

Interview with Lisa-Potter Dixon

Sindy: As the head make-up artist for Benefit Cosmetics, what does a typical day for you look like for you?

Lisa: My days are always so different but I try to start most of them with a quick Yoga class followed by a venti caramel macchiato extra hot (to be precise)! Then I spend most of my day running around from fashion shows to photo shoots to press meetings. In the evenings I love to chill out with my boy and watch CSI!

Sindy: Tell us more about the three Diet Coke looks. Do you have a secret tip to help us get the three top Diet Coke looks easily?

Lisa: The three looks relate to different personalities, so every gal can relate to at least one of the looks! The secret to the looks lies in the lips. And, for all three, you can use one of our famous tints. Eleanor's fashionista look uses Benefit's first EVER product, Benetint. This is then topped up with our Flirt alert lipstick for added glam factor! Irene's Rock chick look uses our mango coloured Chachatint. For an extra glossy finish, to really rock it up, pile on some of our Spiked Punch lip gloss. Bernadette's romantic look uses our poppy pink Posietint for a beautiful soft finish. Top it up with our Dancing queen lip gloss for that extra sparkle.

Sindy: Which look do you wear most often?

Lisa: At the moment I'm wearing Eleanor's fashionista look because I heart bright lips! But this weekend I'll definitely be rocking Irene's look-who doesn't love a smoky eye on a night out?

Sindy: What make-up myth do you want to bust right here on Coke Zone?

Lisa: That a smoky eye can only be created using dark colours! TOTAL MYTH! A smoky eye can be created using any colour-it's all about the blending baby to create that smoky looking finish!

Sindy: If you were a superhero, which power would you like to have?

Lisa: Ooo, It would have to be flying - I mean who wouldn't want to soar above the clouds, avoiding all the traffic!

Sindy: When do you usually take your Diet Coke break?

Lisa: On the hour every hour?! No, seriously, 3pm is when I tend to need one the most - it's like my personal pick me up!

Sindy: What Benefit products are in your make-up bag right now?

Lisa: The question should be what Benefit products AREN'T in my make up bag right now?! Ha! My key everyday items have to be Porefessional, Chachatint, Browzings, You Rebel, They're Real mascara, B.right hydrating facial mist and Benetint lip balm!! As you can imagine, my make up bag is pretty big!!

Sindy: What would you say is your signature make-up style?

Lisa: I always try to have fresh and flawless looking skin and my brows always have to be perfectly groomed! I'm a big fan of blusher; it can take you from drab to darling in a second. Mascara is a girl's best friend so I always have to have long luscious lashes! I change my lip colour every day-but coral shades are my all time faves!

Sindy: What is your daily beauty regimen?

Lisa: I cleanse, tone and moisturise using our B.right Skin care, morning and night. It's like a ritual! I pretty much can't sleep if I know I have make up on!

Sindy: Who and what inspire you creatively?

Lisa: My little sisters all inspire me - I have four of them and they are all SUPER creative! I LOVE their constant flow of fresh and dynamic ideas. We're all so different but so similar at the same time and it's our love for everything creative that gives us such a strong bond. Jean and Jane Ford who invented Benefit are also a massive inspiration to me. I LOVE the story of how they began Benefit. I've had the honour of meeting them both which was amazing. Their energy and passion for the brand after so many years is incredible. Jean and Jane ROCK!

Sindy: What do you love most about being a make-up artist?

Lisa: I love enhancing women's natural features and making them feel a million dollars. It's a fact that when you look great you feel great and a little bit of makeup can give you confidence that you never knew you had.

Sindy: Get Glam is.....

Lisa: when you look in the mirror and think 'WOW' check me out!! ;)