

Heidi Klum

Finding the right hue

Forget the rules on matching your lipstick to your skin tone, hair and eye colour. Finding the right red is all about how it looks on your lips. "People tend to fall into two categories," says King. "Reds either turn pink or they turn orange on a person." Someone who finds that red lipstick tends to look pink should choose a red with a warm, fiery undertone. "But if red tends to look orange when you put it on, choose a shade with a blue or pink undertone," she adds. Whatever hue you opt for, red lips instantly up the glamour quotient.

Puttin' on the reds

"To sheer out a red, use a lipstick brush to apply the colour," says King. Or, for maximum intensity, apply it straight from the tube. Whether you choose to wear a little or a lot, red lips require preparation since the shade is more prominent than other colours. Be sure to exfoliate your lips on a regular basis, recommends King. "Rub your lips with a dry toothbrush in a circular motion. This removes any dry skin and stimulates the blood flow," she says. If you have dry lips, apply a lip balm or a moisturizer before lipstick. "But be sure to avoid Vaseline – it will make the lipstick glossy."

Fear not...

Afraid of how you'll look in crimson? "The best thing to do is to wear a red lipstick around the house like you would with a new pair of shoes," suggests King. "It's about getting used to seeing yourself in it with very little other makeup." Once you're comfortable sporting look-at-me lips at home, step outside and turn heads with confidence.

Matte

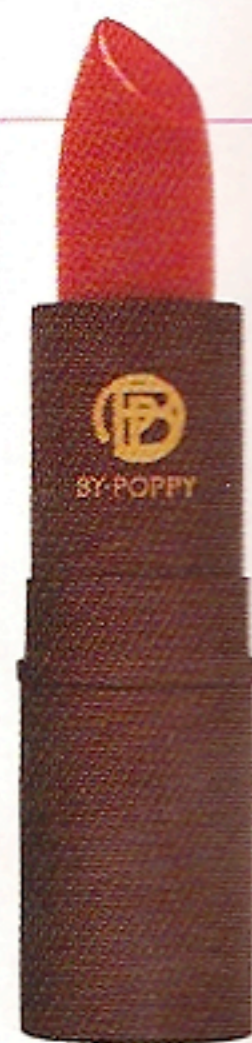
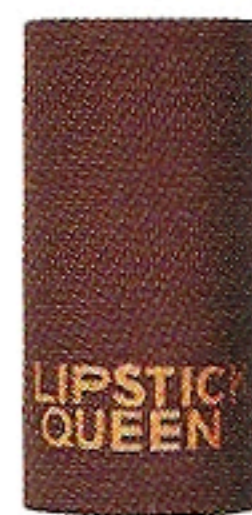


Chanel Rouge Allure Lipstick in Passion, \$35, at Chanel beauty counters across Canada, www.chanel.ca



YSL Pure Lipstick in Opium Red, \$35, at YSL counters across Canada, www.ysl.com

Lipstick Queen by Poppy King lipstick in Red Sinner, \$23, Holt Renfrew, www.lipstickqueen.com



Nars Lipstick in Flamenno, \$30, Holt Renfrew, www.narscosmetics.com



Sheer



Pink Beauty Luscious Lip Sheer Lipstick in Elsie, \$27, Holt Renfrew, www.pinkbeauty-cosmetics.com



Estée Lauder Signature Lipstick in Rich Berry, \$30, The Bay, www.esteelauder.com

Laura Mercier Shimmer Lip Colour in Seduction, \$26, Holt Renfrew, www.lauramercier.com

