

SPECIAL EDITION!

Brace for Impact

Bold color, lively combinations, sheer applications: Spring's makeup stimulus package emboldens wearers to create an impact. —Karie L. Frost

Let's be honest—while we watch with a smidgen of anger as big banks reap the benefits of the \$787 billion-plus economic stimulus package, we can't help but wonder, "Where's our stimulation?" While a few billion pumped into our accounts wouldn't be too shabby, what's more realistic is the stimulus package being offered up by spring's backstage beauty-makers—a makeup package pumped with wow-factor hues that enliven the face, lift the spirits and ensure confidence. "Color cosmetics are amazing: They create energy or give off soothing effects, and make women feel feminine, cheerful, sophisticated, or playful," opines Mary Swaab, CEO of Colorlab Cosmetics. "Color is important during this economic downturn simply because it stimulates."

"Certainly the times we're facing are challenging, and the introduction of bright, playful color provides a feast for the eyes and an inexpensive lift to those who purchase them," adds Darlene Zembrod, Mirabella Beauty Cosmetics national trainer. "Everyday women can afford a fantastic red, mauve or coral lipstick to give their spirits an added lift."

And since many trends in beauty tend to echo the times we live in, the brights of spring seem to signify the optimistic view that 2010 is the year for recovery. "As our social and economic environment begins to improve, we'll see this shift further reflected in the personal expression of artists and designers," asserts Ryan Cox, Youngblood Mineral Cosmetics director of artistry and education. "Bright colors represent brighter days ahead." So, here's to spring's brightest makeup trends—and to a brighter 2010.



Viktor & Rolf

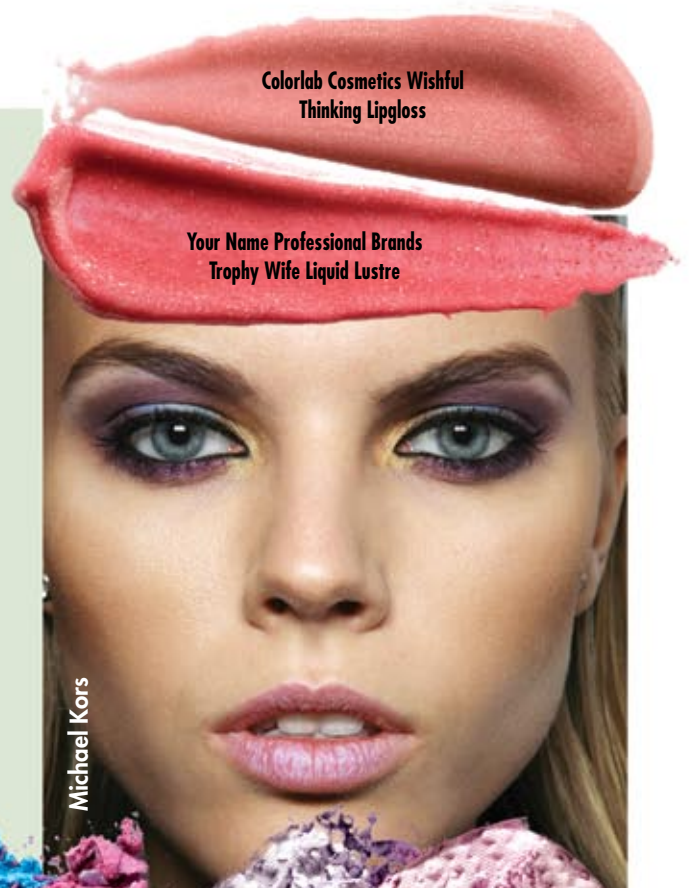
Color Coated

Zingy Easter egg hues bring a sunny palette front and center for eyes and lips. "These hues are fresh and their payoff is more sheer and elegant than in the past," notes Zembrod. "Even though they're bright, they have a very modern, transparent feel to them."

Though the runways layered as many as six pastel hues that extended far beyond the brow, real-world applications are just as visually stunning. "Have her choose a color mascara and eyeliner to break her daily beauty routine," suggests Bodyography Professional Cosmetics creative director Nicole Krakowski. Or, create what TIGI international cosmetics director Kevin Givens deems a "color flash": Apply bright pastel shadow to the lid only, without going outside the edges. "Then blend all the way around for a soft edge, which allows for only a flash of color when she blinks," he says.

And lest you think playful color is limited strictly to the playpen set, think again. "The pastel color trend can be adjusted to any age group simply by modifying the color saturation," asserts Swaab. "Our baby boomers will wear the watered-down version while our Gen X and Y clients will use full-strength color."

As for lips, the true focus of the trend lies with the eyes, but a pastel lip can certainly sweeten the deal. "Apply sheer textures to the lips to enhance, not compete with, the eye shadow application," suggests Cox, noting that sheer, shimmering pinks pack enough punch without overpowering.



Michael Kors



Cara Cosmetics Tibet Eyeshadow

Julie Hewett Los Angeles Malachite Hue Crème Shadow

Youngblood Mineral Cosmetics Jewel Pressed Eyeshadow

Emani Crushed Minerals Dare Devil Color Dust

*Mirabella Beauty Cosmetics Spring-ology Violet Vision Palette

Your Name Professional Brands Surrealist Quad

Sormé Cosmetics Ice Long Lasting/Wet & Dry Eyeshadow

Colorlab Cosmetics Lime Illusion Mineral Eyeshadow

Mehron Light Chrome Green E.Y.E Cream



Versace



Viktor & Rolf



Derek Lam

* Two of three colors in Mirabella Beauty Cosmetics Spring-ology Violet Vision Palette

Sheer Hunters

The word on makeup artists' lips is "transparency." Barely-there makeup leaves skin looking fresh and unfettered, and sheer washes of color—nudes, taupes and muted roses—seem to blend seamlessly. Amongst all the colorful makeup iterations, "the nude look added a youthful freshness to the runway shows," relates Robert Hensley, Sormé Cosmetics director of education.

Start off right with a smooth foundation—the skin, that is. "Prep skin by exfoliating and applying a layer of moisturizer," says Victoria Taloff, Sothys account executive Midwest. She recommends using a targeted technique, applying foundation only where skin tone is uneven. Another bare-face tip courtesy of celeb makeup artist Andrea Claire, who works with FACE atelier: "Using a foundation brush, start application at the center of the face, imagining a circle that starts just under the eye area, around the mouth and with the nose in the middle. Don't add any more foundation than what you started with, and blend out toward the hair- and jawlines. By the time she reaches the outer edges of her face, she has minimal to no makeup on the brush, allowing her skin to shine through."



Gucci



Youngblood Mineral Cosmetics Ora Pressed Eyeshadow

Colorlab Cosmetics Pixie Blush

Youngblood Mineral Cosmetics Natural Mineral Moisture Tint

Repêchage Translucent Mineral-Rich Loose Powder

Bodygraphy Professional Cosmetics Neutral Foundation Primer

Mineralogie Tutu Blush

Apples & Oranges

Orange-reds and red-oranges cause for high-impact lips...but are they wearable? Certainly! "Red-orange is a playful color that works best when she has a playful personality to match!" thrills Cara Yankauskas, Sothys account executive New York. She points to yellow-based oranges for olive skin tones; bronzy orange for dark skin; sheer orange or pinked-corals for fair skin; and blue-based oranges for medium skin tones.

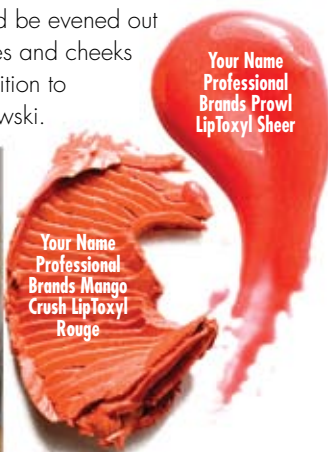
And how best to pair this emboldened lip color? "This trend demands that lips remain the focal point, so the face should be evened out with a little concealer or foundation, and eyes and cheeks should be clean-looking with just a little definition to balance this bold, orange pout," says Krakowski.



Giambattista Valli



Prada



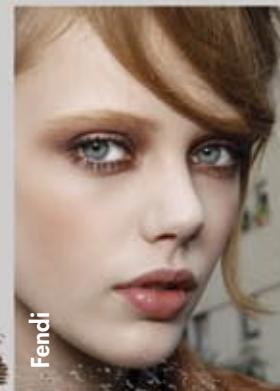
Your Name Professional Brands Prowl LipToxyl Sheer

Your Name Professional Brands Mango Crush LipToxyl Rouge

Full Flutter

Spiky lashes, especially on the bottom lash-line, are spring's newest incarnation of lush. To play up lower lashes, Givens suggests "painting the mascara on in sections and holding the wand vertically. This will leave more product, which connects lashes for a stronger look."

Rudy Miles, Aveda global makeup artist, takes the trend a step further: "A technique I use—especially on photo shoots—is to *subtly* draw lines under the eye between the lower lashes (though *not* Twiggy-like). This gives the illusion of more lashes along the bottom lash line."



Fendi



Your Name Professional Brands SuperWear Mascara

Yves St. Laurent

Bodygraphy Professional Cosmetics Stiletto Waterproof Mascara

Summer Lovin'

In anticipation of sunnier days, sun-kissed beauty gives rise to a fabulous faux glow matched with muted smoky bronze or brilliant gold-rimmed eyes. "Apply bronzer only where the sun would naturally kiss the face," shares Zembrod. Such focused application "brings attention to eyes and lips while creating a faux glow," notes Swaab.

Before choosing a bronzer finish, strategize application. "A matte/semi-matte bronzer creates a more realistic effect because it doesn't reflect light, whereas a shimmer bronzer bounces light, causing areas to appear larger," says Cox. "A reflective/shimmer texture should be carefully applied *only* to areas of the face that would naturally bounce light, such as the upper cheekbones and the higher planes of the nose and forehead."



Rosa Chá



Max Mara

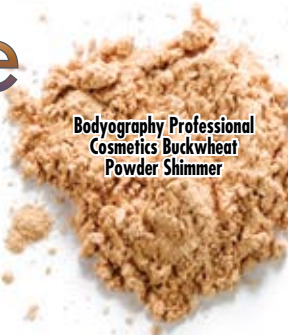
Glisten Here

Whether slicking lips or eyelids, or adding a bit of dew to skin, the glossed look is in full effect for spring. The main concern with dewiness, however, is the perceived grease factor. "Suggest she apply an oilfree pearl luminizer before putting on foundation—or mix the two together," advises Leslie Christin, founder of CARA Cosmetics. "This grants skin a gorgeous glow without looking greasy."

To further temper excessive shine, BeingTRUE cofounder and VP of brand development Alphonse Weibelt suggests "applying a touch of powder to the T-zone with a finishing sponge."

Eyes that are all lacquered up aren't completely consumer-friendly...yet. While manufacturers continue to strive to create eye glosses that women will want to wear, Christin offers this tip: "Lightly apply a clear vitamin E lipstick over the eyelid, then apply eye shadow. This trick offers great antioxidant power to lids and is a wearable glossy eye."

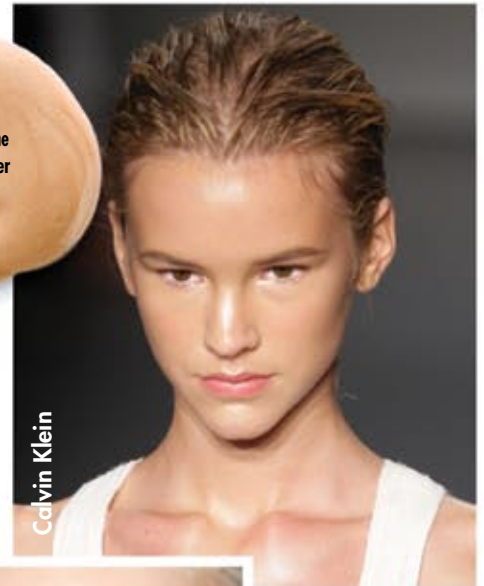
And for the ultimate in lustrous lips, go easy on the gloss. "Gloss delivers a perfect texture, requiring very little product for a full effect," says Miles. "For best results, begin the application at the vertical and horizontal center of the lip to avoid over-application at the edges."



Bodyography Professional Cosmetics Buckwheat Powder Shimmer



Temptu Champagne Retouch Highlighter



Calvin Klein



Lanvin



Lanvin



Mehron Deep Blue E.Y.E Cream



Make-up designory Bare Lip Glaze

GloMinerals Brown Sugar GloGloss

* Only one quadrant of Your Name Professional Brands Purist Quad shown