

# BEAUTY BAR

VOL. 2

Spring 2014

## That Covergirl Look

Before there were super models, there were models with that “Covergirl Look,” as the long-time slogan referred to the most popular faces of the day including Christie Brinkley, Tyra Banks, Cindy Crawford and Cheryl Tiegs to name a few.

Today the faces behind the iconic cosmetic company’s “Covergirl look” belongs to celebrities such as Sofia Vergara, Ellen Degeneres, Queen Latifah, Katy Perry and Pink (pictured below).

No matter the person pitching the products the brand remains an affordable line of products that are still available in stores where most women feel comfortable shopping: Walgreen’s, CVS, Kmart, Target.

However, don’t associate the brand’s drugstore prices with discount quality. The brand hasn’t lasted this long by being cut-rate. Like the more upscale brands CG’s go-to-products contain cutting-edge ingredients and technology.

You’ll find Covergirl cosmetics, whose lip products are legendary for their staying power, on the fashion show runways and Hollywood’s red carpet.

Long-time Cover Girl Queen Latifah, who first appeared in ads in 2001, has her own line within the Cover Girl umbrella that includes the Covergirl Queen Collection All Day Flawless Foundation. While sexy Latina Sofia Vergara touts CG’s Outlast All-day Lipsticks and Lashblast Volume mascara.

New Spring 2014 products include the Advanced Radiance Age-Defying Liquid makeup, which marries Olay amino peptide complex and SPF 10 in a light breathable foundation available in thirteen shades. Also new is the Flamed Up Mega Mascara Curl. [covergirl](#)



### Orchid is the color for 2014

Vibrant! From lips to eyes to cheeks to nails Sephora and Pantone Universe have declared Radiant Orchid (fuchsia blended with pink and purple tones) the color of the year. According to Pantone the color emanates “joy, love and health.” Orchid hue-inspired products are already trending.

[sephora](#); [pantone](#)

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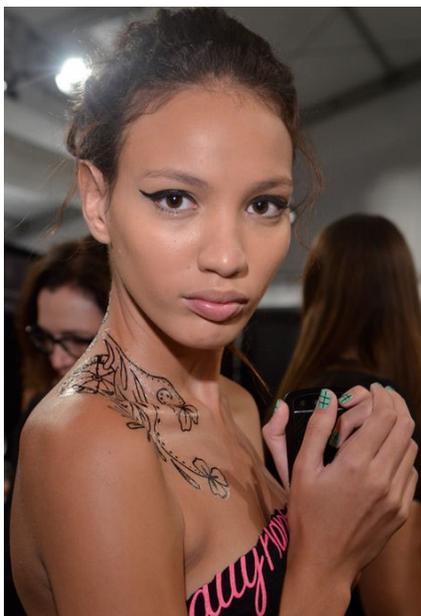
## All about the art

Spring trends for nails is not about the color but the patterns.

Nail art goes from trashy to classy with designer looks like Tracy Reese's, with help from Sally Hansen, from the New York Spring 2014 Fashion Week, green and black print.

The look was created with Mac's pistachio green nail lacquer and Sally Hansen's nail art pen, \$7. Reese has partnered with Sally Hansen for a limited edition nail color series available March 2014.

Achieve the look now with Mac's Pistachio Crème (used for Reese's show) and Sally Hansen's nail art pen. [sallyhansen](#)



## Lip service

If you want plump, juicy kissable luscious lips that look good in the spring 2014 palettes a little lip action might be required.



In December 2013 CandyLipz was awarded the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies' Good Design award for its X-treme Lip Shaper System; \$59.99.

The system, created by Dr. Thienna Ho, features an easy-to-use, hand-operated suction pump with patented advanced lip-shaping technology.

The at home-shaper can be used to enhance the appearance, shape and lip contour.

### video

User control their desired look, which can double or in some cases triple their current lip size without producing a distorted look.

Small and portable the lip enhancer, which comes in several designs based on if you are looking for an upper/lower or single upper or lower effect.

### candylipz



## Spring lip colors get all mixed up

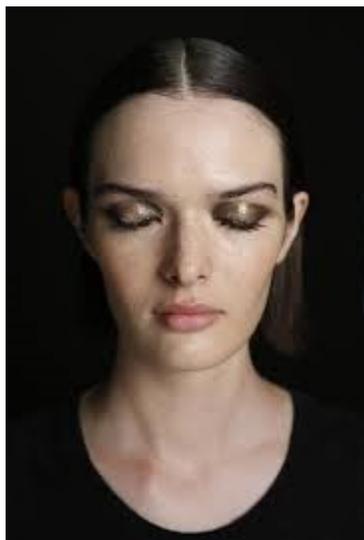
Orange, magenta even deep red sprung up on the lips of the models during Spring 2014 runway show that included Donna Karan, Christian Siriano, Nanette Lepore, Rag & Bone and DKNY's New York shows.

To achieve the look of DKNY model at the left mix Mabelline Color Sensational Vivid Lipsticks in Electric Orange and Neon Red on the back of your hand, apply to lip then blot for a matte finish. [maybelline](#)

## The eyes have it

Eye palettes run the gamut from soft and sexy to bold and gold like the color (far right) on Jason Wu model during the Spring shows.

Smoky cat eyes and a splash of bedazzling jewel tone colors like the mermaid green (right) also surface for Spring.





Hair by Martin Cream for Mode



## Good hair days

Hair styles this spring are mad-crazy dos that have no don'ts. Short, medium and long styles are all hot this season, including the feathered look from the 1980s.

Not since Farah Fawcett's trademark mane (inset) had women flocking to hair salons for that "look," which is back, has hair made such a loud fashion statement. Today's modified wispy, windblown feathered-layered look rather than a fresh out the salon cookie-cutter style lends individuality to the iconic hairstyle that was as much a star as Fawcett.



And can we say color. Blue, green, purple, hot pink and for some all at one time. Mixed, matched and all over the map color is in. The statement it makes "I'm comfortable with being me" comes across loud and clear.

African-American hairstyles get longer, thicker combining straight, twisted and braided extensions for even more galore. Whatever style you choose rock it like star because glamour never goes out of style.

### Plant one on

Origins Plantscription line puts a new face on anti-aging products. The plant based youth-renewing products marries 20 pure plant oils from around the worlds with the proprietary ingredient Anogeissus which helps to repair by replacing lipids lost with age.

The line includes Youth-renewing face oil, night cream, lifting cream, eye cream and anti-aging serum. Products range in price from \$17-\$85. [origins](http://origins.com)



### Cucumbers still cut it

According to Top Wellness & Health eNewsletter cucumbers are still one of the best natural health and beauty products.



Everyone knows cucumbers are good for puffy tired eyes. But, did you know the product's alkaline and potassium properties are good for hair, skin and nails.

A daily glass of cucumber juice can be beneficial to flawed skin. According to Tope Wellness & Health cucumbers may help to decrease blemishes and blackheads. [topwellnesshealth](http://topwellnesshealth.com)

## Beauty tips to winterize your skin

Jill Glaser founder of Makeup First School of Makeup Artistry [click](#) provides tips, appropriate for both women and men, for keeping skin in tip-top shape during the dramatic change from indoor heat to outdoor cold during the winter season.

The process begins with indoor protection. Weatherproofing the skin's moisture barrier indoors begins with adding humidity. Indoor heat while keeping your body nice and toasty is your skin's enemy, stripping moisture from the skin.

**Indoor skin maintenance begins with using a humidifier to add humidity to the air and to your skin. Then follow below beauty tips:**

- Avoid hot, long showers and/or baths. Hot water strips your skin of oils and dries out the protective moisture barrier.
- Harsh soaps destroy the skin's moisture barrier. Use a mild, fragrance-free soap like Cetaphil Gentle Skin Cleanser or Embryolisse Cleansing Cream, which moisturizes as they cleanse.
- Pat dry, it minimizes friction on your skin, which enhances dryness.
- Avoid excessive use of harsh peels, masks, and alcohol-based products that draw moisture from the skin.
- Always moisturize before going to bed using products appropriate for your skin type. Select fragrance and dye-free products like Embryolisse 24 Hour Moisture, Lubriderm Advanced Therapy Lotion and Cervae. However, before you do gently exfoliate the dead skin cells by using products containing enzymes such as glycolic acid, or vitamin A. Embryolisse Crème Exfoliante or Olay Pro X Cleansing System are good choices.
- Don't forget the lips. To make your lip moisturizers more effective, remove dead cells by gently rubbing with a warm, wet washcloth in the shower.
- Drink water – controversial with dermatology docs, but just like chicken soup...It may not help, but it wouldn't hurt!



**Dryness, chapping and windburn, oh my! It's the brutal winter elements that do the most skin damage. Follow the below tips to help ward off winter's frozen touch:**

- Hydrate according to skin type. For dry skin use an oil-free serum under a thicker formulation moisturizer. Oily skin opt for an oil-free serum under an oil-free moisturizer and combination skin use oil-free products on the T-zone and a thicker moisturizer on the cheeks.
- Add Sunscreen should be used every day every season. Sun rays reflecting off of snow or through the glass are as damaging as the rays reflected off water in summer.
- Suggestions for outdoor face protection. Use a tinted moisturizer with a sunscreen, which will also aid in adding more moisture as well as providing sun protection. Suggestions: Laura Mercier Tinted Moisturizer spf 20 or Neutrogena Clear Face Liquid Lotion spf 55.

**Winter makeup ideas. The best applications can be created on hydrated skin. Below are a few suggestions:**

Use a silicone-based foundation which will provide a radiant finish and also create yet another barrier from the wind and cold. Suggestions: Face Atelier or Cinema Secrets.

The high points of the face should be highlighted (eyes, cheeks) to reflect whatever winter light available. Suggestion: Face Atelier in Champagne.

Use waterproof mascara (snow, wind) and water resistant eyeliner pencil. Suggestion: Maybelline Great Lash Waterproof and Make Up For Ever Aqua Eye Liner.

Top off lips with a product with sun protection.

Makeup First offers beauty courses, the current session began Jan. 6, to check if spots are still available or to register for future sessions, visit: [makeupfirst.com](http://makeupfirst.com)