



DID YOU KNOW THE LIFE SPAN OF YOUR MAKE UP?

CONCEALER

SHELF LIFE: 2 years.

LIFE SPAN: Typically lasts for 2 months with everyday use.

Once oil visibly separates from product indicates that a product is starting to age.

POWDER FOUNDATION (Press Powder & Loose Powder)

SHELF LIFE: 2 years for press powder and 2-5 years for loose powder.

LIFE SPAN: Both typically last for 3-6 months with everyday use.

With powders, do not blot your face with the same sponge you use to remove oil from your face; the powder will harden when the sponge is placed back into the compact and the life span will be dramatically cut. Wash a used sponge with shampoo after 1-2 weeks and toss if the sponge gets too soiled.

LIQUID FOUNDATION (Water-based & Oil-based)

SHELF LIFE: 2 years.

LIFE SPAN: Water-based liquid foundation typically last for 3-6 months with everyday use while oil-based foundation can last longer; approximately 6-9 months.

CLEANSERS (Cream & Gel)

SHELF LIFE: 2 years

LIFE SPAN: Both typically last for 3-6 months with everyday use.

EYE LINER

SHELF LIFE: 2 years.

LIFE SPAN: Full-size pencil eye liners with typical everyday use 3-6 months; this is also dependent on sharpening. Retractable eye liners can last up to 9 months.

EYE SHADOW

SHELF LIFE: 2-5 Years.

LIFE SPAN: Typical everyday use for eye shadow is 9-12 months.



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LIP LINER

SHELF LIFE: Similar to eye Liner, 2 years.

LIFE SPAN: Typical everyday use will last up to 3-6 months depending on whether you use lip pencils to only line the lips, or to line the lips and fill in color.

LIPSTICK

SHELF LIFE: Up to 4 years.

LIFE SPAN: Both typically last for 3-6 months with everyday use.

MASCARA

SHELF LIFE: 1 year. Once opened the shelf life decreases to 4 months.

LIFE SPAN: Typical everyday use for approximately 1-2 months

Once mascara is exposed to air the product will begin to dry. Pumping the brush back-and-forth into mascara container can also reduce the life span.

EYELASHES

LIFE SPAN: Lashes last approximately 3 uses or 3-4 weeks with care.

You can prolong the use of lashes if you remove adhesive and clean the strip with alcohol.