



Doing your beauty maintenance ahead of time means your daily routine is less intense

TREND REPORT

Beauty's Best HACKS

Looking your best takes time. But no one ever said you had to spend that time Every. Single. Day. **Liz Krieger** reveals how to get things done on *your* schedule

by now we all know the whole “effortless beauty” thing is a crock. It can take 10 or more products and twice as many minutes to look like you “woke up like that.” And if you want to pull it together for work every day—even in that not-trying-too-hard kind of way—you simply have to put in the time and money. The question of *when* you put in that time and money, however? For some women, that’s the secret. While seemingly high-maintenance beauty treatments, such as keratin hair smoothing and eyebrow microblading, can have significant up-front costs, for many of today’s power players, the math more than works out in their favor.

Just ask Gabby Etrog Cohen, 37, vice president of public relations and brand strategy at SoulCycle in New York City. For the past five years, she's been getting a Cezanne keratin hair-smoothing treatment (about \$300; cezannehair.com) every few months to keep her "puffy, finger-in-socket" hair from ruling her life. With intense (read: very sweaty, very blowout-ruining) daily workouts a veritable job requirement, Etrog Cohen says, "This lets me get out of the shower, brush my hair, and let it air-dry looking semi-decent, instead of spending 40 minutes blowdrying it straight and then styling it with a curling iron." She estimates that the two to three hours she spends at the salon two or three times a year cuts her daily morning prep time by 75 percent.

In addition to the speed factor, smoothing treatments can also be healthier for your hair in the long term, says Kattia Solano, owner of Butterfly Studio Salon in New York City, since people who get them no longer need to use heated tools every day. And if you're someone who previously spent \$50 or more on once- or twice-weekly blowouts, the smoothing treatments quickly become the more economical option. Best of all, some new versions of keratin smoothing—such as Magic Sleek (from \$400; magicsleek.com for salons)—allow you to bang out the trifecta of cut, color, and keratin in one afternoon, says Ty Holbrook, a stylist at Serge Normant at John Frieda salon in New York City. (Some other brands of keratin smoothing require at least 24 hours of processing time between procedures.)

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It also helps if you can use the reallocated beauty time for a bit of double duty. That's how Dawn White, 43, a Los Angeles-based artist manager in the music industry, sees it. For the past two years, she's been getting eyelash extensions. "I'm Asian, with nearly nonexistent eyelashes, and I used to struggle with strip lashes and glue," she says. Now, every two to three weeks, she goes to Twin Nails and Lovely Lashes to have her individually applied lash extensions "filled." Yes, the process takes a little more than an hour, but she says she uses the time to enjoy a much-needed nap: "I have a 7-month-old baby, so my beauty 'front load' comes with the added bonus of sleep!"

Lash extensions, which can cost up to \$300 per service, depending on where you live, will also hack minutes off your eye-makeup routine. "Many of my clients say that they feel like they don't even need to wear eyeliner or shadow after they get them," says Sabah Feroz, a lash and brow expert at BlinkBrowBar in New York City. And applying mascara is not only unnecessary, but it's often out of the question, as many product formulas contain oils that can degrade the semipermanent adhesive used to attach the lashes.

Brow tinting is another stealthy eye enhancer that many women rely on so they can wear less makeup and spend fewer minutes in front of the mirror every morning. "The best beauty thing I ever did was let Kristie Streicher tint my brows," says Hillary Kerr, 38, cofounder of Clique Media Group, name-checking the brow specialist and cofounder of Striike, a beauty studio in Los Angeles. "About half of my brow hairs are naturally blonde, so tinting them darker makes my brows look much fuller, and I only have to use a tiny bit of pencil to fill in some gaps."

If once-a-month brow appointments still seem like too much of a time suck, there's a newer, longer-lasting option you may have heard about: microblading, a process in which a specialist sketches tiny tattoo-like markings into sparse brows using a sharp tool and semipermanent ink that can last up to a year or more. "It may seem like something a more high-maintenance woman would do, but that's not necessarily the case," says New York City-based microblading expert Claire Vuillemot. Her studio, Laurel, in the East Village, attracts plenty of edgy women whose aesthetic is the antithesis of the strobed-and-contoured selfie takers. "They just don't want to have to think about their brows anymore; they want their routines to be as easy and quick as possible," says Vuillemot, who charges \$795 for her service, which includes a follow-up appointment.

You might be surprised to hear that some women are going

permanent with eyeliner and lipcolor as well. Dominique Bossavy, a cosmetic artist who works in Los Angeles, Paris, and New York, calls her technique "nano-color infusion," and it looks nothing like the harsh cosmetic tattooing of yesteryear. She says her clients aren't flashy types who want to look like they're wearing a full face; in fact, "Many of them would go without any makeup at all, if only they had darker eyebrows or well-defined lips or didn't look so tired without putting it on every morning."

After her services, many women

are able to dash out of the house after just curling their lashes and putting on some clear lip gloss. That said, freedom comes at a high cost: Inking sessions with Bossavy start at \$1,500.

And for those women who want to give up not just eye and lip makeup—but possibly concealer, highlighter, and bronzer—getting an injectable filler from a dermatologist or plastic surgeon can actually be helpful. "A tiny amount of filler can save you a ton of time on makeup," explains Dr. Rachel Nazarian, a dermatologist at Schweiger Dermatology Group in New York City. Think about it: Plumping up the area underneath your eyes with a little bit of filler can improve the appearance of shadows and dark areas, making concealer unnecessary. And a bit in the cheeks can minimize the need for highlighting and contouring by giving you insta-cheekbones.

In the end, all of these beauty hacks add up to something we all seem to be after these days: work-life balance. Just don't try to come between a woman and her time-tweaking beauty hack. Says Etrog Cohen: "I joke that my Cezanne hair treatment is more important to me than my marriage." **mc**