

HAIR AND MAKE-UP: LISA LAUDAT FOR L'ORÉAL PARIS, USING ELINETT AND L'OR ELECTRIC. NAILS: MARGE CHRISTODOLOU, USING COLOR RICHE NAIL COLLECTION IN ROUGE CAN CAN



BEAUTY

Cheryl's favourite fix

Fresh from her starring role on the red carpet at the Cannes Film Festival, Cheryl Cole – singer, actress and the face of L'Oréal Paris – admits she is a beauty junkie and reveals the tips and tricks that have made her No 1 on everyone's chart

With a much-anticipated new solo album, a No1 single, her big-screen debut in *What To Expect When You're Expecting*, and the news that she is to publish her autobiography, Cheryl Cole is on top of the world, as well as the charts. Little wonder, then, that on the red carpet at this year's Cannes Film Festival, everyone was keen to call the name of the Geordie star. But Cheryl took time out to chat to HELLO! about her diet, fitness and beauty regimes.

Cheryl, you're something of a Cannes red-carpet veteran now – what's your favourite film festival memory?

"Probably my first red carpet, in 2009. That was really exciting. It's the red carpet that you see in the movies, with the stairs and the paparazzi dressed in their bow ties. It just feels really official and like a special event."

Cinema has given us some of the most glamorous women. Who is your beauty icon?

"Marilyn Monroe – she was stunning, just gorgeous."

You are in amazing shape at the moment. Does it take a lot of work to stay that way?

"I work out, I dance a lot for my job and I use the Tracy Anderson method, which is dance cardio. Tracy is a dancer, so she gets the whole dancer thing. Her method is easy for me. I find running on a treadmill so boring."

Is working out a chore or do you enjoy it?

"When you get caught up in work or you've got to go to college, it's easy to forget how good exercise, even a 20-minute jog in the morning, can make you feel. Forget how it makes you look for a second and think about the difference it makes to your energy."

What about diet? Do you have to watch what you eat?

"I like to eat healthily and I think it's really important. But I'm also conscious of not eating certain foods that make me feel heavy before wearing a tight dress. So

I won't eat bread or pasta or anything that's going to make me bloated."

When it comes to your appearance, are you low or high maintenance?

"I think I am low, but I am probably high. I do wear make-up more frequently than my friends and family, but my preparation isn't any different. I just wash, moisturise, put on base, put on my eyes, put on some blusher and I'm good to go."

How do you look after your skin?

"With L'Oréal face wash and a moisturiser. It is about making sure my skin is thoroughly cleansed and moisturised – that's it. I am not into using 25 products. I am a great believer in sticking to what you know."

What's your top skincare tip?

"Drink lots of water. People underestimate how much better you feel if you do, and how it makes your skin look better, too."

Tell us your three make-up must-haves.

"False Lash Telescopic Mascara, Glam Shine Reflexion and Glam Bronze Duo Sun Powder."

Any beauty gadgets you couldn't live without?

"Hair tongs – they make it easy to give yourself a completely different look."

When you go on holiday, what do you take?

"Nice shoes, a nice bikini and a hat to keep the sun out of my eyes. When you are from England, you forget how bright it is out there, and you don't want sunglasses lines. I put on factor 50 for the first couple of days so I don't burn, then I drop a factor."

Would you describe yourself as a beauty addict?

"Yes, just for how it makes you feel. It gives you

confidence. But I think some women are really beautiful without a scrap of make-up on. They are happy and confident as themselves. Putting make-up on makes me feel nice, though.”

Tell us about your latest L’Oréal Paris campaign...

“It’s for Casting Crème Gloss, alongside three girls who had entered a competition via Facebook to star in the ad with me. It was a great experience, as I got to work with girls who buy and use L’Oréal products. To see how excited they were to be in the advert was really cute.”

Did they need any coaching from you?

“I helped them a little bit, but they were actually really good and didn’t need that much advice. I think they had been watching the adverts.”

If you had to choose, which would you be – beautiful or clever?

“Clever, because that can make you look beautiful. To be pretty and thick is not attractive to me.”

Who or what makes you smile?

“My dogs. When you go home and they wag their tails – and they can’t breathe with excitement at seeing you – it is so rewarding. It doesn’t matter to them what you do, what you wear, if you’ve got make-up on or not; they love you just the same.”

L’Oréal Paris is the official make-up artist of the Cannes Film Festival. For more information visit lorealinsider.co.uk/cannes2012.



CHERYL’S BEAUTY BUYS

Want to know the make-up secrets of the nation’s favourite Geordie? We took a sneaky peek into the Girl In The Mirror’s beauty bag



1. Benefit Brow Zings in Medium and Dark, £22.50 each 2. BaByliss 38mm Pro Ceramic Dial-A-Heat Tongs, £19.99, from lookfantastic.com or babylisspro.co.uk, tel: 0870-513 3191 for stockists 3. Essie Nail Polish in Allure, £7.99 4. L’Oréal Paris Glam Shine Reflexion Lip Gloss in Grapefruit, £7.65 5. L’Oréal Paris Glam Bronze Duo Sun Powder, £10.20 6. Laura Mercier Brow Grooming Brush, £10.50, from House of Fraser 7. L’Oréal Paris Super Liner Perfect Slim, £6.99 8. L’Oréal Paris False Lash Telescopic Mascara in Black, £10.99 9. L’Oréal Paris Pure Zone Exfoliating Gel Wash, £5.10 10. Shu Uemura Natural 20b Bronzing Brush, £42, from shuueamura.co.uk 11. Tweezerman Satin Etched Zebra Slant Tweezers, £22