



BEAUTY

RELATIVE VALUES

The ultimate sister act, the Kardashian girls have used their reality TV fame as a stepping stone to successful ventures in fashion and fragrance – and now they have their sights set on make-up. We quiz Kourtney and Khloé about their latest brush with the beauty business


 UK
EXCLUSIVE

A highly successful reality TV series, online shoe company, fitness DVD, fragrance and clothing line – between them, Kim, Kourtney and Khloé Kardashian are among the busiest celebrities around. Not content with what they have achieved so far, however, they are about to launch their own collection of cosmetics.

Here, self-confessed beauty junkies Khloé and Kourtney talk about their favourite fixes...

Why did you decide to create *Kardashian Beauty*?

Khloé: "My sisters and I are such girly girls and make-up is such a part of us – we love experimenting with make-up. I think we're known for always having a glamorous look – a smoky eye, a nude lip. That's something we got from our mother Kris. We used to play in her beauty drawer as children. And as such beauty junkies, we'd get frustrated that when we went to the beauty department we would have to pay \$80 for a foundation. We wanted to put our name to our most glamorous, fabulous, must-have make-up loves, but then tweak them to be perfect and available at an affordable price so everyone could enjoy them."

Did you each have a specific product in mind?

Khloé: "We wanted everything to be easy and beautiful and to help make every woman feel beautiful in her own skin. But, yes, each of us had our own thing, and mine was mascara. I am not so much into the individual false lashes, but I never leave the house without mascara, as my lashes are quite light. I even wear it to the gym. So getting the perfect mascara was my baby."

Kourtney: "I was keen to get matching lips and nails. I really like a bright or dark lip and I love to match my nails, but lots of brands don't offer that. I also wanted the perfect bronzing powder – a really wearable colour to give my skin an instant lift."

Khloé: "And Kim definitely perfected the lashes and liner."

Currently, the range is concise and classically beautiful. Are there plans to add more products?

Khloé: "Oh yes. We started out small, with classic colours for eyes, lips, nails and lashes, but we're extending as time goes by and will have lots more colours coming in the fall. We want to make sure they are perfect, though."

Your mum looks amazing. What's the best beauty secret she has passed on to you?

Khloé: "Well, her secrets have changed over the years. She told me that she used to sunbathe in baby oil back in the day and now she encourages us all to slather ourselves in sunscreen. But one thing she religiously told us was that you have to really clean your skin at night before bed. I have very different skin to Kourtney and Kim and am prone to oiliness and breakouts, so I always wash my skin with Cetaphil before going to bed."

Sisters Kourtney, Kim and Khloé are doing it for themselves with the launch of their latest product line



Kim has perfect skin – it’s irritating just how perfect it is.”

Kourtney: “With any beauty regime, the secret is consistency. Our mom used to be really strict about washing skin with a hot wash cloth to really steam the make-up out of the pores.”

Khloé, as the youngest, have you picked up any tips from your sisters?

“Well, I’m learning from Kourtney all the time and I’m now a huge fan of coconut oil and argan oil from Morocco. I use them on my hair and skin, and I even cook with coconut oil – that’s definitely her more natural influence.”

Would you say you’re a beauty addict?

Khloé: “Yes, I love beauty products. I used to really be into what was the latest anti-ageing cream or fad, whereas now I’m getting into natural beauty, like avocado oil, and really good vitamins. Again, that’s Kourtney’s influence.”



Tell us what your favourite beauty trends for this summer are...

Khloé: “I love braids. They’re so easy, effortless and great for summer and the beach. Your hair is out of your face and they look really chic.”

Kourtney: “I like to get ready really fast. I don’t like to spend ages as I am so busy with the children [son Mason, three, and one-year-old Penelope]. So, for me it’s bronzer. I just brush it on and it wakes my face up. Our bronzer has three shades in one – a darker one for contouring and the lightest one for highlighting. It’s so quick and easy to use.”

When it comes to your looks, would you describe yourself as low or high maintenance?

Khloé: “In my personal life, when not working, I’m low maintenance. I could happily do my own make-up in ten minutes. I have it down pat. I like to be in workout clothes with my hair in a bun – that’s just how I am comfortable. The only thing I can’t do myself is my hair. I would love to master that Victoria’s Secret big hair, but I can’t curl my own hair even though it’s naturally curly. If I have a blow-out at the salon, I’ll put in some dry shampoo and keep that style for as long as I can work it.”

Do you think people still judge each other by their appearance?

Khloé: “Definitely. Sadly, it’s the way society is that we are all judged by the way we look – it doesn’t matter if you are a celebrity or not. It’s really sad how much focus is put on a person’s weight or appearance. But I also know that the older I get, the happier I am and the more comfortable I am within my own skin. Now, I think, ‘This is me and it’s okay if you like me and it’s okay if you don’t.’ I mean, you can’t get everybody’s approval, and I have learnt that not everyone in the world is going to like you or

