

Reality TV gets a makeover



Do you want to break into the make-up industry?

Lauren Esplin

Move over *The Apprentice*, *My Kitchen Rules* and the host of other industry-related reality dramas that have recently dominated our entertainment sphere, there is a new kid on the screen.

Australian celebrity make-up artist, Rae Morris, is set to launch a reality show, *Make Me A Makeup Artist*, to find the country's next top make-up artist.

"We're looking for Australia's unsung make-up heroes to step up, and go pro," commented Rae Morris.

The online reality drama will see four finalists pitted against each other in challenges under the watchful eye of three judges and a film crew who will capture each stressful moment for six online webisodes.

The show is very similar to Napoleon Perdis' new series, *Get Your Face On with Napoleon*, which will

feature on Discovery Home & Health. The show launched in February and follows Perdis in his search for his US protégé.

These ventures could be the beginning of a brand new breed of reality shows offering recognition and a career path to Australia's talented up-and-coming beauty professionals.

"If you're 18 or over, have some make-up experience and are trying to break into the industry, or your friends always call on you to do their make-up before a big night out, then we want you to register," Morris said.

Online registration closes this Valentine's Day, 14 February. Finalists will be required to be in Sydney from 21 to 25 February this year.

Make Me A Makeup Artist will premiere on 15 March 2009, with a new episode airing each week for six weeks on

www.cleomakeupartist.com.au.

industrynews

Australian Beauty Awards

Australia's biggest magazine beauty initiative, the Australian Beauty Awards, will take place again this year.

The awards have been described by Brand Ambassador, Bronwyn McCahon, as the leading authority on beauty in the country.

The awards are supported by the official website, www.beautyawards.com.au, which contains up-to-the-minute news, tips and daily blogs.

Estée Lauder style

Estée Lauder will be sponsoring the beauty look for the Derek Lam Fall 2010 fashion show taking place in New York on 16 February this year.

Tom Pecheux, the brand's new Creative Make-up Director, will create the look with the help of a team of make-up artists. Famed manicurist Jin Soon Choi and her team will be responsible for the polish.

This will be Estee Lauder's first foray into Fashion Week with Pecheux .

Best beauty products honoured

InStyle magazine hosted an intimate breakfast event at the Art Gallery of New South Wales today.

There the magazine revealed its 101 Best Beauty Buys to the crowd. An expert beauty panel selected the winning products.

The results of the awards will feature in the magazine's March issue, which goes on sale on 15 March this year.

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Wrinkles: We ask the professionals ...



Sherril Dalitz of **The Brow and Skin Studio** says:

"The Brow and Skin Studio recommends products with superceutical ingredients, such as Piori and SkinCeuticals. These products should be used in conjunction with the skin transforming Omnilux light therapy treatment, which accelerates the delivery of products. Skin is left glowing and the appearance of wrinkles is reduced. For fantastic results try Piori's Even Tones with idebenone and SkinCeuticals Phloretin".



Nicole Stoilkovski from **Renewskin Beauty Clinic** says:

"The treatment I use to help wrinkles and signs of ageing is Microdermabrasion. It is a painless procedure that helps turn over the dead skin cells on the outer layer of the epidermis. As a result a client can achieve maximum skin hydration resulting in a plumper appearance. After the Microdermabrasion, I massage Pevonia's Escutox into the skin- a botanical product that has a topical botox effect. To achieve maximum benefits, I recommend that a client has a course of six Microdermabrasion treatments".



Marguerite of **Garth Day Spa** says:

"We have the best eye cream, Time Expert Expression Lines, it is our best seller and has some great stories to go with it. Namely, men love it! One of the guys that comes in is a mechanic and never tells anyone he is coming in for a facial, after using the eye-cream for two months the men he works with asked him whether he was having Botox...I think that's brilliant..."



Bronwen Fallens of **AskBronny / Emu Spirit / Beauty Mate** says:

"I recommend taking Emu oil internally to keep your skin healthy and rejuvenated from the inside. Simply rub the oil regularly into your skin and wrinkle zones to keep it looking young and vibrant. Also, incorporate Emu Spirits Day and Night creme into your skincare regime to keep your skin continually moisturised".

{ Little Black Beauty Book

Featured Product

FAKE IT, DON'T BAKE IT

Fake Bake has released *Platinum Face Self Tan*, an anti-ageing self-tan lotion, which promotes cell renewal thanks to a super special ingredient.

Fake Bake has combined the highest quality self-tanning actives with clinical levels of Apple Stem Cell ingredient Malus Domestica PhytoCellTec by Mibelle Bio Chemistry in Switzerland.

The Fake Bake *Platinum Face Self Tan* is the one-step facial tanner that gives your face a beautiful and refreshing glow while turning back the hands of time.

The product is available now from www.fakebake.net.au for \$59.95 or from beauty salons nation-wide.



GET IT OFF YOUR CHEST

The popularity of the Décolleté Pad has grown from strength to strength since it was released in Australia.

The pad is completely non-invasive and very easy to use. It is made of 100% medical grade silicone and is placed on the chest to smooth out wrinkles.

The product is great for use at spas, retreats and beauty salons.

Skinvigor8 is Australia's sole importer and distributor of the Décolleté Pad.

www.skinvigor8.com.au



Lying on the side while sleeping, sun damage, skin-ageing, dehydration and gravity all cause chest wrinkles. Paris Hilton looks as if she could be on her way to a wrinkly chest!

Look to the stars for advice



Actress Kate Blanchet focuses attention to her eyes to detract from her wrinkles.

Louise Mucha, Colour Expert and National Educator for professional make-up brand, *Natural Compatibles* dishes out her tips for reducing the appearance of wrinkles through feature focusing.

As we age the whites of our eyes go yellow or red, the iris colour fades, eyelashes fade and thin and eyelids become loose, pulling the eyes down.

To detract from these so called facial flaws we need to use the correct lower liner. I suggest using a colour that compliments your iris colour. This will create a greater contrast with the whites of the eyes as well as framing the eye area.

Applying mascara to the base (roots) of the lashes will give colour and extra body.

The lines and wrinkles will still be there but not noticeable, by feature focussing lines and wrinkles disappear into the background.

Additionally, eyebrows start to thin out or can extend too far creating a tired appearance, reshaping the brows using a brow powder creates a youthful feminine frame for the face.

My tip- Brow powders are a better alternative to pencils, which create a harsh artificial look and leave you with an older appearance.



Here we can see the beginning of actress Sandra Bullock's prominent neck wrinkles.



Founder of Sydney beauty store *Keerati*, Keerati Benson, tells *thisisbeauty* how she would deter the onset of neck wrinkles.

"Treat your neck with the same level of care as you do your face: cleanse, tone and moisturise the entire area on a daily basis.

Since wrinkles and fine lines are more apparent on dry skin, I recommend applying Erb Seven Pollen Face Serum for instant radiance day and night. This antioxidant-rich turmeric extract provides extraordinary benefits to guard against the appearance of dull skin and fine lines while germinated rice stimulates skin's natural production of collagen and elastin.

Lastly, a simple exercise everyday also helps make your neck skin look younger. Just stretch the neck backwards and forwards for three minutes. You can do this exercise anytime, even when you watch TV."



Vogue editor-in-chief, Anna Wintour, detracts attention from her wrinkles, directing eyes to her pout.

The Australasian College Head of Make-up Faculty, Linda Cappa, believes creating the illusion of younger lips and cleverly applying foundation is key to making those wrinkles disappear.

For lips, highlight just above the lip line and conceal and powder the lip. Then, apply lip-liner, which will make the lips appear slightly fuller.

When choosing a lipstick to apply, avoid highly frosted light lipstick, as they make wrinkles stand out more.

Remember to then blot lips with tissue and finish with a lip lacquer if you wish.

In terms of skin, the first step to hiding skin wrinkles is appropriately preparing the skin for make-up.

Cleanse, tone and moisturise the skin and then apply a primer.

I recommend applying a cream or a liquid lightly all over the face.

Remember that day make-up requires the skin to be bronzed up a shade darker, while evening foundation needs to be a shade lighter.

Finish, by highlighting the cheeks, preferably with a sheer shimmer cream.

My tip- Avoid too much powder to reduce the appearance of any excess facial hair on the cheeks.

Also, avoid blush that is too warm in colour, stick to a rose or medium terracotta.

Oradess Make-up Innovations Managing Director, Julia Dickenson, explains what not to do:

1. Avoid using heavy, waxy products around the eye area, the skin is fine and delicate, this can weigh it down. If you want to use concealer, make sure it's light in texture.

2. Avoid using a heavy application of powder around the eyes. This is the quickest way to find lines you never knew you had because the powder sits in each and every one of them. If you use powder, press it in to set your make-up, then buff it off with a clean brush.

My Tip- Use an eye cream morning and night - especially if you have dry to dehydrated skin.



American icon, Jane Fonda, could learn from Dickenson's advice.

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