

ASTP

20/3/19

The trend of built-in beauty



VANITY SYANIGANS
 AN AVERAGE JANE WITH A MAKE-UP OBSESSION, SYAHIRAH MOKHTAZAR BELIEVES THAT THE JOURNEY TO THE RIGHT LIPSTICK SHADE IS AKIN TO FINDING YOUR SOULMATE. JOIN HER AS SHE EXPLORES THE BEAUTY WORLD, ONE LIPSTICK SWIPE AT A TIME. SHE CAN BE REACHED AT SYAHIRAH.MOKHTAZAR@NST.COM.MY.

Imagine living in a world where you roll out of bed looking fresh, with an even complexion and rosy cheeks. We wouldn't need to use a beauty blender ever again, or a blusher.

Just think about the amount of money and time we will save! Luckily it's 2019.

When you mash up new innovations and make-up, you get procedures like the lash lift, a semi-permanent curl lift that will set your lashes looking fabulous and all curled up for a few months.

Another semi-permanent make-up procedure is the BB Glow, where BB cream is inserted into the skin via a microneedling procedure to boost the skin's appearance. The coverage typically lasts from six months up to a year.

With the BB cream implanted, you basically no longer have an excuse for running late for work and meet-up. Going out will be a breeze with the make-up base on your face already.

I recently came across a few posts on Instagram by local beauty centres which offer these treatments.

In Malay, it's called "Sulam Bedak". Testimonies are plastered all over Instagram, which entails the benefits of the treatment and how it's painless and straightforward.

Based on a few online articles, the treatment usually starts with the aesthetician cleansing and exfoliating the skin before applying a numbing cream. Then, using a tool with micro needles, the BB cream will be applied on your face. You will have to stay out of the sun for an extended period of time to avoid it from fading.

If you're wondering whether the BB cream will do more harm than good, experts say the pigment contains ingredients such



as vitamin B3 to give you a healthier-looking complexion.

In that sense, you'll get the coverage of basic make-up but without risking breakouts from wearing it all day. With the foundation actually inside the skin layer, it does not clog the pores.

While rolling tiny needles across the skin may sound like torture, *Allure* maga-

zine wrote that it's actually an effective way to increase the skin's production of collagen and elastin. The result? It is as though you've woken up with a face perfectly blended with BB cream.

Unlike regular make-up, it won't wash off with a workout or in the shower.

While all of this sounds great, experts say that this treatment is not exactly suitable for

all skin types. If you are acne-prone, it's best to wait for any big breakouts to clear before making an appointment so as to not cause irritation.

Also, there is a possibility that the shade may or may not be right, or fades in certain areas. Adverse effects could include pain or redness and even infection, but experts say these are rare.