

Best If Used By....



How fresh is your makeup? Under ideal conditions it has at most a two-year shelf life, says Ni’Kita Wilson, a cosmetic chemist in Fairfield, New Jersey. “As soon as you open a product, the clock starts ticking.”

Make the most of your countdown with these simple rules:

- **STORE WISELY.** Keep makeup in a dry environment, like your bedroom. Bacteria, mold and yeast grow more easily in humid bathrooms.
- **PAY ATTENTION TO PACKAGING.** Look for pump bottles when possible. Foundation or concealer with twist-off caps or pots that you dip your finger into allow bacteria to enter.
- **KNOW YOUR NATURALS.** If you go green, plan on replacing your products more frequently. “Organic makeup lasts about half as long as traditional formulas,” says Wilson.
- **USE YOUR SENSES.** Be wary of foul odors or liquid makeup that has separated. It’s the first sign that a product has gone bad.

