

4 Reasons Why Women Wear Makeup (For Those Who Just Don't Get It)

Article by Alyssa Mathews



“There are usually two general viewpoints towards women who wear make up every day:

- 1) They look professional, put together, and ready for their day
- 2) They are ‘try-hards’ and put too much effort into their appearance. Why not go for the more natural look?

Well, I want to defend the women who do choose to wear make up more often than not. Not saying that those who go natural are not worth defending, but since I identify as a makeup lover — personally, I put a lot of effort and precision into doing my makeup some mornings — I will stand up for my fellow comrades.

1. Really, we just do it for ourselves.

Okay, do not get me wrong: I truthfully admit that sometimes the only reason girls wear make up to impress guys and sometimes even other girls. However, most mornings, I can honestly say the only person I put on make up for is myself. When I have makeup on, I feel good. I don't feel ugly without it, but it gives me that extra confident boost that you need once in a while.

2. It's PURRTYYY.

Makeup is an art. When my friends ask me to do their makeup, I honestly feel more artistic than I have ever felt in my life. Personally, I've always felt like my creativity has staggered as I've gotten older. However, when I am doing makeup on myself or someone else, I feel like there are no limits. I can try out different techniques without the fear of it "going to waste" because if you mess up, all you do is start over again.

3. It corrects thing that we cannot always correct on our own.

Confession time: I have horrible under eye circles. I have been self-conscious about my dark circles since I was 13. When I discovered the power of concealer, I was baffled because I had witnessed a miracle. My droopy eyes had turned bright and alert for once. Makeup is helpful when it comes down to the emergency situations: zits, blotchiness, and blackheads. These are all times when I need a little dab of foundation here and there.

4. It's a way to be expressive.

When I see a woman with dramatic plum shadow, high-blushed cheekbones, and nude glossy lips, I can immediately sense a way in which she expresses herself. Some girls go for the natural look and others go for the dramatic, sexy look. Either way, I can gauge a tiny part of their personality. My sister, who usually never goes dramatic, is far more reserved and quiet in a beautiful way. I, on the contrary, always go dramatic, which makes sense because people usually describe me outspoken and crazy. It doesn't always work in that way, but more often than not, makeup says things about a woman they usually do not say on their own.

Needless to say, you are beautiful whether you choose to wear makeup or not. Don't feel pressured to wear make-up because other women do. Do not wear it because you think you're at an age where it's necessary to start wearing it. Wear it because you want to. Wear it as a form of creativity and expression. And really, how can you not be tempted when you walk into Sephora? I firmly believe the gates of heaven will look something like doors of Sephora when I die. At the end of the day, have fun with your makeup and apply what you are comfortable wearing."

So, if you are someone that fits one or more of the above reasons, the questions I have to ask are this:

- Are you using the best quality make-up that's right for you?
- Do you know that there is a classification of make-up called "Prestige Brand"?
- Do you know what the names of the top 5 Prestige Brands in the world are?

- What do you want your makeup to say about you?
- Do you want it to say more than what it is saying now?
- Are you willing to come out of your comfort zone and try something new?

Hi, my name is Rob Payne and I represent one of the 'Prestige Brands' that is not available through retail stores, that is high quality, and that is very affordable. This 'Prestige Brand' puts the quality of the product first, and profits second.

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If you are having concerns how to go from your day look to a night look, this may help. [Here are some tips how to do that.](#)

Or, request more information [right here at robertpayne.ca](http://robertpayne.ca). Just let me know what your makeup concerns are. There is a solution for it.

I look forward to speak with you.