

Going out without wearing make-up takes a bit of nerve, says Sarah Cruickshank

PAINTED *ladies*

DOES THE THOUGHT of opening your front door – let alone going out in public – without wearing make-up fill you with horror, or are you more than happy to go out barefaced?

I know make-up makes me look more healthy, with a better balance of overall colour and brighter complexion, but quite often, I've got better things to do than 'putting a face on'. Anyway, I wasn't that interested in wearing make-up (unless for a very special occasion) but the older I get, the healthier I look with a bit of 'slap' on.

Freelance journalist Anne Wollenberg agrees: 'I used to be a huge tomboy and never wore make-up, but lately I realised I was getting panicky if I discovered I'd gone out without my mascara, to the extent that the other day I had to sneak into Boots to use a tester.'

It's interesting how many women I spoke to are more than happy to go to the shops or see friends and family 'naked', but wouldn't dream of going to work, or to

a party without their 'face' on. Travel writer Carol Driver says: 'I would never go to work or to a big event or night out "naked". I consider it part of getting ready, just like putting on nice clothes or looking smart – if I'm not wearing make-up it feels as though I haven't made an effort.'

For some women, make-up is part of their professional persona. Actor and television presenter Lisa Rogers considers

used to take me half an hour to put my face on, now it takes less than half that time. Ironic, considering that having children makes you look twice as old and tired.'

Media trainer and writer Olivia Greenway believes that a woman's attitude to wearing make-up is age-related. 'You can go commando if you have gorgeous, fresh young skin and sparkling eyes and all those other attributes I've long since

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that it is vital 'even if I am only doing radio. I think no one will ever recognise me if I don't put my face on and wear my glasses. If I dress down and don't wear any make-up, I'm able to be anonymous. I'm not sure that having children has changed my attitude to wearing make-up, but everything has to happen twice as fast. It

forgotten, but if you're getting on a bit – slitty eyes, jowly cheeks, thinning brows – you need a bit of slap. I'll charge to the corner shop for a paper and work on my own at home without anything on my face, but I couldn't go out without concealer, mascara and blusher as a minimum.'

But brave women know that wearing make-up won't mean a thing if they are not comfortable in their own skin. Nikki Owen, director of Performance Practitioners Limited and the UK's leading expert on confidence and charisma believes that, 'We should bin the make-up and start paying more attention to the way we talk to ourselves.'

'No amount of make-up can replace the glow of a woman who accepts and loves her own body. Women who are happy to go out make-up free have high levels of self-esteem; they automatically convey a confidence and authenticity that makes them feel and appear more attractive. When women need to wear lots of make-up they are protecting their low self-worth by wearing a mask – it's as if they don't feel that being themselves is enough.'

WHEN LESS IS BEST

You don't have to give it up for good, but make your look as simple as possible. Here are Beauty Editor Kate Shapland's six make-up essentials

◆ **Primer** – makes the difference between a good complexion and dream skin. Firming and iridescent, apply under foundation or wear it on its own to give tired skin a lift
◆ **Lip balm** – adds fullness if applied after 'brushing' lips with an old toothbrush and before applying colour
◆ **Lip pencil** – stops lip colour 'bleeding' into

fine lines around your mouth, but it must be the same colour as your lips and blended well with lip colour

◆ **Lash curlers** – these are time-consuming (use before brushing on mascara) but so worth the effort

◆ **Concealer** – a light-reflective fluid that minimises fine lines and dark under-eye circles: a life-saver

when you don't want to wear foundation. The best-known one is Yves Saint Laurent Touche Eclat, £24, www.johnlewis.com

◆ **Eye-brow pencil** – further 'opens' eyes by defining the brows. Use it to fill any gaps, shape the brows and to very slightly extend the tail of brows

