

chenebean

M A K E U P A R T I S T R Y

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MAKUP EXPIRATION CHEAT SHEET

*Helpful Guide & Tracker On How
Long To Keep Your Beauty Products*

All beauty products expire and must be pitched upon expiration.

The best way to keep track, is to write the month & year (using a black or silver sharpie) on the bottom or side of the container the moment you open and start using it.

Many beauty products carry a PAO symbol (a small jar icon) with a number & letter "M" on the inside.



This tells how many months after opening when it should be tossed. Numbers vary and usually small and hard to find, placed on the packaging itself or the box.

For example, The compact below (bottom left) illustrates a PAO with 18M. Which means this product is good for 18 months after opening.

The tube below (bottom right) illustrates a PAO with 12M. Which means this product is good for 12 months after opening.

FACE

- Foundation (Cream/Stick) 2 Years
- Foundation (Liquid) 12-18 Months
- Powder (Pressed) 2 Years
- Powder (Loose) 2 Years

EYES

- Eye Shadow (Powder) 12-18 Months
- Eye Shadow (Liquid) 12 Months
- Eye Shadow (Cream) 12 Months
- Eyeliner (Pencil) 2 Years
- Eyeliner (Gel/Cream/Liquid) 3-6 Months
- Mascara 3-6 Months

CHEEKS

- Blush (Powder) 2 Years
- Blush (Liquid) 12-18 Months
- Blush (Cream) 12 Months

LIPS

- Lip Pencil 1-2 Years
- Lipgloss 12-18 Months
- Lipstick 12-18 Months

Dry/powder products have a longer shelf life. Liquid and creams are shorter. Unopened products may have a longer shelf life until opened (exposed to air).



