

Broker Guide: Eye care and your makeup

Daily “Do’s” and “Don’ts”

You may have looked at our tips for making your eyes appear a little more dramatic, however, if you’re applying mascara, eyeliner or eyeshadow on a daily basis, you need to be aware of the potential risks you are taking as well. Now by all means – we are not trying to scare you or steer you away from dolling yourself up – we just want to make sure you use these tools properly and effectively so that you not only look great, but feel great when using them! Your vision and eye health come first so check out our “Do’s” and “Don’ts” for eye makeup safety.

Do’s:



- Always start applying makeup on a clean face. You want to make sure there is no dirt, unwanted face oils, or dried up makeup on your face before applying. This will help your skin look and feel fresh, on top of insuring that the crusty mascara that stuck on from the night before doesn’t flake into your eyes and create irritation or infection.



- Keep your tools clean. Similar to making sure your face is clean, you need to make sure the brushes you are going to put on your face are clean as well. If you use quality makeup brushes, make sure you invest into brush cleaning formulas to cleanse them after use. Not only will you preserve the life of your expensive eye brushes, but you will also remove the bacteria on them that have stuck on from the last time you applied.



- Make sure your makeup is kept at a relatively cool temperature. Whether your makeup is in your room, or a drawer in your bathroom, see to it that it is not exposed to hot surfaces and/or sunlight. This will not only melt and damage your makeup, but chemicals that are used to create these products can surface and be harmful to your eye health. If you’re using tools like eyelash curlers or tweezers, also keep those away from heat to avoid burning the sensitive skin surrounding your eyes.



- Keep eye cosmetics out of your eyes. Keep all shadows and liners on the outer part of your eyelids. Any time that eye cosmetics are used on your inner eyelids, you face the risk of damaging your cornea and getting micro pieces of makeup in your eye sockets. Not only is it only harmful, but it hurts – ouch!



- Take off your eye makeup at the end of each day. Don’t go to bed fully made up! Tossing and turning throughout the night when you’re asleep will cause smearing across your face – and not to mention stain your pillow cases. Oh, and when you try to open your eyes in the morning, get ready to pull your top and bottom eyelids apart since the mascara and eyeliner from the night before will have glued them shut!



Don'ts:



- Try not to hold onto old makeup. If it's been in your makeup drawer for over six months, throw it out; that's the rule. Chances are you weren't using it much anyway if it's still there after that time frame.



- Never, ever, ever share your cosmetics – especially your eye makeup. She may be your best friend, but you have no idea what bacteria she has in her eye, and how it can affect your eyes once she gets it on your eyeliner. Pink eye and other bacterial and viral infections can be spread through sharing makeup. Keep this in mind when shopping for makeup, too. Don't test the makeup in the store without properly sanitizing.



- If it's dried out, throw it out. This applies to all cosmetics (face, eyes, lips, etc. . .). Not only will it show up clunky and make your face look dehydrated, it can become flakey and start falling into your eyes and mouth. Mascara is one to watch out for especially on this point. Typically, a bottle of mascara will remain in good condition for three or four months. Beyond that, it's likely to be too dried up for use.



- Stay away from eye cosmetics when you have an eye infection. It seems like common sense, but you'd be surprised at how many still apply eyeliner and mascara while having an irritated eye. Don't do it! Your irritated eye(s) will only get worse and you'll also put unwanted bacteria on your cosmetics that could lead to reoccurring infections in the future.



- Don't apply your cosmetics when you're in the car. Most women have been guilty at this at some point. Many of us lead an "on the go" lifestyle, but that is no excuse for putting on your eyeliner while driving. The dangers here are self explanatory, but I'll elaborate:

- 1) You can scratch your eye all too easily.
- 2) You're not looking at the road and could face a potential accident.
- 3) It's never going to look as good as the job you could of done at home . . . in front of your full-sized mirror . . . under your light . . . got it? Good.

We know - makeup is fun to play with and definitely makes a world of a difference for your appearance, but your eye health is not worth sacrificing for poor make up habits. Be sure you keep these cosmetics safety tips on hand so you won't suffer from irritations or something more severe. Keep our "do's" and "don'ts" list in mind and you'll feel (and look) just fine!



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