

13 BEAUTY HACKS: VOLUME I

MAKEUP JUNKIES



WOMEN SPEND
121 HOURS
A YEAR APPLYING
MAKEUP



WOMEN SPEND MORE
THAN **£29,000** ON
NAIL VARNISH
IN THEIR LIFETIME



IN 2014
THE UK SPENT
£137 MILLION
ON LIPSTICK



1 IN 3
WOMEN ADMIT
THEY REFUSE
TO LEAVE THE
HOUSE WITHOUT
MAKEUP

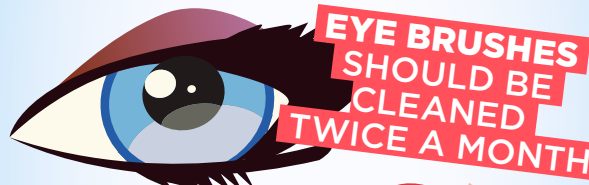


WE TYPICALLY USE
6-8 BEAUTY ITEMS
EVERY DAY TO GET US
LOOKING SHIP SHAPE

KEEP IT CLEAN



CONCEALER
AND FOUNDATION BRUSHES
SHOULD BE
CLEANED ONCE
A WEEK TO PREVENT
PRODUCT BUILD UP



EYE BRUSHES
SHOULD BE
CLEANED
TWICE A MONTH



DON'T FORGET YOUR
MAKE UP BAG - PUT IT IN
THE WASHING MACHINE
AT LEAST **ONCE A MONTH**

**A
GOOD
RULE**

FOR ANY OTHER
BRUSHES IS TO
CLEAN ONCE
A MONTH

HOW LONG?



**POWDER
EYE SHADOW
CAN LAST
UP TO
2 YEARS**



**LIQUID
FOUNDATION
NEEDS TO BE
SWITCHED EVERY
6 MONTHS**



**MASCARA
SHOULD BE
REPLACED
EVERY
3-6
MONTHS**



**NAIL POLISH
SHOULD LAST
A YEAR**

centrale
CROYDON