

# ESHA RUSHDI

*Esha Rushdi, the queen of good times as she prefers to call herself- is a well-known face in the beauty industry. From brides to bridesmaids, Esha's works never fail to do wonders for their special day. Not only a beautician but a successful businesswoman, Esha's new venture Cape Town has taken its flight recently in Dhaka. Her Facebook group 'All about Makeup, Skin and Hair' is one of the most talked-about among such others and today we're prying into her own secrets of makeup and skincare.*

## SKINCARE

Skin care means a lot to Esha Rushdi but the routine of care is utterly simple. She has to put make up almost everyday as her place of work is itself the beauty industry. So, at the end of the day she removes the makeup carefully, in order to keep her skin healthy. She uses olive oil or coconut oil to remove the layers of chemicals on her skin. To wash her face off, she uses *The Body Shop Tea Tree Face*. Moisturizer is an everyday essential for her may it be after removing all the makeup or before going to bed. She uses the *Chanel Le Lift Anti-wrinkle Moisturizer* which makes her skin soft and supple. Under-eye cream is another important cosmetic for Esha as she has dark-circles. Lastly her skin-care regime includes monthly routine facial and massage to render her skin stress-free after all her busy schedule.

## HAIRCARE

As much as she loves doing makeup, experimenting with her hair is another one of her hobbies. The highlights in her hair complements her chic look but the hair needs to be taken good care of after all this torture. Her hair type is dry which means she needs to take extra care of it to avoid dandruff and dullness. In order to do so, she applies packs in her hair routinely once or twice a month. Her packs are usually a mixture of amla and protein to give her hair that lost strength and luster. It also sometimes contains onion extracts to make the roots strong and restrict dandruff formation. As mentioned earlier, she has hair strands highlighted for which she needs to use *Purple Shampoo*. She prefers using shampoos from *Catwalk* which suits her hair the best. Conditioner is a must for her and she prefers using

those that are especially designed for dry skin rather than colour protecting ones.

## MAKEUP

For usual days, when going for work or running errands, she uses the *Mac BB Cream* followed by their *Studio Fix Primer* to hide any little blemishes she has. Putting kohl or eyeliner is a big no-no for her as she thinks it is going to make her eyes darker. For parties, she prefers a little heavier texture, so she uses the *Nars Sheer Glow Foundation* to give a flawless base. On it she prefers brightening her features with the *Laura Mercier Highlighter*. She finishes her make up with a touch of blush from *Nars* or *Mac* in order to have rosy cheeks. Lipstick is a must for Esha may it be for her regular days, or for parties. She loves red lipstick the most. Her favorite liquid lipstick brand is *Armani* and when it comes to matt ones there's no second choice after *Mac* for her.

## REGULAR WEAR

Comfort is her first priority when it comes to regular wear. Thus, her casual dresses are mostly loose-fitting enough to let adequate aeration. On her normal days to work, she prefers wearing jeans and a light shirt on top of it. She accentuates her attire with a cape whenever she has to meet her friends or family in a public space.

## PARTY WEAR

In case of party wear as well, she first prioritizes the comfort and ease of maintenance. Esha prefers wearing heavy kameez or gowns over Saree for parties. She thinks putting on a piece of dress or two is much simpler than draping a saree.

By Sushmita Sruti Choudhury



**Stubborn  
dark spots reduced**  
For Spot-less Fairness.

**WHITE BEAUTY™ fairness cream**



A WHITENING BREAKTHROUGH BY THE POND'S INSTITUTE | POND'S.COM

