

## #160 - Wear Makeup Like a Lazy Genius

Hi there! You're listening to The Lazy Genius Podcast! I'm Kendra Adachi, and I'm here to help you be a genius about the things that matter and lazy about the things that don't. Today is episode 160 - Wear Makeup Like a Lazy Genius. I am no makeup expert by any stretch, but over 20+ years of wearing makeup, I've figured out one strategy that works for me, and I want to share it with you today.

Initially I was going to give a couple of types of people who this episode isn't for, but I realized that's not wearing makeup like a Lazy Genius because the whole point of doing anything like a Lazy Genius is to be a genius about what matters to you. If you're a person who makeup matters to, like the actual makeup itself, the experience, the tutorials, knowing a dozen different ways to do a smoky eye and then actually wearing one, be a genius. Buy your palettes. Watch your videos. Spend time in the morning putting on your makeup. If that's you, be sure to follow Jamie Golden on Instagram. When she talks about makeup, she is in fact a genius if you want to be an actual genius about actual makeup.

The next kind of person might be someone who doesn't wear makeup at all. You don't know how to wear it, you've had the same eyeshadow since you were a bridesmaid in your sister's wedding seven years ago, and you panic-shade your face when you have to go to a fancy dinner or another wedding or something. You just don't care. If that's you, you're allowed to not care. My talking about wearing makeup like a Lazy Genius isn't about the actual makeup; it's about naming what matters to you. If makeup truly doesn't matter, go forth. If makeup super does, go forth as well. We all get to care about different things without it being any sort of judgment on others or on ourselves. That is the most important thing about this episode. Care about makeup without shame. Care zero about makeup without shame. Everywhere in the middle, care without shame. You're allowed to care or not care, especially about something that doesn't alter the world like makeup. I mean, if we're talking about poverty and starving children, I think we should all care; we just care in different ways. But certain things, care or don't or change your mind from one day to the next. It's all fine.

Okay, let me give you my personal take on how I approach makeup, and I'm guessing a good number of you fall in this camp. I like how I look and feel when I'm wearing makeup. I don't dislike how I look without it and often go days without putting on any, but my default is to wear enough makeup to look alive. However, I don't want to spend a super long time putting it on or having to learn a lot of skills because I'd rather spend my time doing other things. So I want the benefit of makeup but a very specific, efficient investment in how to make it work for me. If that's you, welcome to the four faces.

I have four makeup faces that I choose: Basic Face, Ready Face, Fancy Face, and Extra Fancy Face. The point of having four faces is that when I know what face I'm putting on in the morning,

I'm limited in my choices, I know what I'm doing, I know what products I need to make them happen and don't feel the pull to keep buying new makeup at every sale. Again, having a huge collection of makeup doesn't matter to me because it doesn't serve what does matter - a solid face of makeup in the simplest way possible. So the four faces are four levels of makeup that I do the same way every single time, with the exception of a color choice from a limited selection. It just makes things so much easier because I'm not starting from scratch every morning. I pick a face, and I put it on.

You probably get the gist of the faces from the names, but let's go through them briefly. Oh, and I'm not going to go too deep into products right now, but I'll list them out under the faces in a blog post so you can see what I use.

Okay, Basic Face is the first level above no makeup. It's the bare minimum to look bright and fresh and awake without a lot of effort. Every person's Basic Face will look different because we all have different features and colorings and such. For me, Basic Face is a CC cream with SPF, a quick color on the cheeks, filled eyebrows, mascara, and a nude lip or just chapstick. It takes less than a minute and does the job. And while it's easy for me to say what Basic Face or any of the four faces are for, that's actually your job to name. You might think a place I'd choose to wear Fancy Face is not a place you'd even think to wear Fancy Face. So I wear Basic Face most days, even on days I'm not leaving my house. It's just a way to feel awake and less frumpy and more on top of my life than on makeup-free days.

Next up, Ready Face. Ready Face is usually when I'm going to leave the house but for just regular reasons. Ready Face is a slight uptick from the Basic Face with these additions: I'll use a primer under my CC cream, a highlighter for my cheeks and eyes to look more alive, eyeliner, and both eyeshadow and lipstick but one will be pretty nude. So a barely there eye and a brighter lip or more color on the eyes but a nude lip. Again, just an upstick from Basic Face.

The next uptick from Ready Face is Fancy Face. Fancy Face is some mornings at church, dinner out with Kaz when we go somewhere nice, a concert, something that feels a little special or somewhere where I'm going to be on camera, for example if I'm playing music on stage at church. That's when I wear Fancy Face. Fancy Face is a primer still so everything stays in place but a fuller coverage foundation instead of just a BB cream, same blush and highlighter, eyeliner, mascara, and all the things, but both the lips and the eyes get some extra color and attention. I might do some shading on my eyes or have a bolder lip. But the time for that isn't much different than Ready Face. It's more about the colors I choose for eyes and lips and maybe an extra few seconds to blend a bit. Otherwise, everything else in terms of time is the same as Ready Face. So that's Fancy Face.

And finally there's Extra Fancy Face has been on my face maybe half a dozen times in my life. My own wedding for one. Maybe my sister's wedding. Probably a fancy evening out or two, but we don't really do those. We're not invited to galas. We just aren't fancy people in the stereotypical sense, so Extra Fancy Face just doesn't need to be pulled out much. But that face

is the whole nine. Primer, hardcore foundation that's maybe layered on a couple of times, a smoky eye, lipliner along with the lip color, you know the drill. Extra Fancy.

Now here's the thing. The whole point of my four faces is to only have four options, and since Extra Fancy is such a rare occurrence for me personally, it's really just three options every single morning. I know what those four faces are and can easily make them happen with only an extra choice or two of what color to go with. Your four faces can be whatever you want them to be. I do think the terminology of Basic, Ready, Fancy, and Extra Fancy work, but your Extra Fancy might be fairly often. The whole idea is to pare down your possibilities to four options and then choose one each morning. You decide what they are and what parts of your life they're attached to.

For example, I will never wear a Basic face to church on a Sunday morning when I'll be on stage. I look too washed out for my personal opinion. In order for me to look like Basic or Ready Face Kendra from up on the stage under a few lights, I need to wear Fancy Face with a little more color and shading and effort. Does that make it fake? No, it just means a little more makeup. Remember, wearing makeup doesn't make you a bad person. It's okay for you to want to look a little fresh and awake and maybe even feel pretty heaven forbid.

This feels really important for me to say and it's a message I will die on a hill for. When someone looks put together, it does not mean that inside they're falling apart, that they're trying too hard, or that they're so insecure that they're trying to put on a pretty face. Some people just like lipstick, y'all. The same goes for women who don't wear makeup at all or never get dressed in jeans or whatever else the messy hair, don't care messaging says. Just because a woman doesn't wear makeup doesn't mean she's secure and carefree and the most vulnerable and authentic person. Neither of those correlations are true, but we have equated caring for our appearance as some kind of moral code, and I think it's quietly driving us apart. You can care about makeup. You can not care about makeup. You can be an incredibly secure person and love lipstick and highlighter and contouring, and you can be an incredibly secure person and have never purchased anything called highlighter in your life. It all counts, you guys. Please let your girlfriends care about their makeup the way they choose to. Please let your friends live differently than you do without it being a secret judgment on your own choices. You're allowed to care. She's allowed to care. We're all allowed to care and sit together and talk and laugh together without having to say "look at you in your fancy lipstick looking all cute and I'm over here looking like garbage" and then loudly and nervously laugh but drive home later either actually feeling like garbage or judging your lipstick friend for trying so hard. Stop comparing. It is fruitless and hurtful and not based on anything real. So the biggest way to wear makeup like a Lazy Genius is to do your thing, let her do hers, stop comparing, and live your life. I think the world would be so much better if we were all just ourselves and championed other women to do the same.

And back to the actual makeup, I'll put my products on the website for you to check them out if you're interested, but I highly encourage you to look at what the product is doing, not

necessarily what it is. We all have different skin types and makeup needs and face shapes and all of it. Don't keep adding to the collection of unused stuff because it works for someone else. Start looking specifically for the fewest number of items to get you your four faces, and then be done. It's a beautiful makeup world if that's the makeup world you want to live in.

And that's it for today. All the things are in the show notes, and you can find me on Instagram @thelazygenius and sign up to get my monthly Latest Lazy Letter at [thelazygeniuscollective.com/join](https://thelazygeniuscollective.com/join).

Also a quick bonus announcement. Last week, our episode was sponsored by the book All Things Reconsidered by Knox McCoy. Well, I wanted to give you a heads up that this Saturday, June 6th is the virtual live show celebrating the release of that book. Knox and Jamie are two of the absolute funniest people around, I've been a guest at a couple of their live shows, and they're some of my favorite experiences ever. I know a little behind-the-scenes of what will be in this live show, and I'm telling you if you have even the tiniest bit of love for Knox and Jamie, you will want to go to this party. All you have to do is preorder Knox's book and click a couple of buttons afterward. Head to [knoxandjamie.com/live](https://knoxandjamie.com/live) to get more info. I'll be there on my couch in my pjs with a whiskey sour and I cannot wait. I hope you'll join me there. The link is in the show notes but again you can just go to [knoxandjamie.com/live](https://knoxandjamie.com/live).

Okay, that's it for today! Thank you so much for listening. Until next time, be a genius about the things that matter and lazy about the things that don't. I'm Kendra, and I'll see you next week!