

BEAUTY



OVER 50

by Nakeah





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WHY I CREATED THIS GUIDE

For over 20 years, I've had the honor of working with mature women of all races, cultures, and backgrounds—each with their own unique story, features, and definition of beauty. From film sets to private clients, red carpets to ceremonies, I've seen firsthand that beauty has no age, no color, and no limit.

What I've learned through this experience is that women over 50 don't need to be transformed—they need to be seen, celebrated, and supported with the right knowledge, the right tools and the right products.

I've worked with women navigating the changes that come with age: fine lines, texture, pores changing, loss of elasticity, shifting undertones. But I've also witnessed something even more powerful—the inner glow that comes from wisdom, self-love, and confidence that only time can bring.

No matter where they're from—whether it's a woman in her 40's, 50's, 60s, 70's or 80's in Ghana, a fabulous 50-something in Los Angeles or Mississippi, or a powerhouse executive in Dallas or New York—each of my clients has reminded me that beauty is universal, but it becomes most profound when it's personal. Beauty truly evolves with age.

This guide was created to reflect that truth. Every beauty tip, financial tip, beauty technique, and product recommendation you'll find here was shaped by real-life experience, real women, and real results. I also want to encourage you to continue with great self-care.

It is important to me that you too can feel empowered to honor your inner and outer beauty—no matter your age, your story, or your background.

For years, I've watched women over 50 be overlooked in the beauty industry—told through marketing, media, and even makeup counters that beauty fades with age. I've heard incredible women say things like, "Makeup doesn't look good on me anymore," or "I just don't feel as beautiful as I used to." That never sat right with me. I created this guide because I believe the exact opposite is true.

Therefore, enhancing beauty, studying ingredients, observing undertones, perfecting color palettes, researching trends, understanding FDA approvals, and generating color codes, researching skin concerns became a priority for me. And let me tell you—some of the most stunning, radiant, powerful women I've ever worked with are over 50.

What they needed wasn't a "makeover"—they needed education, affirmation, and celebration. I want to share the tips, techniques, and truths that I've used to help women rediscover their power—and fall in love with their reflection again without disregarding their greatness, but celebrating it.

You deserve beauty that works for you, not against you. You deserve makeup that enhances who you are, not hides it. As well, I've spent decades helping women look and feel beautiful—but I've also learned that true beauty includes peace of mind and confidence in multiple areas of life. And as a beauty expert and financial advisor, I've managed a way to help women to take control of their beauty enhancement skills and their finances as well.

As a certified Financial Advisor, I've also seen firsthand how financial freedom has transformed lives just as powerfully as flawless skin, a red lip or a perfectly tailored dress. That's why I'm deeply committed to helping others feel empowered in every area of their lives, from the mirror to their money. Both are significant.

It's never too late to build wealth. It's never too late to take control of the way you look and feel. When we look good, we feel good! It's never too late to take control of your financial future. Whether you're rebuilding, planning for retirement, starting fresh, or finally putting yourself first, I am here to share tools, strategies, and truths that can help you walk in your full purpose— flawlessly with style and with financial strength. You deserve that!

Beauty overall is powerful. It has been since the beginning of time. But when you combine it with smart money moves? That's unstoppable. Not to mention, rewarding.

I've learned that the most radiant beauty doesn't come from makeup alone—it comes from wisdom, confidence, and self-love that only grows stronger with time.

You may have noticed changes in your skin, in your hair, in your weight, in your daily body movement, or in how the world perceives you. But I want you to know: your beauty is timeless, and with the right care and techniques, it can shine brighter than ever before. This guide was created for you—the woman who has lived, learned, laughed, cried, conquered, and is still evolving.

It's not about trying to be or look 30 again — it's about embracing who you are now, and honoring yourself with grace, glamour, success and pride.

Whether you're brand new to makeup or have been wearing it for years, this book is your permission slip to truly feel beautiful every single day—on your own terms. This is a celebration of your journey, your elegance, your freedom, your wisdom and your timeless power.

So relax, grab your favorite snack, get cozy, and let's celebrate the beauty within you!

With love and light,

-Nakeah



Recognizing the Gift

Growing up in Fort Worth, Texas, I never imagined I would one day become the first African American woman to launch a professional makeup academy in Hollywood (*The All About Face Academy* - Now known as Nakeah Beauty University) —an academy that has proudly trained thousands from around the world. I never dreamed I'd be featured on national television, work with legendary entertainers, or see my artistry grace some of the biggest stages in the world—from film & television sets, magazines, runways, to red carpets and global campaigns.

Who knew that one day I'd be trusted to hire elite hair and makeup teams for the most prestigious award shows in Hollywood? Or that I would lead makeup direction for both New York and Los Angeles Fashion Weeks? Who knew I'd build a beauty brand—Nakeah Beauty—that would be embraced by women across the globe? Who knew I'd own a makeup school that would train thousands of people to work in the world of beauty, fashion and entertainment?

Truthfully, while growing up, my parents didn't understand my divine gift for enhancing beauty and empowering others. But others did. My teachers saw it. My college professors affirmed it. And eventually, as a young woman offering makeup services on weekends, photographers in Dallas, Texas began to take notice—especially two extraordinary talents: Sam Bowie (may he rest in peace) and Kevin Crawford.

After a magazine shoot in 2005, I'll never forget Sam looking at me and saying, "Nakeah, your work is extraordinary. The makeup you do is always fresh, clean, and so beautiful—I rarely ever need to retouch a thing." He continued to book me, again and again. Before long, I was working in makeup full-time.

At the same time, Kevin Crawford became a quiet yet powerful force of support. He believed in me—not just as an artist, but as a woman with vision. When I received a career-changing call to work with Harrison Ford, it was Kevin who stepped in and bought me my first professional makeup kit. As a young artist chasing a dream, it meant the world to have someone who truly had my back.

Then one day, photographer Sam Bowie looked me straight in the eyes and said, “You should be in Los Angeles or New York.” His words terrified me—but they also ignited me. Deep down, I already knew what he was saying was true. I’ve been a visionary since birth. I have always seen people at their highest potential—even when they couldn’t yet see it for themselves.

That is my gift.

That is my calling from God.

My prayer is that this book will help many to step into a whole new light while stepping into your wisdom, your power, your grace, and your most radiant beauty yet. Because beauty and greatness never expires. In fact, it gets better and better with time.

Let’s celebrate it together.





Nakeah Fuller & Harrison Ford - 2005



**The first Black-Owned Makeup School in the City of Angels
2006-Present**

NAKEAH BEAUTIES – OVER 50



Before



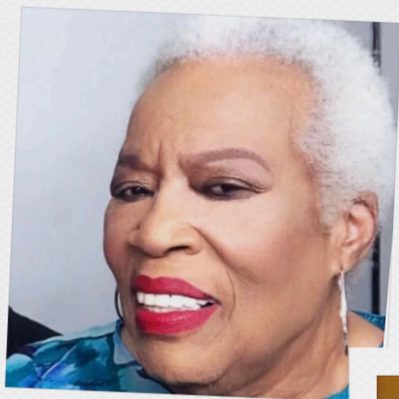
After



Before



Day Beauty



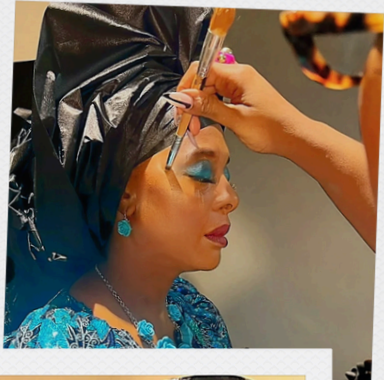
Evening Beauty



After



Before



After



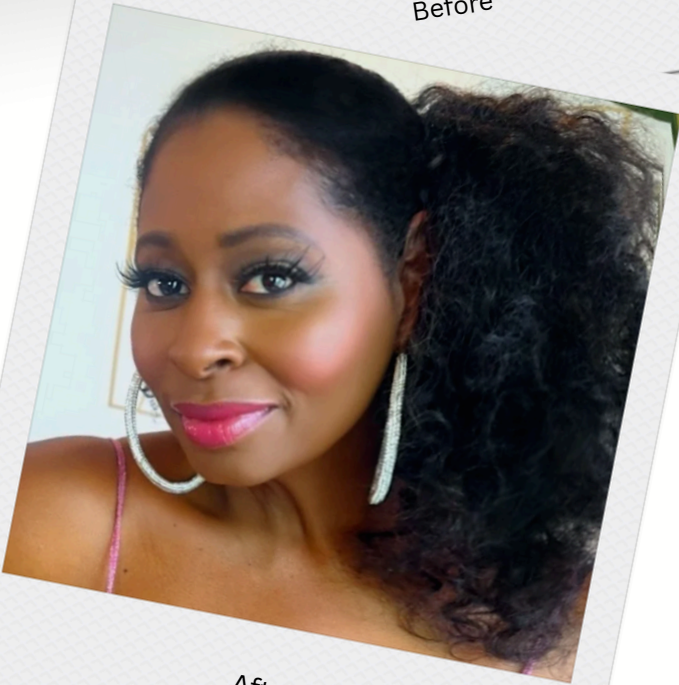
After



Before



Before



After

CHAPTER 1:

UNDERSTANDING YOUR SKIN AFTER 50

REMEMBER: BEAUTY EVOLVES WITH TIME—AND SO DOES YOUR SKIN.

As we age, our skin begins to tell the story of our life: every smile, every moment of sunshine, every night we stayed up a little too late. But these changes aren't flaws—they're simply part of the natural rhythm of aging. When you understand how your skin evolves, you can care for it with the love and attention it truly deserves.

Here's what's happening beneath the surface:

1. Your Skin Becomes Thinner

After 50, the production of collagen and elastin—the proteins responsible for firmness and bounce—begins to slow down. This can lead to skin that feels thinner, more delicate, and sometimes more sensitive to touch and sensitive to products and toxic ingredients. You might notice that skin seems to bruise more easily or that veins and fine lines are more visible. This is perfectly natural.

2. Under-Eye Circles & Puffiness Become More Noticeable

The skin under the eyes is the thinnest on the body—and as we mature, it becomes even thinner. You may see more defined dark circles, puffiness, or a hollowed appearance. This is often due to a combination of volume loss, slower circulation, and less collagen in the area.

3. Your Skin May Become Drier

Estrogen levels drop during menopause, which can lead to a significant decrease in your skin's ability to retain moisture. Dryness may appear suddenly or intensify over time, making the skin feel tight or flaky—especially on the cheeks, neck, and around the mouth. This is when hydrating ingredients like hyaluronic acid, glycerin, and ceramides become essential.

4. Your Skin May Also Become Oilier

Interestingly, not all mature skin becomes dry. Some women notice an increase in oil production, particularly in the T-zone (forehead, nose, and chin). This can be triggered by hormonal shifts or even over-cleansing. The key is balance—not stripping your skin, but nourishing it.

5. Loss of Elasticity & Sagging

Skin may begin to sag slightly, especially around the jawline, neck, and eyes. This is due to the natural breakdown of collagen and elastin over time. The texture may feel less firm, but with the right care—massage, hydration, and the right products—you can restore a lifted, glowing look.

Honor Your Skin, Don't Fight It

These changes are not about losing beauty—they're about shifting how we care for it. Aging skin requires gentler routines, targeted ingredients, and above all, grace. When we learn to work with our skin rather than against it, beauty becomes effortless.

In the next chapter, we'll dive into how to build a nourishing skincare routine that celebrates your glow and supports your skin through every season of life.

**“No matter your ethnicity, hydrated skin is happy skin
— at any age”**

- Cleanse Gently – Use a non-foaming, hydrating cleanser.
- Hydrate Deeply – Use a toner, serum, and moisturizer daily.
- Protect – Never skip SPF 30+.
- Repair at Night – Use a richer cream or oil at bedtime.
- Weekly TLC – Use masks or facial massage tools can also be very beneficial as well.



Chapter 2: Building a Nourishing Skincare Routine

“When you treat your skin with love, it returns the glow.”

Your skin in your 50s and beyond needs deeper hydration, gentler formulas, and consistent care. This is not about overloading your shelves—this is about *simplicity, quality, and purpose*.

Step 1: Cleanse with Care

Choose a gentle, non-foaming cleanser that doesn't strip your skin's natural moisture. Look for ingredients like aloe vera, chamomile, or hyaluronic acid.

Pro Tip: Avoid harsh exfoliants or soaps—your skin barrier is thinner now and needs to be protected.

Step 2: Hydrate Deeply

Use a hydrating toner or essence to replenish moisture. Follow with a serum rich in peptides, hyaluronic acid, or niacinamide.

Step 3: Moisturize & Seal

Your skin loses moisture faster now—use a richer cream morning and night. Look for formulas with ceramides, squalane, or vitamin E.

Step 4: Protect with SPF

Sun protection is non-negotiable. Use a lightweight, broad-spectrum SPF 30+ daily—even on cloudy days.

Step 5: Nighttime Repair

Use a nourishing night cream or oil that supports cell turnover. Retinol (in gentle doses), bakuchiol, or vitamin C can work wonders when used consistently.

Optional Add-ons:

Weekly hydrating masks

Gua sha or jade roller massage

Eye cream for puffiness or dryness

Chapter 3: Precision & Grace: The Makeup Brush Method After 50

It is important to also invest in Professional Makeup Brushes. Do not use sponges to apply your makeup. Sponges hold bacteria and can cause serious breakouts on your face. Reminder the older we get, the more sensitive our skin becomes.

Why the Right Brushes Matter More After 50

As we gracefully age, our skin changes—and so should the way we apply our makeup. Fine lines, skin texture, and a natural loss of elasticity mean that precision, blending, and gentleness become even more important. This is where the right makeup brushes become absolutely essential.

Using high-quality, thoughtfully designed brushes allows for smoother, softer application. Brushes help makeup glide over the skin rather than settle into lines or accentuate texture. They offer control, ensuring you apply just the right amount of product—and blend it beautifully. The right tools can make the difference between a cakey look and a flawless, radiant finish.

Your paragraph text

For mature skin, fingers and sponges can sometimes pull or tug, or press makeup too deeply into fine lines. But a soft, well-shaped brush can sweep, blend, and blur imperfections effortlessly. Whether it's a fluffy brush for diffusing powder or a dense foundation brush for seamless coverage, the right tool supports your skin's needs—bringing out your natural glow, not covering it up.

Makeup should feel good, look light, and enhance your features—not mask them. Investing in a curated set of quality brushes not only makes application easier but also protects and celebrates your skin. Because at this stage in life, beauty isn't about hiding. It's about honoring who you are—with grace, skill, and the right tools in hand.

Pro Makeup Brush Tip: Keeping your makeup brushes clean is a part of your skin care routine. It is great self-care.

During menopause and beyond, fluctuations in body temperature and increased perspiration—especially from hot flashes—can lead to more bacteria buildup on your makeup tools. To help prevent skin irritation or breakouts, it's essential to clean your makeup brushes at least once a week. Do not share your brushes with others for sanitary reasons.

After washing, gently reshape the bristles (to their natural shape while wet) and lay your brushes flat to dry—never upright, as water can seep into the handle and loosen the glue over time.

For an affordable and effective deep clean, I recommend using a Dial Antibacterial Bar Soap. It thoroughly removes makeup, oil, and bacteria, leaving your brushes clean, soft, and ready for flawless application. Lay your brushes flat on a towel to dry overnight.

Clean tools = cleaner skin and smoother, long-lasting makeup. Our Makeup Brushes by Nakeah Beauty offer a complimentary video with step-by-step instructions that I've recorded for our customers sharing the purpose of each & every professional makeup brush and how it works. Whether it's for your foundation, cheeks, eye shadow application or lips, it's having quality makeup tools for yourself is just as important as having the proper wardrobe for the current type of weather. Makeup brushes can make or break your makeup application. I watched ladies struggle a great deal b/c they were using cheap quality makeup tools.



Chapter 4: Flawless Foundation for Mature Skin

Every artists around the world has a specialty. An area of beauty that happens to be superior. Mine happens to be skin. Skin Care including Foundation - That's foundation for film & tv, foundation for commercial print and foundation for every day lifestyle. Foundation Application, Foundation Tools and Foundation Matching to perfection for every undertone, for every ethnicity. It happens to be my gift and it comes very easy for me. It's an area of beauty that is greatly complimented not only by my customers who've once had trouble finding their perfect match before meeting me. It is a part of beauty that I am extremely passionate about as it is apart of daily lives and has been for decades upon decades. Wearing the right foundation is all a part of a healthy lifestyle that includes great self-care. When we look amazing, we feel amazing. We deserve that.

The right foundation should look and feel like skin—and move with you. A good foundation will not only cover imperfections, but also enhance your natural features, making your skin look healthy and radiant. Foundation should never just sit on top of the skin. It is also important to select a shade that is non-toxic and matches your natural undertone to perfection. Applying any makeup requires the right tools. Always keep in mind, the quality of those tools makes a major difference. When applying foundation, do not use your hand nor a sponge. Why? Sponges hold germs and contamination which leads to break-outs and blemishes. Sponges and your fingers also retain the product. Therefore, you get less product on your face. Also note, the blending is by far the same when you use a sponge or your hands - no matter what you've been told. As well, it's never too late to break old habits. Invest in quality makeup tools and quality makeup. It's important to have multiple foundation brushes. You deserve it! Use brushes to gently apply your foundation while blending it with your natural undertone.

When choosing foundation, choose lightweight, radiant formulas like Nakeah Beauty's Foundation. Our customers rave about the fact that you cannot feel it on.

Therefore, it will not clog your pores. You should look as if you're not wearing makeup although your foundation is protecting your skin from the sun as it smoothes out your pores, covers as needed and gives you a smooth, radiant and very flawless appearance. Yes, you can have it all!

Avoid heavy powder foundation - opt for soft, glowing skin with a dewy (not oily) finish such as liquid or cream foundation formulas. If you prefer more of a matte finish opposed to a dewy finish, gently apply your pressed powder over your liquid foundation or over your cream foundation. You may also apply a translucent loose powder over your liquid or cream foundation to give more of a matte finish if preferred.

Using the wrong foundation can clog pores, leading to breakouts, irritation, or making your skin look older and damaged. Wearing the right foundation is so worth it! We deserve the very best and your daily appearance still matters as we get older. When we look good, we feel good! While living life, we should continue taking great care of ourselves in every way.

For further assistance with your beauty or financial needs, I'm always very happy to help. Please feel free to message my team & I at www.nakeahbeauty.com/contact or www.nakeahfuller.com/contact-nakeah. Reserve your **online beauty consultation** on the company website: www.nakeahbeauty.com.



Chapter 5: Blush & Glow

Blush is the secret to a youthful flush. It is like a beautiful accessory for the face that brings life, warmth, and energy to the skin. Blush freshens the face remarkably when applied correctly. It is such a gorgeous accent that takes your makeup to a whole 'notha level in a matter of seconds. For women over 50, it's one of the most transformative yet underused tools in a makeup routine. Your appearance can remain natural, yet flawless & effortless when following these techniques.

Choose the Right Formula – While cream blush adds hydration and blends well, matte/satin powder blush is often preferred for mature skin because it won't emphasize fine lines or texture. Shimmers can settle into wrinkles, so matte/satin finishes offer a more flattering and polished result.

Where to Apply – Rather than applying blush directly on the apples of the cheeks, place it slightly below apple of your cheeks and sweep upward toward the temples - in a half moon shape. Be sure not to apply blush close to the eyes and do not touch your hairline as you stroke upward. Start the blush application *slightly* below your natural cheekbone. This overall blush technique gives a natural lift and a sculpted soft glow. It's important to apply enough but not too much. Know the right balance for you. Not sure? Take a selfie. Cameras never lie.

Benefits of wearing blush: It balances your makeup overall when wearing foundation, lipstick, gloss and/or eye shadow. Blush brings it all together. Blush accents your natural features. Blush gives a youthful appearance when applied correctly. (3-4 strokes tops). It is a quick & easy, yet a very beautiful accent.

How to Apply – Use a fluffy - high quality blush brush for your powder blush. If you prefer a cream blush, use a foundation brush to apply. Apply in soft, sweeping motions to avoid harsh edges and stroke in an upward motion toward your hairline. Start with a light hand— adding one full coat. Remember, you can always add more later, if needed. If you over apply, remove with a clean sponge.

Best Colors for Mature Skin – Opt for bronzy neutral tones, warm peachy corals, or deep warm cranberry tones. These shades mimic a natural flush and add the perfect accent to the face while accenting the skin, cheekbones, eyes and lips.

Long-wear Tip – Use your setting spray after you apply your foundation and blush to add a long-lasting fresh finish.

Nakeah Beauty Radiant Blush has a matte/satin finish – Best Sellers are Berry Juicy, Coral Dream, and Honeymoon. Our full collection is quite beautiful and designed for effortless blending and a rich velvety-soft finish. Custom-designed to hug the cheekbone and blend color with precision with a natural enhancement.

With organic, skin-loving formulas in numerous flattering shades, Nakeah Beauty's blush completes your look with grace, elegance, and radiance. Apply it softly but visibly. Make it a part of your daily lifestyle. Wearing blush makes such a beautiful difference. Embrace it.



Chapter 6: Lip Enhancement



“Define your smile with confidence.”

Lips are one of the most expressive features of the face—and with the right lipstick or gloss, they can be soft, bold, sensual, or simply stunning. As we mature, our lips may become drier or thinner, but the right products and application make all the difference.

Prep & Prime – Gently exfoliate and moisturize your lips before application. A smooth canvas helps color last longer. At night, sleep in a moisturizing lip balm. Also apply during work-outs and on your chosen “no makeup day”. As a weekly lip scrub - you can use St. Ives Facial scrub which is also great for removing dry skin from the lips.

Line Your for Definition – Use a creamy lip liner to shape and prevent feathering. Choose a shade close to your natural lip tone or your lipstick. Make sure that you blend your lip liner to prevent a hard lip line around the lips.

Daytime Lip Looks – For a soft, fresh daytime beauty, opt for shades like rose, peach, soft mauve, or nude. Nakeah Beauty’s lightweight satin-finish lipsticks keep your lips hydrated and radiant throughout the day.

Evening Lip Looks – At night, go bold. Deep berry, wine, ruby red, or rich plum tones elevate your elegance instantly. Pair with a neutral eye and luminous skin for a powerful, classic look.

Quick Glam Transitions – Transform your daytime look into evening in seconds:

Add a deeper lipstick shade on top of your daytime color. Or go with a fresh new color all together. Use a makeup wipe to completely remove the the previous color when you're not mixing.

A 3rd option for quick change or new look - Apply Nakeah Beauty Lip Gloss to the center of the lips or on top for instant glam, fullness and glow.

Nakeah Beauty's lip formulas are made to nourish mature while allowing minimal touch-ups. They're long-lasting, always rich in pigment and made of the finest quality organic ingredients. Each color is crafted to complement a variety of skin tones and elevate your unique beauty while celebrating & honoring you.



Matte vs. Cream Lipstick vs. Gloss

Understanding the Difference: Matte Lipstick, Cream Lipstick & Lip Gloss

I do suggest switching it up frequently. Its great for our emotional well-being. Lipstick can significantly boost self-confidence and self-efficacy. Having a collection of different textures allows great diversity. Mature women should certainly continue having fun with lip colors and textures - cream vs. matte vs. gloss. Every lady needs beautiful options. Versatility can be rewarding as we continue to look and feel amazing while enjoying life.

- **Matte Lipstick** – Offers bold, rich color with a flat, non-shiny finish. The look is quite classic yet fashion forward. Matte formulas are long-wearing and often provide dramatic impact, perfect for statement looks. However, they can feel a bit dry—especially on mature lips—so pairing with a hydrating lip balm prior to applying certainly can help.
- **Cream Lipstick** – Provides full color with a soft, moisturizing texture. Cream formulas glide on smoothly and are perfect for everyday wear. They're comfortable, flattering on fine lines, and ideal for mature skin because they keep lips looking supple & smooth. Investing in quality long-wear colors makes a difference.
- **Lip Gloss** – Adds shine and fullness to the lips. Gloss can be a sheer formula or opaque/full coverage. Glosses can be worn alone or layered over lipstick to create a plump, luminous effect. It's excellent for softening the appearance of lip lines and bringing youthful radiance to the face. Gloss is sure to add beautiful glam to any look and is absolutely gorgeous on women over 50.

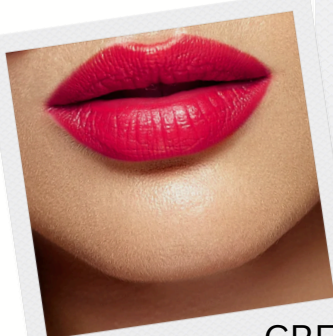
At Nakeah Beauty, we offer a curated range of organic lip products designed to flatter mature lips. Whether you're in the mood for bold matte glam, soft cream comfort, or a glossy glamorous glow—there's something perfect for every mood and moment.



MATTE LIPSTICK



LIP GLOSS



CREAM LIPSTICK



Chapter 7:

Makeup, Menopause & Hot Flashes

As we journey through life, our beauty evolves with us. For many women, menopause marks a powerful new chapter—full of wisdom, resilience, and growth. However, this transition can also bring unexpected changes to the skin, such as increased dryness, sensitivity, and those infamous hot flashes.

Hot flashes, in particular, can make makeup application and wear a bit more challenging. But don't worry—you can still feel and look your best during these challenges. With the right products and techniques, beauty during menopause is not only possible—it's radiant, glowing, and effortless.

Beauty & Wellness Benefits of Coconut Oil During Menopause:

Coconut oil is a natural powerhouse that offers several benefits—especially for women navigating menopause. Known for its deeply moisturizing and anti-inflammatory properties, coconut oil can help soothe common skin concerns such as dryness, irritation, and even the appearance of fine lines. It may also support collagen production, giving the skin a firmer, more youthful look.

Its antibacterial qualities can be especially helpful for women experiencing hormonal acne or other skin sensitivities during this time of change.

But the benefits of coconut oil go beyond skin-deep. When included in your diet, coconut oil—rich in healthy saturated fats like lauric acid—may support hormonal balance, boost energy levels, and even promote better cholesterol health.



Some studies suggest that coconut oil may positively influence estrogen levels, potentially easing certain menopausal symptoms such as fatigue, mood swings, and hot flashes.

How to Use:

You can apply coconut oil topically as a gentle, natural moisturizer or incorporate it into your meals. Add a spoonful to smoothies, stir it into coffee, or use it as a cooking oil for added nutritional benefits.

Here are expert tips to help you maintain your confidence and stay beautifully composed through every wave of heat.

1. Prep the Skin with Cooling Care

Always begin your routine with a lightweight, calming moisturizer. Ingredients like aloe vera, niacinamide, cucumber extract, and green tea offer cooling relief and help reduce redness and will keep undertones nice and cool.

Beauty Tip: Store your moisturizer in the refrigerator for an extra refreshing experience.

2. Use a Sweat-Resistant Primer

Apply a mattifying, oil-free primer to create a smooth canvas and help your makeup stay in place. This is especially helpful if you're experiencing frequent sweating or oily skin due to hormonal changes.

Look for water-based primers that feel breathable and comfortable.

3. Go Lightweight with Foundation

Choose a long-wear, oil-free foundation. Apply a light coat to even out the skin. Build only where needed. Use a quality foundation to apply to ensure smooth even application. Be sure to clean your brush each week.

Avoid: Heavy, full-coverage formulas that can melt or separate during hot flashes. Heavy foundation ages the appearance of mature skin. Keep it fresh and flawless. A great foundation should always match to perfection and give excellent coverage without having to pack it on heavily.

Recommendation: Nakeah Beauty's lightweight foundations are perfect for breathable, beautiful coverage.

4. Set Strategically with Powder or Setting Spray

Lightly dust translucent setting powder over areas prone to shine—typically the T-zone. This will give more of a matte finish while preventing oiliness. Keep blotting papers or a compact with a sponge on hand for quick touch-ups throughout the day - as needed. Use a setting spray to set your look. A great setting spray will definitely help with keeping your flawless makeup in place during those hot flashes. Use a tissue or sponge to dab the face as needed.

Avoid: Shimmery or frosty textures of blush and eye shadows, which can emphasize fine lines.

5. Go Waterproof Where It Counts

Hot flashes can be sudden, so make sure your mascara, eyeliner, and brow products are waterproof or smudge-proof.

6. Embrace a Fresh, Minimal Look

Menopause is a great time to simplify. Let your natural beauty shine through with a clean, radiant look:

- Light-weight foundation
- Defined brows
- Cream blush
- Soft lipstick or tinted balm
- Remember Less truly is more

7. Stay Cool Throughout the Day

- Keep a few cooling essentials in your beauty bag:
- A mini fan
- A facial mist (alcohol-free!)
- A chilled jade roller
- These small tools help refresh your skin and calm you during a hot flash—without disturbing your makeup.

8. Hydrate Inside and Out

Stay hydrated with plenty of water, and mist your face lightly with a hydrating spray during the day to maintain a fresh, dewy look.

9. Prioritize Nourishing Skincare

Menopause can bring drier and more fragile skin. Keep your skin healthy and resilient with:

- Vitamin C – brightens and protects
- Hyaluronic Acid – deeply hydrates
- Peptides – help firm the skin
- Gentle Retinol – supports skin renewal
- Beautiful makeup begins with beautiful skin.
- Final Thoughts: Beauty Beyond the Hot Flash

Menopause does not diminish your beauty—it transforms it:

This season of life is rich with confidence, experience, and depth. With these simple tips and the right products, you can stay radiant, composed, and empowered—no matter what your hormones are doing.

You deserve to feel as beautiful on the outside as you are on the inside—every single day.

Chapter 8:

Say Goodbye to Dark Circles: Treat & Conceal Under-Eye Discoloration

Dark circles under the eyes can be caused by a variety of factors—aging, thinning skin, genetics, fatigue, allergies, or even hormonal changes during menopause. For many women over 50, under-eye darkness becomes more noticeable as the skin loses volume and collagen.

But there's good news: With the right skincare and makeup techniques, you can reduce their appearance and brighten your under-eye area for a refreshed, radiant look.

Here are my expert tips to help treat and conceal dark circles gracefully and effectively.

Part 1: Treating Dark Circles Over Time

1. Hydrate Daily

Under-eye skin is thin and delicate. Use a hydrating eye cream with ingredients like:

Hyaluronic Acid – adds moisture and plumps the skin

Caffeine – helps reduce puffiness and constricts blood vessels

Vitamin C – brightens dark pigmentation over time

Peptides – boost collagen to firm and smooth the skin

Tip: Apply eye cream using your ring finger with gentle tapping to avoid tugging the skin.

2. Get Quality Sleep

Aim for 7–8 hours of restful sleep. Lack of sleep can make circles more prominent and cause puffiness.

3. Reduce Salt & Increase Water

Too much salt causes water retention, leading to puffy, darker-looking eyes. Drink more water and eat hydrating foods like cucumber, berries, and leafy greens.

4. Use Cold Compresses

Cool gel eye masks, cold tea bags (especially green or chamomile), or chilled spoons placed under the eyes for a few minutes in the morning can help reduce puffiness and stimulate circulation.

Part 2: How to Cover Dark Circles with Makeup

1. Start with a Smooth Base

Apply 1-2 coats of concealer using a quality medium size concealer brush. Use a small concealer brush if you have small eyes. Make sure the concealer is smooth with no creases on the eyes to prevent creases in the makeup.

2. Color Correct (Optional, but Powerful)

If your dark circles have a blue, purple, or gray tone, use a peach or salmon color corrector underneath your concealer.

Tip: For lighter skin tones, use peach. For deeper skin tones, opt for a richer orange or terracotta corrector.

3. Use a Creamy, Hydrating Concealer

Choose a hydrating concealer with a slightly peachy undertone to counteract darkness. Apply only where needed—usually at the inner corner and just below the lash line.

Avoid: Thick, dry concealers that settle into fine lines. Less is more.

4. Blend with a Damp Sponge or Brush

Use a damp beauty sponge or a small brush to gently press the concealer into the skin. Avoid rubbing—tap or press for the smoothest, most natural finish.

5. Set Lightly with a Blurring Powder

Use a tiny amount of translucent, finely-milled setting powder to lock the concealer in place. Choose one with light-diffusing properties to soften the look of fine lines and texture.

Chapter 9: Eyes That Speak Beautifully Over 50

“Your eyes tell your story—make them unforgettable.” Eyeshadow textures matter. Use matte eyeshadow for a fresh clean, youthful look. Satin eyeshadow textures are great for special occasions. Stay away from glitter and white eye shadow. Do not add gold to your brow bone (below the eyebrow). All of this can look dated and it ages mature skin.

The eyes are often called the windows to the soul—and as we age, they tell stories of joy, wisdom, and resilience. While mature eyes may come with changes like hooding, fine lines, or texture, the right eye shadow techniques can help lift, define, and illuminate the eyes with grace and sophistication.

A two or three-shade look is often all you need. Focus on creating light, lift, and definition rather than dramatic trends. Let your natural beauty shine through.

Here are some timeless, age-appropriate techniques to help you apply eye shadow beautifully and confidently

- Use a light primer or concealer to brighten the lids
- Apply a soft coat of concealer in the brow bone - just 1 or 2 shades lighter than your foundation color
- Soft neutral toned shadows in matte or satin textures lift and open the eyes - Always use a matte for the outer crease
- Use a chocolate brown or dark brown in your outer crease
- Brows: Define the eye brows naturally—avoid overly dark pencils
- Lashes: Curl lashes and apply volumizing mascara or for a pop of extra glam, apply false lashes. Use flared Lash Strips, Eye Lash Tabs or have Eye Lash Extensions applied professionally
- Nakeah Beauty’s brow and lash tools and techniques help you apply lashes and brows naturally with effortless precision and with ease

Further Eyeshadow Techniques for Mature Skin

Remember, matte and satin eye shadows are the most flattering on mature lids. They softly define the eyes without settling into fine lines. While a touch of shimmer can be beautiful, it's best used sparingly and only on specific areas like the inner corners or on the lid - for evening glam or special occasion. Always use matte shadow for the outer crease.

Avoid: Frosty, glittery shadows, as they can emphasize texture or emphasize fine lines.

Recommended Eye Shadow Colors:

- Apply a soft neutral shade (like soft beige, champagne, dark gold or peach). Apply across the entire lid to brighten and visually lift the eye area. These colors reflect light and help the eyes look more open and awake. Use a quality eyeshadow application brush on the lid for a clean finish.
- Use a medium-toned matte shadow just above the lid—especially if you have hooded eyes. Applying it slightly above the lid can create the illusion of a lifted eye. Use a fluffy blending brush and blend with soft windshield wiper motions for a seamless well-blended transition.
- Apply a deeper shade with a matte texture (such as taupe, plum, navy or a deep cocoa brown) to the outer crease. Make sure it's not too dark for day beauty. For evening, deep matte tones are beautiful in the outer crease. Along with the colors mentioned prior - for the lid, by adding the darker shade in the outer crease will add dimension and a gentle lift to the eyes without appearing too harsh. Use a clean blending brush for a beautiful finish.
- A Pop of Color: If you'd like to try or wear a pop-of-color from time to time, do not hesitate to add color as your eye liner (bottom lid). Colors such as teal blue, green, and royal blue are gorgeous pops of color for Mature Beauty. Smokey eyes are gorgeous in deep purple, navy, dark green and black blended with a cinnamon brown as the transition color - always keeping your brow bone nude.

Chapter 10:

Classic Glamour: Lining the Eyes with Purpose & Polish

Eyeliner is a powerful tool that can define your eyes, make your lashes look fuller, and enhance your overall makeup look. I recommend applying both top and bottom or one or the other. But for women over 50—especially those experiencing watery eyes, hot flashes, or fine lines around the eyes—it's important to use techniques that prevent smudging or running. Therefore, I recommend using eye shadow - opposed to liquid, cream or liquid formulas for your eyeliner.

Using eye shadow as liner is a great technique for sensitive eyes or for a softer, more diffused line. The look is effortless, chic and very beautiful.

Step 1: Choose a Dark Matte Eye Shadow

More recommended colors: Matte dark brown, navy or black eyeshadow colors work best. Avoid shimmer.



Step 2: Use a Clean Small Angled Makeup Brush. A smudging brush as shown in the image above if you prefer to gently smoke out your eye liner - on the bottom lash line.

Dip a damp small angled brush into the shadow by swiping the shadow - in the same direction of the brush shape (You can wet it lightly or not - try both ways to determine which technique you love). If you prefer using dry brush opposed to wetting it, be sure to tap off the excess powder after swiping it into the eye shadow.

Step 3: Press or Glide the shadow along your lash line - remember to keep your line thin while following along the shape and full length of your natural lash line.

Upper Liner: You can also apply the shadow directly across your lash line for your upper lash line as well using long strokes staying as close to your lashes as possible - keeping your eye liner thin, straight and clean. Dip your small angled makeup brush into water for more precision line and apply a second coat of eye shadow as liner again.



Step 4: It's always best to re-apply a 2nd coat (top & bottom lash line). Be sure to keep your line straight and clean. If you mess up, it's okay. Take a wipe, your sponge or a q-tip and clean up the line. You can build the intensity as needed. If you over apply - this is where you can use a sponge to remove some of shadow quickly and easily while making sure it's clean, thin and straight. Remember, "practice makes perfect". The more you do this, the easier it becomes. The outcome is quite beautiful and a gorgeous enhancement for the eyes.

For a smokey effect on the bottom lash line, use your small smudging brush or a sponge to smudge your eye liner.

Be sure to clean away any fall-out using a makeup wipe below the eyes before applying your foundation and/or concealer.

Chapter 11: Wise Makeup Bag Must Haves

- A set of professional Makeup Brushes
- Foundation (Cream or Liquid)
- Lipstick, Gloss and Lip Pencil - Recommended Standard Lip Colors with matching lip liners: Neutrals (Soft Nude Gloss - Brown/Tan), A Nude Pink Gloss, A Peachy Coral Gloss, Matte Red Lipstick, Cream Red, Lipstick, A Red Gloss, A Cranberry or Deep Burgundy Lipstick or Gloss, A Soft Pink and Fuchsia.
- Primer - Apply before applying your foundation
- Makeup Wipes
- Blush: One Brown Shade, 1 Coral Shade and 1 Pink and/or 1 Plum Blush (depending on your skin tone).
- Setting Spray
- Eyeliner (Top Lid & Bottom Lid): A Black Eyeshadow/Powder or Black Gel Liner- for top lid as an option
- 1 Tube of Duo Eye Lash Glue
- Eyelash Strips, Mascara or both
- 1 tube Nail Glue - just in case you break a nail
- A Black Eye shadow - for eyeliner (top & bottom)
- A Brow Pencil or Brown Eye Shadow to Fill in the Brow
- A Concealer (1-2 shades lighter than your foundation color to highlight the brow and to camouflage dark circles under the eyes if you have them. We will also use this one for highlighting/contouring.



Chapter 12: Financial Empowerment Tips

by Nakeah Fuller | Beauty & Financial Advisor

You deserve to look good, feel good, and live in complete peace—including with your money. Whether you're 50, 60, or 75, your financial story isn't over. In fact, it's just getting good. These tips are designed to help you feel confident, capable, and empowered in your financial journey as well as your beauty enhancement journey. Embrace the following 7 tips.

1. Know Your Numbers

Take a good look at your monthly income, expenses, and savings. Awareness is power. Track where your money is going—and where you want it to grow.

2. Prioritize Paying Yourself First

Even if it's just \$50 a month, put it into a savings or investment account. You've poured into everyone else—now it's time to pour into you.

3. Build a “Beauty + Life Fund”

Call it what you want: freedom fund, glow-up account, or future-you money. This isn't just for emergencies—it's for joy, rest, travel, or a well-deserved reinvention.

4. Eliminate Debt, But With Grace

You don't need to do it all at once. Focus on high-interest debt first. Create a simple, achievable payoff plan—and celebrate small wins along the way.

5. Protect What You've Built

Make sure you have life insurance, a simple estate plan, and beneficiaries listed. Planning ahead isn't about fear—it's about power and protection.

6. Ask for Help. Period.

Financial wellness isn't about having all the answers—it's about having the right conversations. Talk to a professional (like me!) who respects your journey and understands your goals.

7. Remember: Wealth Looks Good on You

Your glow is even brighter when your money is working for you. Confidence isn't just a look—it's a lifestyle.

Chapter 13: Beauty That Honors You

"Makeup is not about changing you—it's about celebrating you. It's about honoring who you are. This is why my slogan for my cosmetics brand, *Nakeah Beauty* is "*Beauty That Honors You*".

Nakeah Beauty was created with women like you in mind. Our products are beautiful, lightweight, radiant, inclusive, and designed to support skin that has lived, loved and achieved. With the right beauty knowledge, the right formulas, and the right tools—you will feel confident every time you look in the mirror. I've witnessed the techniques that I've shared within this book enhance the lives of my clients and my customers around the world for many years and I hope they'll do the same for you. In every chapter, for you I've shared not just my techniques, but a mindset: that you are worthy, radiant, and powerful—at every age.

Beauty evolves, but it never fades. And neither will you. Aging & growing older isn't the end of your beauty story; it's the beginning of a richer, deeper, and more radiant one. It's about embracing the fine lines, the wisdom in your eyes, and the glow that comes from strength, experience, and self-love. Makeup at this stage of life isn't about hiding—it's about enhancing, celebrating, and honoring the woman you've become.

You've earned the right to feel powerful in your skin. You've earned the right to define beauty on your own terms. You've earned the right to look amazing. You've earned the joy of showing up every day as your most authentic, magnetic self.

Whether you're swiping on a nude or bold lipstick, defining your eyes, blushing your cheeks or simply choosing to go bare-faced with grace for the day, remember: you are still the main character of a fantastic person and a great life. So wear your beauty with strong confidence. Be proud of who you are. Apply your makeup with intention, and walk in your light.

Here's to timeless beauty, fearless expression, and the unstoppable woman you are.

With love and admiration,



www.nakeahbeauty.com

www.nakeahfuller.com

HERE'S TO BEING OVER 50
flawless & fabulous



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