Between meetings, soccer games, and workouts, you need more than a swipe of lipstick to freshen up. Borrow these simple tips from mom and entrepreneur Sue Fuller, who has made portable style her business.



PRO ADVICE

SUE FULLER

The president of the company Oliver
Thomas—named after the cofounder, her
Shih Tzu—designs
practical (lightweight and washable) bags with names like Not a Trainwreck.

STREAMLINE

When you're running around all day, efficiency is everything. "My bag is full of things that do more than one job, plus travel-sizes like blush and powder," Fuller says. For quick touch-ups, try these individually wrapped blotter and powder blenders: Setz Blot & Translucent Powder (\$4 for five-pack; cvs.com).

BUT BRING DRAMA

Your day kit deserves the prime real estate, but save a spot in your case for makeup that can transition your look from day to night. "The one thing I change is my eye makeup. I love a smoky eye for evening and always keep an eye palette on hand," Fuller says.