

# Help has arrived

Is your make-up bag full of half used lipsticks, your bathroom stuffed with dusty bottles? Help, you've got product overload like Gill Critchlow

Words: Annabel Jones. Photographs: Mike Hogan



Beauty busters: *eve's* make-up expert Fiona Jolly, and hair expert Matthew Cross



Gill puts her problems behind her

## THE READER



**Name** Gill Critchlow  
**Age** 40  
**From** North London  
**Occupation**

### Civil servant

**Problem** A self-confessed beauty product hoarder. 'I buy things then never find time to use them properly.'  
**Loves** Anything hair related; brand new make-up colours.  
**Hates** Spending excess time on getting ready.  
**Solution** To create a time-saving hair and make-up kit.

*eve* reader Gill Critchlow's bathroom cabinet is a familiar sight of unused beauty products gathering dust. 'I'm a sucker for the latest hair products or make-up colours, but never get round to using many of them,' confesses Gill. With a full-time career, 12-year-old son and active social life to juggle, finding the time and know-how to put her many beauty buys to good use just never happens. 'It's become so bad that I can't be bothered to put any make-up on because it takes so long to rummage through everything. I've spent so much money on things though, I'm loath to throw them out.'

But there's no use crying over spilt (body) milk, says *eve* make-up artist and beauty columnist Fiona Jolly. 'Gill's been stocking up on seasonal make-up trends rather than products that suit her skin tone

and lifestyle. She needs a few essential products that are time efficient.' Her suggestions include eyelash curlers and a concealer instead of foundation. 'As you get older, eyes need opening out more,' says Fiona. 'Curlers are a brilliant quick fixer for this. And don't pile on heavy foundation; it's quicker to dab concealer over blemishes to avoid the 'old lady' powdery, caked-on look. As for the all-in-one shadow and liner, it just couldn't be quicker.'

For hair, top session stylist Matthew Cross dumped Gill's existing array of products for a

new, slimline kit that's specifically tailored to her hair type. 'Gill has been using heavy mousses and serums which are wrong for her fine, short haircut. By switching to lighter styling products, she will cut her styling time in half with instantly glamorous results.'

