

NIC administrative assistant starts new beauty blog

When she was in her 20s, North Idaho College Health Professions and Nursing Division Senior Administrative Assistant Cindy Ingalls modeled for Dredzen Modeling Agency, doing runway fashion shows for companies such as the Bon Marche and Nordstrom.

It was during that time that her love and appreciation for the artistry of makeup began.

But Ingalls isn't 20 anymore. And the styles, colors, and techniques that worked for her in her youth, aren't necessarily appropriate for older women. That is why Ingalls recently started Prime Beauty, a blog that acts as a beauty resource for women 40 and older.

"There are lots of makeup and skincare blogs for the 20- to 30-year-old crowd, but very little for mature women," Ingalls said. "Women over 40 have unique issues and Prime Beauty addresses those issues with information geared specifically for them."

Features on the site include articles on skincare, makeup, product reviews of old favorites and new product launches. As the writer and editor of the blog, Ingalls has started a new weekly feature in which she writes a review of a drugstore product she thinks is high quality for a low price.

Ingalls even taps some of the resources she knows from the industry to provide makeup tips and tricks. Ashley Babino is a freelance makeup artist that has worked for Laura Mercier Cosmetics, the Prescriptives line, and the cosmetics department at Nordstrom as a makeup artist for special events. Ingalls plans to begin a monthly feature called "Ask Ashley" in which readers email their questions and have them answered by Babino.

"I have done a few posts where I have interviewed her and asked her questions, but I thought this would be more interactive and fun for my readers," Ingalls said.

Ingalls said she hopes that readers of the Prime Beauty blog take away helpful tips. But she also hopes those tips help women feel more confident and youthful inside and out.

"In addition to looking good on the outside, I hope to encourage, inspire, and celebrate women over 40," Ingalls said.

Visit the Prime Beauty blog at www.primebeautyblog.com.