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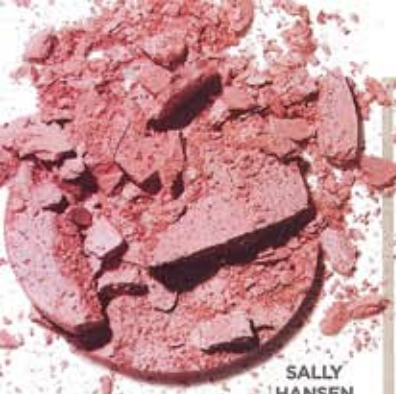
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against your top lash line, then smudging with a cotton swab until just a hint of color is left. This makes lashes look thicker at the base. Next, apply a basic black mascara, like L'Oréal Paris Voluminous Naturale Mascara (\$8; at drugstores), to "just your top lashes, where the hair is generally thicker and darker," says Carmindy. "That way you're just accentuating what nature gave you." Finish by dabbing pale pink highlighter, like Jane Iredale Eye Highlighter Pencil (\$15; janeiredale.com), under your brow and at the outer corners of your eyes. "The pastel cream is lighter than your skin, so visually it opens up the eye in an understated way," says Carmindy.

CREATE A SHEER FLUSH

To get a complexion that glows, you have to make "healthy lifestyle choices, creating radiance from the inside out," says Tammy Fender, an aesthetician in Palm Beach, Florida. But a little self-tanner and blush will help too! "I tell clients to

mix a drop of self-tanner into their moisturizer to create a golden hue without makeup," says Evans. Then, to mimic the flush of healthy skin, pros say cream blush, which goes on sheerer and dewier than powder, is the solution. To apply, "use your fingertip to tap one dot on the apple of each cheek, then rub in using a circular motion," says Carmindy. Choose shades that resemble the color you normally turn when you blush: Laura Mercier Crème Cheek Colour in Oleander (\$22; lauramercier.com) and Dior Backstage Pro Cheeks in Catwalk Pink (\$30; nordstrom.com) look believable on most complexions. For women with oily skin who are reluctant to use a cream because it can exacerbate shine, tap a damp makeup sponge over powder blush and apply the color to your cheeks, blending with your fingers. You'll get the translucent effect of a cream blush without the greasiness. Try Sally Hansen Natural Beauty Powder Blush (\$11; at drugstores).

BOOST YOUR LIP COLOR

For a true-to-life finish, Gordon Espinet, a makeup artist for MAC Cosmetics, suggests choosing a sheer shade that's just a touch deeper than your own lip hue and applying it with your finger so it doesn't look too precise. To make your mouth look fuller without liner (which can scream fake), take the same pale pink highlighting pencil you used to brighten your eyes and apply it just above your cupid's bow and just below the middle of your lower lip. "The light-reflecting particles make the lips look fuller," says Carmindy. Some colors that flatter all: BeneFit BeneTint Lip Balm SPF 15 (\$20; sephora.com), which imparts a sheer, cherry-colored finish; Tarte 24/7 Lip Sheers SPF 15 in Thursday (\$14; sephora.com), a barely there rose; and Bare Escentuals First Base Lip Dip (\$24; bareescentuals.com), a kit that includes a clear balm plus two pots of loose minerals—one nude and one pink. Dip the balm in the minerals, then apply.

keep your makeup fresh all day

Subtlety is the beauty of the natural look, but it can also be its downfall. Because you apply your makeup with a light touch, you run the risk of it fading, says Carmindy, a makeup artist in New York City. For an enduring glow, dust a light layer of translucent powder over your face to set makeup. Try Chanel Poudre Cristalline (\$60; chanel.com), which is completely clear. If your flush still disappears by midday, enhance your color in the morning (and increase its longevity) by sweeping on powder with a bit of pigment before applying blush. We like Neutrogena Mineral Sheers Powder Foundation Compact (\$13; at drugstores); it warms your complexion just enough.