1 anti-wrinkle gem of a primer is a shadow base, line filler, concealer, and brightener. True multi-purpose use for diffusing lines and creases on other areas of the face, including laugh lines, crow's feet, lip lines, and more! Next, try their All-Day Micro Brow Pencil + Highlight Definer Crayon to style your brows. Use the micro pencil to lightly feather in brows where they are sparse, and use the triangular highlighter for definition under and over the brow and inner eye corners. Finish your look with iCurl 24hr Mascara, creating beautiful, curled, fuller lashes that will look amazing all day and night. Their micro wrap tubing formula is smudge-proof, tear-proof, and water-resistant, which means it won't come off until you want it to. Let our experts at The Powder Room help you transition your summer look into fall with mirenesse – book your makeup application session today, and you'll be prepared for the upcoming season in style!



And, as always, don't forget to pamper your pretty self!
Love, Kelly



The Powder Room is pleased to offer clients an additional way to pay for services. Contact us today for a full list of Care Credit Services available.