

# Working with pink

---

*Natalie Lorence, make-up artist*

---

Natalie Lorence is a loyal advocate for pink, sometimes in the face of scepticism from women who associate the colour with a much younger, less sophisticated style.

“I’m pink-obsessed. I love everything pink,” explains the Russian-born make-up artist, who’s now resident in Bangkok. “I try to persuade every client toward pink lipstick. A lot of the time, women over 30 think of pink as cotton candy, bubblegum, watermelon, Barbie – those colours. But it’s not true. The correct shade of pink lipstick or blush can liven up every woman’s face, whether she’s 18 or 65.”

For Natalie, the key is finding the correct shade of pink that complements natural skin tones. “The more natural a colour, the better it looks on a woman’s face,” she says. “Black or blue or purple is fine in fashion, but in the real world, pink is the natural lip colour of every woman. Once

enhanced, it makes everyone look better and fresher. And there are millions of shades of pink – there’s salmon, pale pink, dusty rose, fuchsia. A lot of it depends on whether your skin is cool or warm – once you understand that, you can find the right kind of pink.”

“Pink make-up makes everyone feel younger. It certainly makes you look younger, but it also makes you feel younger at heart. It’s important for women’s confidence and it also makes them feel more feminine.”

Having worked for many years as a model and actress, Natalie has picked up “every trick in the book” from having her own face made up. “I’ve always loved make-up and always done my girlfriends’ wedding make-up,” she says. Natalie’s work incorporates a variety of assignments, from magazines and fashion to bridal make-up for destination weddings.

“I always stick to the old rule – play up either the eyes or the lips, but never both,” she says. “If I’m playing up my eyes, I’ll go for a more subtle

pink lipstick. If I’m going out and I really want to play up my lips with a bright fuchsia or neon pink, I’ll keep my eyes quite nude with just mascara.”

Natalie has travelled throughout South-East Asia and done a wide variety of jobs, so is well placed to spot trends, while also maintaining a healthy respect for simpler, classic looks. “There’s a trend of neon lipstick – most girls stick to more orange colours, but I’ve seen more neon shades, which I think looks great,” she remarks. “Either for women as an evening look or for girls during the day. It’s not quite glow-in-the-dark, but brighter pink with an orange undertone is quite popular.”

“But one of my favourite looks for every skin tone is a fuchsia lipstick – an instant fashion statement. If a woman is wearing a little black dress, [with her] hair slicked back and fuchsia lipstick, it always looks amazing.”

*[natalielorencemakeup.com](http://natalielorencemakeup.com)*

