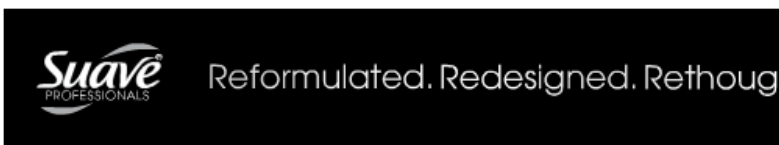




Beauty Banter



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COVERGIRL®

FRIDAY, JANUARY 14, 2011

NAVC



One of my absolute favorite concealer companies, **Dermablend**, conducted a great Q&A for the upcoming award season. Wanna know how to cover-up a tattoo? Or hide an imperfection? Straight from Dermablend makeup artist Jose Parron are the answers... and the products that'll do the trick!

What would be the quickest method for a celebrity to cover tattoos when walking the red carpet?

The quickest method to covering a tattoo is to first make sure the skin is properly cleansed and moisturized. Then, use the Dermablend Leg & Body Tattoo Primer to cover the

affected areas. The primer neutralizes the different colors and pigments in tattoos and allows an easy, smooth application. Next, choose the closest shade to your skin of the Leg & Body Cover Foundation — apply in a smooth up and down motion, blending outward on the perimeter of the tattoo. Additional coverage can be applied using the finger tips on darker or difficult areas. Allow approximately three minutes of dry time. After which, apply a liberal amount of the setting powder over the entire area, let it set for a few minutes and then brush off.

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Which Dermablend products would you recommend to most effectively cover skin imperfections for awards shows?

The Dermablend Smooth Indulgence Concealer's fine pigmentation is perfect for HD TV and bright lights. Apply the concealer smoothly and easily with minimum effort. It requires no setting time or touch ups and lasts up to 12 hours.

Any tips you would give a celebrity on how to best get flawless skin for the red carpet? Which Dermablend products would you recommend?

Beneath bright lights, under eye circles can appear darker by the veins at the bridge of the nose. Blend Quick Fix Concealer (pictured) from under the eye up towards the bridge of the nose for optimal coverage and a "bright-eyed" effect. Dermablend's Quick Fix Concealer is a perfect on-the-go solution, serves as a constant safety net and fits perfectly in your clutch!

Quick Fix can also be used as an eye shadow base. Choose a shade slightly darker than your own skin tone and apply on the lids for a smooth, long wearing canvas to your favorite eye shadows.

Additionally, prior to lipstick or lip liner application, Quick Fix can be used around the perimeter of the mouth to create a clean surface and fuller-looking lips. Then apply lipstick/liner as usual.

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