

No7

THE No7 BEAUTY KNOWLEDGE

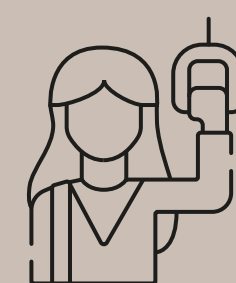


Running late heading from A to B? Makeup refresh on the train?

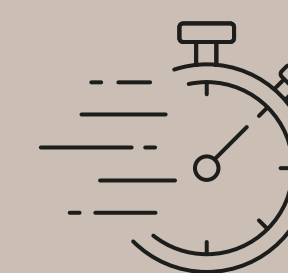
Master the art of on-the-go makeup with The No7 Beauty Knowledge – an insightful guide for those who opt to do their makeup on the move to ensure a confident start to their day, whatever it looks like.

Whether you're battling bumpy bus rides or navigating cramped commutes, this handbook provides expert tips, tricks, to help you confidently apply makeup on-the-go like a pro and allow you to be the best version of yourself, every day.

On-the-go makeup habits of UK female commuters



2 Days a week is the average days that women apply makeup during their commute



Over 60% of female commuters feel that applying makeup on the commute saves time in the morning



43% of female commuters apply makeup while commuting



58% of female commuters apply makeup on their commute so they get a few extra minutes sleep in the morning



21% of female commuters would be open to doing their makeup on the move if it was easier for them to apply in transit



With 29 years of experience between them, London Black Taxi drivers Vicki Odell and Mirna Borne have shared their insider hacks on the smoothest, least-jolting roads into central London, perfect for passengers who want to arrive at their destination feeling and looking flawless.

Marylebone Road should be your go-to route from West. No speed bumps and minimal traffic depending on time of day means an uninterrupted stretch of road, perfect for eyeshadow blending and mascara application that won't poke you in the eye.

City Road is one of the bumpiest in London – so I wouldn't recommend loose powder for obvious reasons!

If you're looking for a smooth ride, avoid Islington as there are speed bumps everywhere! If you must travel through, the silver lining is that the 20 mph speed limits do make it easier to apply on the go.

Tower Hill is the most popular route into Central London from East, and for good reason! No speed bumps and minimal traffic depending on time of day so you can apply your makeup in scenic settings.

Unsurprisingly, Oxford Street and Regent Street are some of the busiest roads in London - crowded with pedestrians and vehicles - meaning lots of stops and starts and terrible for applying eye makeup or risking lipstick accidents.

Extra tip
For the best lighting, keep an eye out for cabs with the panoramic roofs – I had a passenger say the lighting was better than her flat!



Make the most of the light!

"Turn your head towards the light source when doing your makeup so that it is aimed directly at your face, giving you the best possible chance at applying your makeup evenly and avoiding being baked in blush. You can also get a mirror with a light attached to it for those early mornings or late night make up needs."



Stick to cream base products

"Unless it's pressed, avoid loose powders – the last thing you need is your powder spilling everywhere as you go over a speed bump! Cream formulas such as the **No7 Pro Artist Soft Glow Cream Bronzer** are so much easier for on-the-go application as you can blend out with your fingers and is easier to make look more natural."



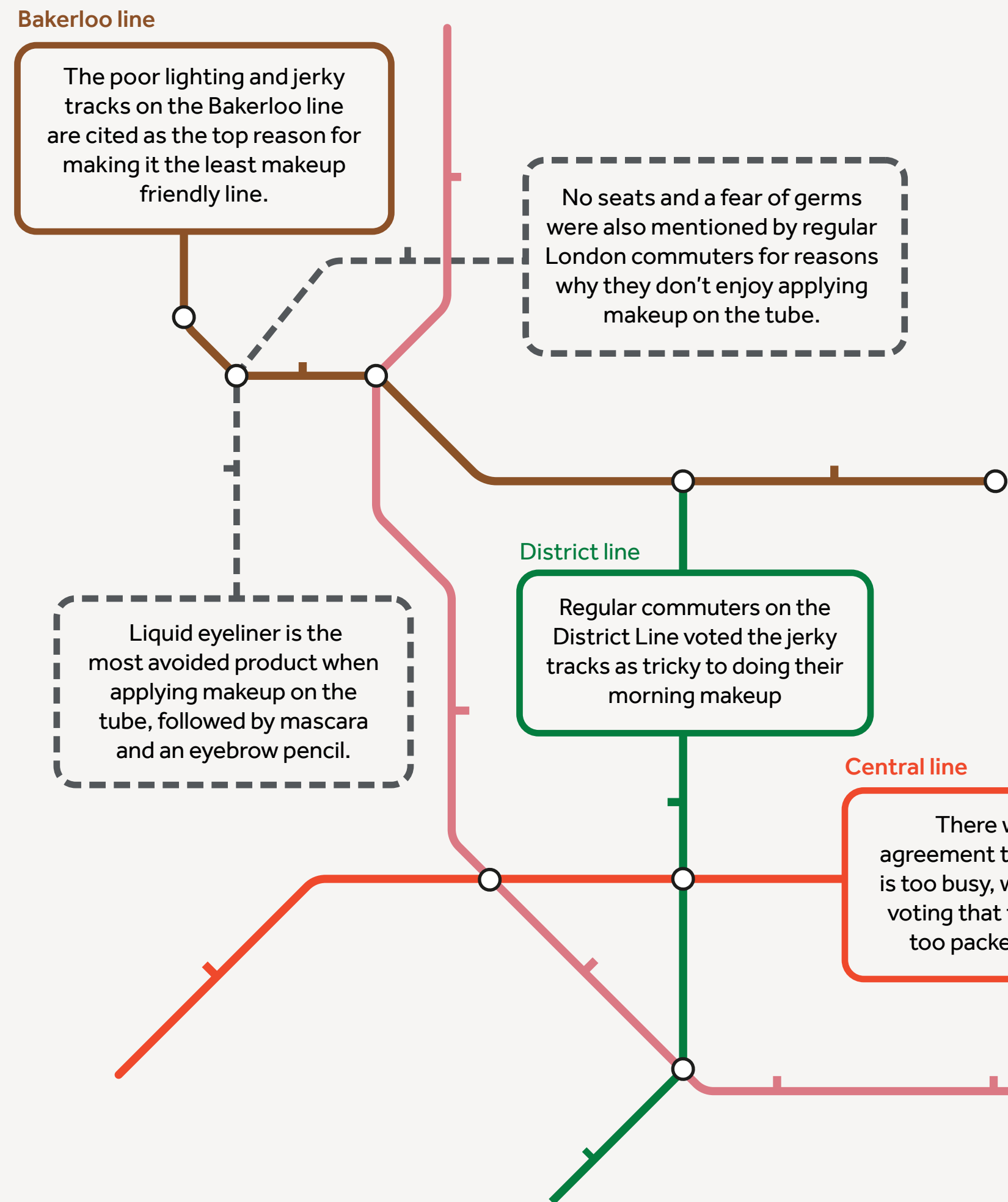
Go big with the mascara and lipstick

"These are the easiest bits to apply on the go and you can layer away knowing that you can't go too wrong! If you want enhanced but natural looking lashes, I'd recommend the **No7 Pro Artist That's a Wrap Tubing Mascara**.

A lipstick is easy to apply without a mirror so always handy to have in your bag! One of the easiest for mirror-less lips is the **No7 Pro Artist Lip Shine** - a best of both a lipstick and a gloss, and super easy to apply."

TUBE-TESTED BEAUTY

For the time-pressed Londoner, the tube often doubles as their mobile dressing table. However, not all lines are created equal when it comes to a smooth, steady canvas for your contouring. Considering everything from jerky stops and starts, to overcrowding, Londoners reveal the best and worst things about doing makeup on the tube...



Top 3 products female commuters think would make their makeup on the move that bit easier...



Products with built in compact mirrors



Multipurpose products— meaning there's less to carry around



Products that are easy to fix in case of mistakes

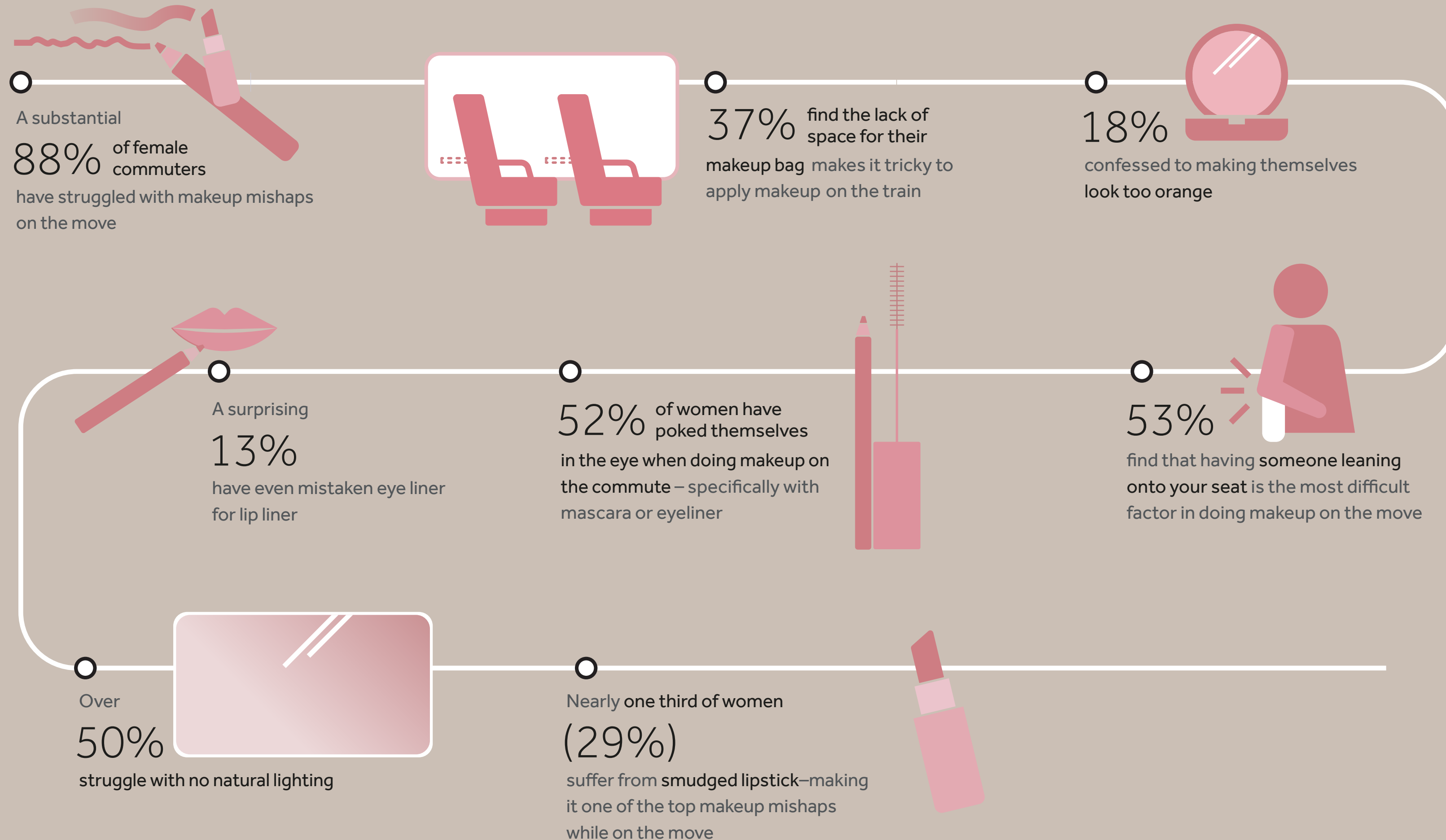
Tube Lines ranked from best to worst for doing makeup... so you can plan your route accordingly

Rank	Line
1	Elizabeth Line
2	Overground
3	Victoria
4	Thameslink
5	DLR
6	Jubilee
7	Northen
8	Metropolitan
9	Central
10	Hammersmith & City
11	District
13	Piccadilly
14	Circle
15	Waterloo & City
16	Bakerloo



Carriage Cosmetics

Applying makeup on the train can be fraught with tiny frustrations that test even the most seasoned commuter's patience. From the precarious balancing act of applying mascara, the accidental elbow jab from a fellow commuter, the UK's commuters reveal their pet peeves of makeup on the move...



Emily Simms, No7 Global Education Specialist & Makeup Artist, shares her top tips for applying makeup on public transport:



Assemble the essentials

“Prep your on-the-go makeup bag that covers the essentials to create a beautiful look no matter how much time you have. Five products I’d recommend packing are:

- 1 Eyeshadow Quad
- 2 That’s a Wrap Mascara
- 3 Colour & Glow Multistick
- 4 Luminous Glow Lip Shine
- 5 Brow Gel”

Choose your tools

“The beauty of the No7 Pro Artist range is that everything is so easy to apply, you can do it with your fingers. However, you might not want to use your hands whilst on-the-go so it’s always good have some hand sanitizer in your bag or take a couple of brushes to blend out – the No7 Face Brush and Eye Contour Eyeshadow brush should do the trick!”

Your No7 Pro Artist On-The-Go Essentials

No7 Pro Artist is a beautifully curated capsule collection of essential products to create any look – featuring high impact, pigmented lipsticks, ultra-nourishing, non-sticky lip oils and a velvety cream bronzer. Delivering a pro finish with easy-to-use products, No7 has introduced new additions to the range which promise to make your makeup on the move that little bit smoother.

6 NEW NO7 PRO ARTIST PRODUCTS



Pro Artist
That's a Wrap Mascara
£17.95

Transform your lashes by lifting, lengthening and defining effortlessly. This lightweight and buildable tubing mascara wraps every lash for a wide-awake look, keeping lashes in place all day* without smudging or flaking.



Pro Artist
Glow Shine
£14.95

2 shades
Crystal Clear
Nude Shine

Designed to deliver extreme shine for a mirror-glazed, glass-like finish that accentuates the natural beauty of your lips.



Pro Artist
Colour & Glow Multistick
£14.95

3 shades
Rose Pink & Pearl Glow
Soft Berry & Warm Glow
Peach Coral & Rose Glow

For a radiant, healthy-looking blushed glow on the go. These creamy, buildable lip and cheek multisticks blend effortlessly to create a fresh, soft-focus flush of colour.



Pro Artist
Bronze & Glow Multistick
£14.95

2 shades
Deep Bronze & Golden Glow
Light Bronze & Champagne Glow

For a radiant, sun-kissed glow on the go. These creamy, buildable face and eye multisticks blend effortlessly into the skin to create a fresh, bronzed complexion in just one stroke.



Pro Artist
Radiance Primer
£19.95

Rich yet lightweight, this all in one primer and moisturiser glides onto the skin, creating a base for your foundation whilst helping to hydrate and soften the skin.



Pro Artist
Eye Shadow Palette
£16.95

2 shades
Round of Applause
Centre of Attention

A 4-in-1 palette of easy-to-blend shades. These soft mattes and shimmers deliver intense colour after just one sweep to create your perfect looks, day or night!