

BEAT THE ODDS: TURN BACK TIME

Monday, May 11, 2009 was the first day of *The Early Show*'s weeklong series, "Beat the Odds: Turn Back Time."

For starters, the show looked at makeup, style and hair tricks to make sure you look youthful as you get older.

Weighing in were celebrity makeup artist Sam Fine, Charla Krupp, author of "How Not to Look Old", and Rene Fris, celebrity hairstylist.

Celebrity Artist Sam Fine says:

What do you think is one of the major mistakes women believe about makeup as they get older?

Women need to know that it's not about wearing less makeup, it's the application that becomes key. It's not about playing to the trends, but strategically placing the makeup you're applying. I have often found that in your 30s, you begin to think differently about makeup and form your own makeup personality. You discover what works best for you and settle into that routine, you need to remember to refresh, but don't go trendy-that is not something that will make you look younger.

Tip #1- Foundation

Foundation is one tool that women seem to have difficulty applying at all ages. What is the secret of applying foundation in a way that makes you appear more youthful?

It's important to remember that women have different skin textures and it's important to work with what you have. For instance, as women get older they tend to have drier skin so applying a moisturizer and then tussling it off will help to make skin supple. Use a liquid foundation.

Women of color tend to have more oily skin, which works in their favor as it helps to prevent lines and wrinkles. They should use a cream to powder foundation.

Tip #2 - Avoid Shimmer

We hear a lot about shimmer as a tool to help reflect light on our face. Is this something we should use to look more youthful?

Shimmer will bring out and accentuate your fine lines and wrinkles as well as the texture and pores on your skin so you need to stay away from it. Bronzer should be matte and placed strategically on the outer perimeter of the face and used as blush. You want to create a strong matte finish in the center of the face where you are more poreous. If you do use any sort of shimmer it should be used sparingly-only on the browbone or on the perimeter of your face.

Tip #3 - Color

Does using a lot of color in our makeup help us to look younger?

At this age, you are no longer stepping off the runway and wearing the trends you see on the young starlets like bright eyeshadow and red lips. You don't need to completely eliminate color, but it needs to be changed to something more subtle. For example, if you want to wear a turquoise or teal, try it in an eyeliner instead of as a shadow. Also, turn the red lipstick you wore as a bold statement into a more subdued rose shade. If you try to jump off the runway, the color will end up wearing you instead of you wearing it.

Charla Krupp, author of "How Not to Look Old":

We're not saying we want to look young in our style choices-but we want to make sure we take a more youthful approach to the choices we make. Is this something we should strive for?

Absolutely, the secret is that you want to look current and not dated. In other words young and hip, but don't mistake that for looking ridiculous and taking it to an extreme.

You say that with summer approaching the first thing every woman needs to get in her wardrobe is a shift dress.

Absolutely, an A-line shift dress is the perfect piece of clothing as women get older because a lot of us tend to get what I call the "menopot" the little pooch on our lower belly around menopause. A shift is the perfect foil for this as long as it skims the body-it can cover a multitude of flaws. If you wear a belt (as Michelle Obama does often), it is important that you have a fairly good body because on the wrong body shape it just separates you into two fat pieces-and really be mindful of the thickness of the belt as well....too thick can be quite risky. You need to also make sure that your dress ends at your knee-not below, as that can make you look dowdy and not too short, as that just looks ridiculous.

We see our experts constantly schooling us on the importance of shapewear to look good,

but younger as well? Tell us about this.

Shapewear is key, there is no excuse not to have the correct shapewear on especially if you want to look toned-which oftentimes translates to looking younger. What's great and is a fairly new concept about these bike shorts from Wacoal is that they smooth you from underneath your bra to mid thigh. So that middle area that we often have some lumps and bumps in-can immediately take on a more toned appearance.

TRY A LITTLE SLENDERNESS HIGH WAIST PANT-WACOAL-\$55

You say that every woman needs to refresh her jewelry. Why is this?

Absolutely, every woman needs a signature piece of jewelry-something that makes a statement, but something that is a conversation piece. Small gold jewelry is not the way to go these days. Cocktail rings also offer the opportunity for personality in your jewelry, but make sure your hands are in good shape, otherwise it could go in the other direction and make you look older.

ALL JEWELRY AVAILABLE AT BLOOMINGDALE'S

BONE NECKLACE-\$75-RJ GRAZIANO

OVERSIZED GOLD NECKLACE-\$125-KENNETH JAY LANE

TURQUOISE BLUE NECKLACE-\$55

Rene Fris- Celebrity Hair Stylist1).

Rene, there's the question of the best style for the older woman, there use to be the school of thought that older woman should avoid longer hair and keep their hair short. Do you agree?

Why? "No, I don't. In Europe 98% of the women go short. But I don't agree with that . I will say if you understand it to maintain it . I think that most women should go short. It's more beautiful to show who you are, then to cover your face. It's a very hard balance for American women.

American women like their long hair and it shows that you are feminine and a woman.

2). **Can older women wear "trendy" styles or do they sometimes go too far?** "Of course they can, but they have to do it with a balance. It depends how far you go. Judy Densch went too far. " Has the guts to go to short, but its' too hard she needs to soften it up a bit. Someone around this age should stay away from a boyish cut". Helen Mirren is a great way of not going too short and keeping your face open and showing your age. She has fine hair, light blonde hair and if she had longer hair it would drain down her face.

Then you say keeping a warm tone against the skin is important.

The darker hair woman has a warm tone and this is a good shaggy hairstyle with a medium length. This is a very feminine look without too much length.

4). **You have a list of hair care tips that are a MUST for women as they get older and they include the following:**

HAIR MAINTENANCE FOR OLDER WOMEN

Keep a style that you can work- The haircut should be easy to care for, keep a length you can work with. It should be short, fun and feminine.

Maintain hair with professional care products- (shampoo, conditioner and styling products) buy them in your hairdresser salon. If you don't know have a stylist then go online and look for professional products.

Don't go extreme with hair color- It's too obvious that you are trying too hard to change the color. Try to find a balance.

4),. **How does a woman's hair change as she ages and do these changes affect the type of styles she can wear?** "Some people's hair do change especially if it turns gray. It becomes more course and stiff. Our structure changes over the years. Thick hair gets thinner over the years, but it varies about what kind of genes you have. It's not about the hair changes it's about how your face changes and what style will work best for your face. I think it's important for each person to be judged.

5). **Gray hair is a little tricky....If you choose to keep your hair gray and not color it. What's the best way to keep gray hair looking modern and stylish? (INSERT ACCOM WOMAN WITH LONG GRAY HAIR).** With gray hair, it is the most beautiful thing. If you understand the right shampoo to take out the yellow and if you buy the products and you put in a lot of shine, it becomes silver and alive looking. The silver look still looks warm in her skin tone. She has bangs pulled to the side, which opens her face.