

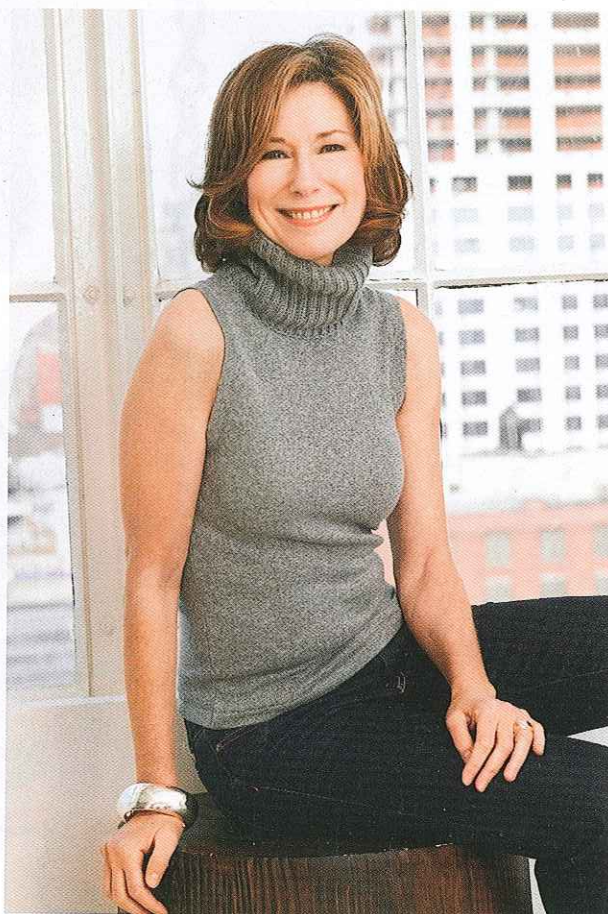
BEAUTY GAZETTE

Ask Val

You've got questions? Our beauty director, **VALERIE MONROE**, has answers.

Q How can I prevent eyeshadow from creasing?

If your eyelids tend to be oily, keeping shadow looking fresh can be a real challenge. I had the eyeshadow creasing problem, too; no matter what I tried, after a few hours I'd need a major touch-up. My lazy-woman solution: I avoid wearing it. No one seems to notice. But if you want to make your eyeshadow dreams come true, follow this very good advice from makeup artist **Matin Maulawizada**. "I don't bother with eyeshadow primers," he says. "They add another layer of makeup that can look too heavy." You can skip the eye cream on your upper lids, too. Instead, brush a little bit of translucent face powder over your lids before applying shadow; the powder will absorb any moisture or oiliness (try Physicians Formula Mineral Wear Talc-Free Correcting Powder, \$14, drugstores, or E.L.F. HD Powder, \$6; eyeslipsface.com). After you've applied the shadow (but before you put on mascara), brush on another light dusting of sheer powder to set the color. **Keep in mind:** Though you might be tempted to buy a waterproof eyeshadow formula, don't. They tend to dry quickly, making them difficult to blend, says **Matin**.



Q Is it safe during pregnancy to use an over-the-counter retinol lotion?

Yes. Though doctors advise against using a prescription retinoid when you're pregnant, a less potent over-the-counter retinol lotion (like Neutrogena Dermatologics Retinol NX Serum, \$65; qvc.com) is considered safe. (Retinol, like such prescription retinoids as Retin-A and Tazorac, helps

brighten and smooth the skin and, over time, can encourage collagen growth.) But the skincare ingredient you need most is actually sunscreen, which helps prevent the formation of dark spots that can result from a pregnancy-related increase of a melanin-stimulating hormone, says **Mary Lupo, MD**, clinical professor of dermatology at Tulane Medical School in New Orleans.

Keep in mind: If your skin becomes sensitive, apply an emollient lotion (like CeraVe, \$13; drugstore.com) under the retinol lotion every other night.

Q Is there any downside to using those at-home teeth-whitening products?

Whitening toothpastes can remove some discoloration, but their effect is minimal, says **Steven Fox, DDS**, a New York City dentist who has served on the faculty of the Harvard School of Dental Medicine. Whitening strips (like Crest 3D White Professional Effects Whitestrips, \$50; drugstores) contain a peroxide component and are more effective; if you use them daily you should see results in about 14 days. (See page 175 for more about whitening.) As for a downside: Serial bleaching can cause tooth sensitivity because the bleach demineralizes the teeth, leaching calcium from the enamel. Let your symptoms be your guide, Fox says; at the first sign of discomfort, stop bleaching. **Keep in mind:** Fillings, crowns, and veneers can't be bleached. **Q**

If you have a question about makeup, skincare, or haircare, go to oprah.com/omagazine_talk.