

Confidence Essentials GUIDE

My Top Skincare + Makeup Picks
for Women 50+



Tracel
Callahan

Helping women 50+ feel confident in
their skin, their style, and their life.

YOU DON'T NEED MORE. YOU JUST NEED THE RIGHT ONES.

You don't need a 15-step beauty routine.

You don't need to buy the latest TikTok trend.

You just need a few high-quality products that work for you now.

I've curated this kit with my favorite Beauty Society picks — tested, trusted, and perfect for women in midlife.

Each product here is designed to:

- ✓ Support your changing skin
- ✓ Simplify your routine
- ✓ Boost your confidence

Let's dive in.



Skincare That Works With Your Skin; Not Against It

Hormones, stress, and time change our skin. That doesn't mean it's "bad" — it just means it needs different support.

EASY GOING - GENTLE CLEANSER



Why I love it:

This is the perfect cleanser for mature, sensitive, or dry skin. It removes dirt and makeup without leaving your skin tight or stripped. Think clean, fresh, and calm — every time.

How to use it:

Massage into damp skin morning and night, then rinse. Simple, soothing, effective.

[CLEANSER](#)

ALL NIGHTER — AGE-DEFYING NIGHT SERUM



Why I love it:

This is my "wake up with better skin" product. It smooths fine lines, evens out discoloration, and gives you a more refreshed look overnight. It's like a mini facial while you sleep.

How to use it:

Apply 1-2 pumps before bed, after cleansing. Follow with moisturizer.

[ALL NIGHTER](#)

OUR LITTLE SECRET — FIRMING SERUM



Why I love it:

This is the serum I reach for when I want my skin to look tighter and more lifted. It firms, smooths, and softens lines around the face (even the eyes) — and the results keep getting better with time.

How to use it:

Use morning and/or night after cleansing. Apply a small amount all over face and neck, gently around eyes too.

[SERUM](#)

LOVE THY FACE — MIRACLE MOISTURIZER




Why I love it:

This moisturizer is like a big glass of water for your skin. It calms redness, deeply hydrates, and leaves skin plump and soft without feeling heavy.

How to use it:

Smooth over skin morning and night, after your serum.

[MOISTURIZER](#)

 **Pro Tip:** You can grab each product individually, or save money when you buy the full Confidence Skincare Regimen as a set. This way, you'll have everything you need for a complete system that works together beautifully.

[FULL REGIMEN](#)

Simple Makeup That Lifts + Brightens

Makeup in your 50s isn't about covering up. It's about lifting, brightening, and letting your natural beauty shine. These picks are simple, forgiving, and confidence-boosting.

SHEER JOY — AGE-DEFYING TINTED SERUM

Why I love it:

This is my everyday go-to because it gives just enough coverage to even out your skin without feeling heavy. It hydrates, smooths, and leaves a natural glow — perfect for women who want to look polished, not “made up.”

How to use it:

Mix 1–2 pumps on the back of your hand. Apply with fingers, a brush, or sponge for a seamless finish.

[SHEER JOY](#)

LIGHTEN UP — UNDER EYE BRIGHTENER

Why I love it:

Dark circles and tired eyes? Gone. This brightener instantly refreshes your face and makes you look like you had a full night's sleep (even if you didn't).

How to use it:

Dab gently under the eyes from inner to outer corner. Layer for more coverage.

[LIGHTEN UP](#)



LUMINOUS GLOW — TIMELESS FACE STICK

Why I love it:

This little stick does it all — cheeks, lips, or eyes. It melts into your skin for a soft, youthful glow that feels fresh, not heavy.

How to use it:

Swipe directly on cheeks, lips, or eyelids. Blend with fingertips for a natural, lit-from-within finish.

LUMINOUS GLOW

CREAM BRONZER

Why I love it:

Forget powdery bronzers that sit on top of your skin. This creamy bronzer blends like a dream, adding just the right amount of warmth and glow for that sun-kissed look (without the sun damage).

How to use it:

Apply with a brush where the sun naturally hits: forehead, cheeks, and jawline. Blend well for a seamless finish.

BRONZER

CREAM BLUSH — LIP + CHEEK

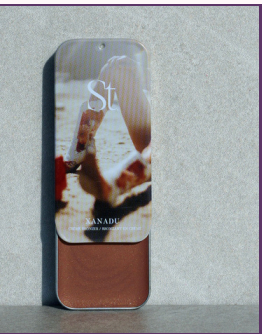
Why I love it:

I love anything that saves time — and this one does double duty. It gives your cheeks a natural flush and adds color to your lips in seconds. One product, endless confidence.

How to use it:

Tap onto the apples of your cheeks and blend upward. Add to lips for an instant pop of color.

BLUSH



Seint



Seint

Your 10-Minute Confidence Routine

You don't need a 15-step system.

You just need the right products, in the right order.

Here's how I recommend using your Confidence Essentials Kit:

☀ Morning Routine (5 minutes)

1. **Serum** → *Our Little Secret* for firming + smoothing.
2. **Moisturize + Protect** → *Love Thy Face* for deep hydration.
3. **Base** → *Sheer Joy* tinted serum for even, radiant coverage.
4. **Brighten** → *Lighten Up* under eye for instant freshness.
5. **Color & Glow** → Tap on *Lip + Cheek* for blush + lip color, finish with *Luminous Glow* above cheeks and *Xanadu* bronzer under cheeks for warmth.

💡 *Done in 5 minutes. Fresh, polished, and ready to go!*

🌙 Evening Routine (5 minutes)

1. **Cleanse** → *Easy Going* to remove the day.
2. **Resurface** → *All Nighter* to smooth fine lines + even tone overnight.
3. (optional) **Serum** → *Our Little Secret* for firming + smoothing.
4. **Moisturize** → *Love Thy Face* to deeply hydrate + restore.

💡 *Done in 5 minutes. Let your products work while you sleep.*

🎯 Pro Tip from Tracel

Confidence isn't about *using* more. It's about using the *right* ones consistently.

These are the exact products I use every day to look refreshed, feel confident, and keep my routine simple.

Your Confidence Reset Starts Here

You now have the *exact products and steps* I use every day to feel confident in my skin.

But remember, confidence isn't just about skincare and makeup.

It's also about how you feel when you open your closet. That's why I created the **Closet Confidence Reset**, a step-by-step system to declutter, organize, and rebuild your wardrobe so it finally works for the woman you are today.

Your Next Steps:

- ✓ **Shop Your Skincare Essentials**
- ✓ **Save with the Full Skincare Regimen**
- ✓ **Shop Your Beauty Society Makeup Essentials**
- ✓ **Shop Your Seint Makeup Essentials**
- ✓ **Start The Closet Confidence Reset** (\$47)

Skincare + makeup + style = unstoppable confidence.

You deserve to look in the mirror — and your closet — and feel good again.

— Tracel 

 **Have questions? I'd love to hear from you!**

 tracel@tracelcallahan.com |  Instagram: [@tracelcallahan](https://www.instagram.com/tracelcallahan)