

FEMME FABULOUS

AFROZA PARVEEN

Afroza Parveen is a revered name in the beauty industry of our country. Being Owner, Managing Partner and CEO of 'RED Beauty Parlour & Salon' and also the Co-Founder & Managing Director of 'Ujjwala' – her way of supervising both makes her the perfect blend of beauty with leadership. This week, Afroza shares the secrets behind her elegant beauty in an interview with Star Showbiz.

SKIN CARE

"Cleanliness is the key to beauty" - a motto Afroza always believes and acts according to. She may sometimes try to take a short cut, but for her, cleanliness and hygiene are a must! She starts her day with a cold shower before going to her office. Returning home after a hectic day, she follows a proper regime to remove her makeup, clean and moisturize her skin. She has been using the *Lancôme* eye makeup remover for the past 20 years to clean her eyes regularly. To soften her skin, she uses the moisturizer from *Clinique*. Her choice in toner is *Miniso* as it provides both the toning and moisturizing effects. Afroza remains busy on usual days and thus all her holidays are mostly dedicated to relaxing. She surely has her 'me days' twice or thrice a month when she spends 3-4 hours in salon pampering herself. From hair treatment to moisturizing her skin, she does them all on the 'me days'. Afroza Parveen has a sensitive skin and prefers mixed fruit packs with milk and honey for herself as her skin is prone to allergies and rashes. However, even if once in a while, she uses turmeric powder mixed with yoghurt at home.

HAIR CARE

Shampooing her hair along with proper conditioning has been a part of her daily hair care regime ever since. She usually washes her hair at her salon, but even when at home she never misses applying Shampoo and Conditioner every single day. Having colored hair, she uses the *L'oreal Color Retaining Shampoo* to protect her hair color. Oil massages are the ultimate stress relievers for her and thus she needs to do them at least once a week. May it be in her salon or at home – shampoo along with a good shower is all she needs to cheer her soul up.

MAKEUP

Afroza prefers makeup that does not seem too made-up. A light touch-up which just enhances her natural look but does not overpower it is all she wants. *Mac* has been her all-time favorite when it comes to foundation, concealer, compact powder and *kajal*. She also prefers using *Krylon* cream base and *Krylon* concealer at times. *Kajal* is her everyday essential and specifically *Mac kajal* suits her eyes the best. She has been using the *Mac* compact powder for years now as it gives her comfort. Dark shade lipsticks are a big no-no for her except when it's absolutely necessary with her attire. She likes wearing warm shade lipsticks on her usual days, *Mac* being the first choice, followed by *NYX*, *Milano* and sometimes *Dior*. During parties Afroza prefers golden tone makeup. To accentuate her features, highlighter from *Hourglass* has been her choice for a long time. *Ofra* highlighter is a favorite as well.

REGULAR WEAR

Afroza is a pure Bengali by heart which is manifested in her choice of attire. No one has ever seen her wearing anything except *Saree*. May it be a usual day or a very busy one, she never fails draping her saree with proper folds. On her regular days, she prefers wearing *Tangail* and *Cotton Sarees*. Off-white and light shaded ones are her favorites.

PARTY WEAR

For parties she prefers traditional *Jamdani* and *Silk* sarees. She pairs them up with printed blouse and often adorns herself with silver jewelleryes to have an ethnic look. She applies deep kohl and sometimes even wear a dark lipstick for parties when her attire demands

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By Sushmita Sruti Choudhury



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