

Essentials of Subtle Make-up

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the colour exactly with the lipstick or wear a much paler pink in the same tone. There is such a wonderfully wide range of colours that it is possible to match any shade from orange to purple. If you are thinking of experimenting with slightly off-beat colour, look for it among the smaller sizes.

shading and so give illusions of different contours to your face. Cream rouges and liquid rouges are simple to use and took very natural. Powder rouge is useful if colours tend to fade on you, as it can be touched on over a finished make-up.

EYE SHADOW:

Eye shadow should live in everyone's cosmetic drawer and be used at least for all evening occasions, though many women like to apply it during the day as well. Again, you have a choice of textures. Simplest to use, perhaps, is cream shadow or shadow in stick form. But very exciting and worth trying — es-

pecially for after dark — are the liquid eye liners. Once you are confident you can use eye shadow effectively. Go frivolous with brighter shade for the evening — turquoise or mauve perhaps. Some of the shimmery shadows are specially pretty. Try to build up a range of colours with which to experiment. It can sometimes be very effective to match your shadow exactly to the colour you are wearing — so long as it flatters your eyes and your skin. This is the first rule of beauty.

MASCARA:

This comes in block form to be applied with a little brush or as a creamy liquid in an automatic applicator. Take care not to apply too much to mat your eye lashes.

EYE PENCIL:

A simple pencil will do well for darkening the eyebrows. If you would also like to draw lines along the eye lashes for a dramatic, dark eyed look then chose the soft crayon-type pencil, the eye-liner. Today the black liquid eye-liner is replacing this.

Applying Your Make-up

Place foundation cream or lotion in tiny dots over face and throat and blend it carefully with your finger tips, blending the colour over the jaw-line and throat, so that there is no sharp edge of colour. Do not forget the temples and eyelids. Over the foundation goes the rouge. Never put rouge on in a bad light. Scrutinise the finished job from both close and distance. Never use a grubby rouge puff for powder rouge. No one should be able to tell you that you have rouge. Place rouge where the cheeks are plumpst when you smile. To shorten a long face use it lower down. Making "hollows" beneath the cheek bones with rouge gives finer contours to the round face.

The eye shadow should be placed close along the upper lashes and shaded upwards and outwards. You can either apply it with your finger tips for a subtle shaded effect or you can brush and paint on a definite form, following the line of the lashes and tracing little up-turned wings. If using a brush, pull gently at the outer corners of the eyelid to keep the skin smooth and taut while painting.

eyebrow pencil comes next. Use it in short straight feathery strokes to darken and if necessary lengthen them. You should, of course, remove with tweezers any straggly hairs from above the nose or beneath the brow line.

FINAL TOUCH:

Last comes the lipstick. Use a lip-liner to outline your lips. You can fill in the outline with the favourite colour. Wait for the colour to set before blotting by biting into a clean tissue. Do not be afraid to experiment with cosmetics and to adopt a new idea if it suits you.



Toiletries and Cosmetic Companies

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raw materials for toiletry products. To maintain our quality we have to import every raw material from well known companies of England, France, Germany, Switzerland, Holland at a very high price. Not only that, we have to pay very high import duty and other duties when we import these raw materials from abroad. Then we have to pay VAT and supplementary Tax. If we want to market a quality product then pricing becomes very high. On the other hand the imported products from abroad are readily available at a lower cost. So, we have to fight against them on an unfair ground. We welcome competition but it must be a fair competition. Business policy for imported goods should be checked to save not only our local Toiletries and Cosmetics Industry but other industries as well.

There is another very big problem we are facing because of counterfeit. There are lots of dishonest businessmen who are supplying low quality product under our brand name where there is almost no difference in packaging. There is no strong policy to stop them and the punishment is so ignorable and the procedure is so faulty that they can easily bypass the law. The third problem is our attitude towards the local products. Although the scenario is better now. But we do not have the same feeling toward local products that in our neighboring country they have. May be the reason behind this is that there is no legal body to check the standard of quality of the marketed toiletry products.

As far as international marketing is concerned, government should encourage local companies by providing incentives.

SQUARE Toiletries Limited is one of the

leading manufacturers of toiletry products in Bangladesh. It made its entry in 1988 as a sister concern of Square Pharmaceuticals Ltd. which has been at the top of the pharmaceutical industries for the last 10 years due to its excellent product quality, advanced technology and a dynamic group of professionals. Equipped with modern quality control procedures and equipment and a lab with the latest technology, Square has 38 years of experience in manufacturing pharmaceuticals.

These factors served as an added advantage for Square Toiletries Limited to supply quality products of international standard. In a very short time it became one of the front runners because of its commitment to serve the nation with quality products. Square Toiletries Limited started its business as a separate entity from late 1994. Most of the toiletry items are marketed under the brand name Meril. Each of the toiletry product is PH balance. Each stage of production undergoes rigorous testing and quality control processes. The finished products are again tested among targeted consumers to ensure the desired standard of quality before placing products in the market. The raw materials and active ingredients of various types of Square Toiletries are obtained from well-known manufacturers in England, Holland, Switzerland, France and Germany. Square's distribution network is very strong. Through this distribution channel it is possible to reach even the remotest area to supply products. Square has its own sales force throughout the whole Bangladesh who are working very hard to increase the present market share of the company. Last year Square Toiletries Ltd. achieved 59 per cent

growth. The demand of the product is increasing day by day. To meet this increasing demand, Square's new factory with increased capacity started from August 15, 1996. Square's policy is to let each employee, from manager in the head office to line worker in the factory, feel like an active family member

and participate openly in the overall management activities. The main strength of the company is the Goodwill among the consumers for the product quality. Apart from technological strength and experience in the pharmaceutical industry every employee of the Square is dedicated for the supply of the quality product within an affordable price.

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3.	POWDER BLUSHER	05G.	80.00
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5.	EYE LINER	10ML.	50.00
6.	MASCARA	5 ML.	105.00
7.	EYE SHADOW	04G.	100.00
8.	ULTRA COLOR NAIL ENAMEL	10ML.	45.00
9.	KAJAL	02G.	25.00
10.	CLEANSING MILK	60ML.	35.00
11.	CLEANSING MILK	120ML.	60.00
12.	CLEANSING MILK	200ML.	85.00
13.	H & B LOTION	60ML.	35.00
14.	H & B LOTION	120ML.	60.00
15.	H & B LOTION	200ML.	85.00
16.	MOISTURISER	60ML.	40.00
17.	MOISTURISER	120ML.	70.00
18.	MOISTURISER	200ML.	100.00
19.	WINTER CARE LOTION	60ML.	40.00
20.	WINTER CARE LOTION	120ML.	70.00
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