

What is a PAO?

Period after Opening! There could be a logo on your beauty products designed to help you keep up with their freshness. It is called a PAO number and it tells you how many months the item should last after the seal has been broken. This system is not yet mandatory in the United States but many domestic brands use it anyway.

Put a sharpie in your makeup bag and when you open it for the first time write the date on them, you will never have to guess if they are good or not.

Anne Marie Fine, an Arizona-based naturopathic physician and skin specialist Helps to outline the shelf life of eight key products in Body + Soul magazine.

Mascara, Liquid Liner	*Three to four months
Powders:Eye Shadow, Blush & Face Powder	*Up to two years
Lipstick, Lip Gloss, Balm	*A year with wand, two years with direct or brush application
Pencils	* Up to three years, with Sharpening
Liquid Foundation	* Up to two year
Moisturizer: Face or Body	*About two years in a pot; Two to three years in a pump
Sunscreen Sunblock	* Up to a year
Fragrance	*About two years