

BY SOO WERN JUN

# It's a beautiful world

**E**XACTLY how many types of eye shadows, blushers, foundation shades, eye liners, eye brow pencils, lipsticks and lipglosses are there in the market? And the list of items you put on your face goes on as scientists are constantly trying to experiment and discover better formulations to help these products work better on our skin. It is however almost impossible for us to keep tabs on what is new in the market, what could be better for different types of skin and for some of us who are totally clueless about skincare and make-up, how do we actually use some of them?

At some point, we give up and vow to never buy any of the products we come across whenever we walk into a pharmacy or at the cosmetic floor in a department store.

We may be able to avoid these beauty counters, but we cannot deny our skin from protection which some of the products are able to assist in improving our skin condition. If you are born with naturally good skin or have natural talent in applying make-

## >Bloggers dispense invaluable beauty tips and advice

up, you probably would not understand why some users need proper guidance and technique in either purchasing or using certain products.

Some would require help from the make-up or skincare consultants but not all of us are brave enough to voice out what we need to know in fear of feeling insulted or embarrassed. If you still have doubts about which mascara you should be using for your type of eye lash or which facial cleansing product suits your skin or if you are too afraid to ask, you can now save yourself from embarrassment and visit beauty blogs.

What, you mean you can actually learn a trick or two on better make-up skills right up to perfecting your eyeliner drawing skills and the proper way of applying face masks? Yes, you now can, through the contributions of knowledge from beauty bloggers, and you can learn all these with just a few clicks on the Internet.

## A BEAUTIFUL HOBBY

"Starting this beauty blog was initially just a hobby I took up. It was through my experience of working part-time at beauty counters which increased my interest in beauty products. I never used to pay much attention to what products suit my face or what type of make-up could create different effects. But a lot of my friends said that I look more groomed now!" expressed Cornelia De Alwis, or better known as Connie, of www.skindeco.net, who is currently a student majoring in marketing management.

When Connie first started the blog, she reviewed almost every kind of product from head-to-toe without weighing product uniqueness or speciality. There are also reviews which were only written simply because she felt more attached to the products.

"However, I realised later that I overlooked readers who may be looking for product reviews which may not match those I have tested. Taking that into consideration, I took in requests of product reviews from readers. In order to provide a fair read among readers, I made a shortlist of products that I have," added the 23-year-old.

Do the products ever run out?

"Innovations never stop and so does production of new products. I also have a swap buddy in the US

where I would buy things from Malaysia and she would buy things from US. We exchange products that way. It benefits both of us as our readers are from various parts of the world since it's spread over the Internet," added Connie.

## DETAIL MATTERS

As for Sue, 35, or fondly known as Paris B from www.mywomenstuff.com, it has been almost five years since she first started blogging about beauty products. She started writing on a more personal note as she wanted to explore the blogging trend which started then. Today, her beauty blog has become a channel for beauty product users to gain more knowledge on the products which are available in the market locally and internationally.

"Prior to starting my own blog, I contributed to beauty forums. But I realised that there are certain things which I wanted to share which may not match topics which were discussed on the forums. My discovery of blogging has now transitioned into a more informative and educational site where readers can read about gaining more information about products which are available in the market," added Sue, who holds a professional job by day.

"There may be so many other beauty blogs and sites, but in my opinion, I think beauty blog sites should have a good representation of what the products look like and must have a credible description. I believe that over the years, users have become more sophisticated and cautious in purchasing products. It is important that reviews are written with sufficient details and digestible content," added Sue.

## GOOD CURIOSITY

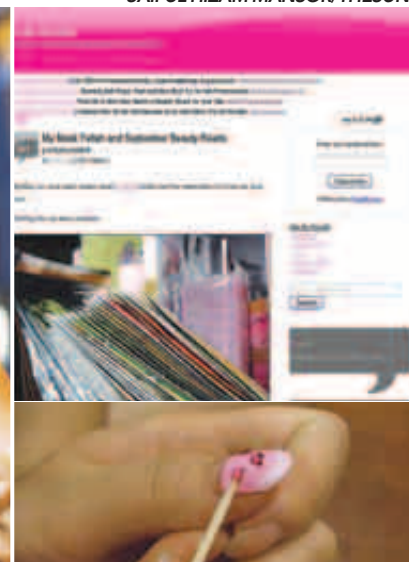
It was out of curiosity which inspired Ng Hui Xin, 26, to start writing about her experiences in using skincare and beauty products. There were also instances when she could not locate certain products in the market which also urged her to use a different platform to search for these products and led her to start a beauty blog.

"It wasn't that I was particularly attracted to certain products, but I was curious of what the products has to offer. There are new products which mushroom into the market and it is almost impossible to keep track of them.

"As my interest grew, I realised that there are a lot of questions asked regarding beauty products and most of the time, I had answers to them. So,



Ng Hui Xin, Pretty Beautiful blog site and nail art tutorials available on the site.



SAIFUL HIZAM MANSOR/THE SUN



Paris B, My Women Stuff blog site and some beauty tips available on the site.



I thought, why not share my experiences with others who had similar qualms as me," said Ng, founder of www.prettybeautiful.net, who reviews products from a different point of view.

Running the blog site on a part-time basis, Ng tries products of all sorts even if it meant that she has to suffer breakouts. Most recently, Ng also ventured into recording tutorials on nail art, which is one of her newfound interests.

"It is nothing to worry as the breakouts are only temporary. At least now I know what to avoid and my readers will also get a better understanding about the type of

product which suits their skin best. On the nail art tutorials, it is something extra which I wanted to include in my blog for those who don't have time to hop over to the nail salon," added Ng.

Ensuring that beauty product users get blissful reads, the respective bloggers have taken time and effort to provide proper navigational tools on each of their sites.

Since these sites are convenient for brief reads, the bloggers have also made sure that the reviews are not too wordy and instead, they have filled them with photos to illustrate descriptions better for the benefit of readers.



(from top) Cornelia De Alwis, Skin Deco blog site and some make-up tips available on the site.

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