

THINGS TO KEEP IN MIND WHEN PURGING:

Do I use it? This is a yes or no question. If you bought it once or received it as a gift or sample then it's likely it's not something you use. Time to get rid of it.

Is it extra? Only keep out one open product at a time. The rest goes into storage.

How long have I had this for? Makeup & makeup tools should be replaced and/or cleaned regularly. See below for a guide on when to replace items as well as when and how to clean your tools.

MASCARA & LIQUID EYELINERS: Replace every 3 - 4 months.

LIQUID FOUNDATION: Can remain up to 1 year.

LIP GLOSS: At least 6 months.

LIPSTICK: Up to 1 year.

POWDERS: Unless you notice a funny smell or colour, can use for 18 months - 2 years.

FOUNDATION & CONCEALER BRUSHES: Clean once a week.

EYE BRUSHES: Clean twice a month.

OTHER BRUSHES: Clean once a month.

BLENDERS & SPONGES: Wash regularly (ideally after each use) and replace every 3 months.

HOW TO CLEAN MAKEUP BRUSHES:

- Wet bristles with lukewarm water.
- Place a drop of gentle soap or brush cleanser into the palm of your hand.
- Massage the tips of the bristles in your palm.
- Rinse bristles & squeeze out the excess moisture with a clean towel.
- Reshape brush head & leave to dry with bristles hanging off the edge of a counter, so it dries in the correct shape (not on a towel).

HOW TO CLEAN MAKEUP BLENDERS & SPONGES:

- Wash dirty makeup sponge under warm water and squeeze to rinse out excess makeup.
- Rub a bar of wet soap in your hands to produce a soapy lather.
- Rub the blender along the soap, making sure to soap up every part of the sponge.
- Squeeze blender to make sure the cleanser has effectively made its way through the centre.
- Squeeze and rinse until sponge is clean & set out to dry.