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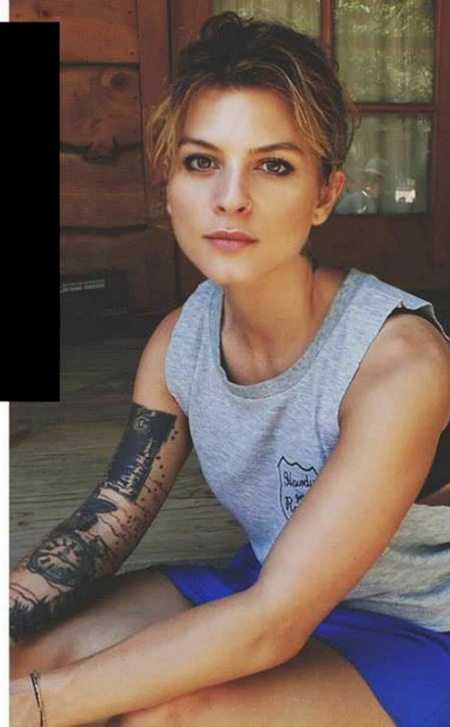
Gloria Noto

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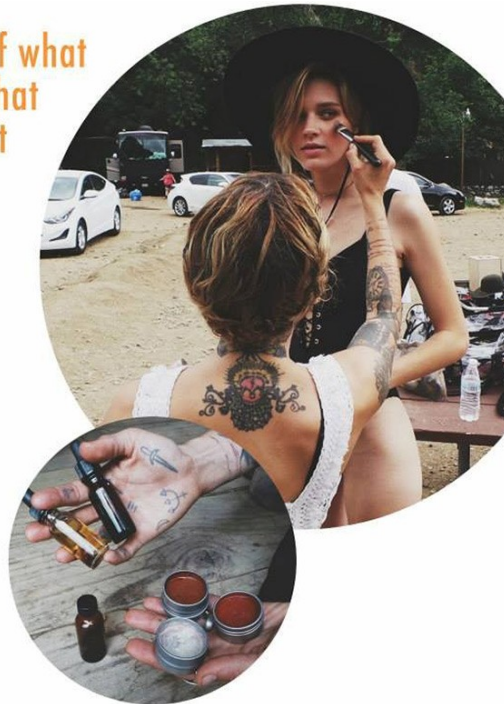
NOTO APOTHECARY

We caught up with *Someday's* babe, published Make-Up Artist, and all around badass, Gloria Noto, during our most recent photo shoot at Camp Williams. Smelling like earthy Palo Santo and Sandalwood goodness and mesmerizing us with the products she had on hand, we had to get the scoop on the amazing new project she is working on, and from the samples she gave us to test, we can't wait for you to get your hands on it and test it yourselves.



...pushed me to ask myself what I wanted out of my life, what makes me happy and what matters most.

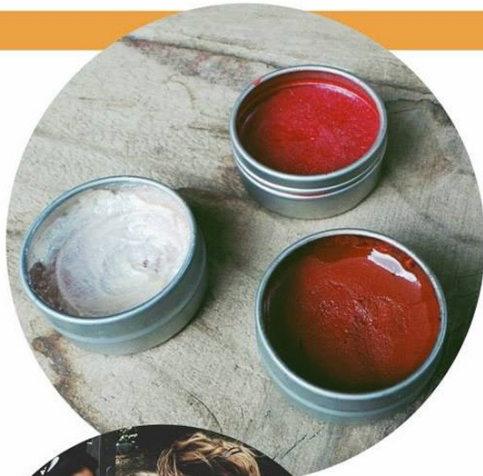
"It all started years ago with 'Rooted'. I had been mixing my own scent and would often be asked what I was wearing when I walked into the room. People wanted to know how they could get one for themselves, so slowly I started making this delicious unisex scent for friends as gifts. This then sparked a full desire to know where my cosmetic ingredients were coming from, and to be more connected to my work as a makeup artist and artist as a whole. I wanted beauty products that also acted as healing medicines in addition to making you beautiful on the outside. Also, I wanted products that had multi-uses to them in order to help simplify my life. All these interests, curiosities, and slow teachings collided once I got news of my sisters declining health and a solo trip to Thailand pushed me to ask myself what I wanted out of my life, what makes me happy and what matters most. Out of this perfect storm - Noto Apothecary was born."



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Multi-Benne color stains are multi-use products for your eyes cheeks and lips - which also include healing oils to nourish your skin as it gives it a natural wash of color.

Just Use your clean fingertips and dap a color wherever you'd like a bit of life - add more to get a deeper tone.

Hydra Highlight - with this you can achieve the perfect dewy glow with its coconut oil natural shine and a bit of shimmer from mica - You can add this to your temples, cupid's bow, and eyelids for a beautiful shine. It has healing hydration that comes from raw cocoa butter and shea butter as well as caffeine crystals to help tighten and awaken your skin, therefore also acting as a gentle yet effective eye cream.



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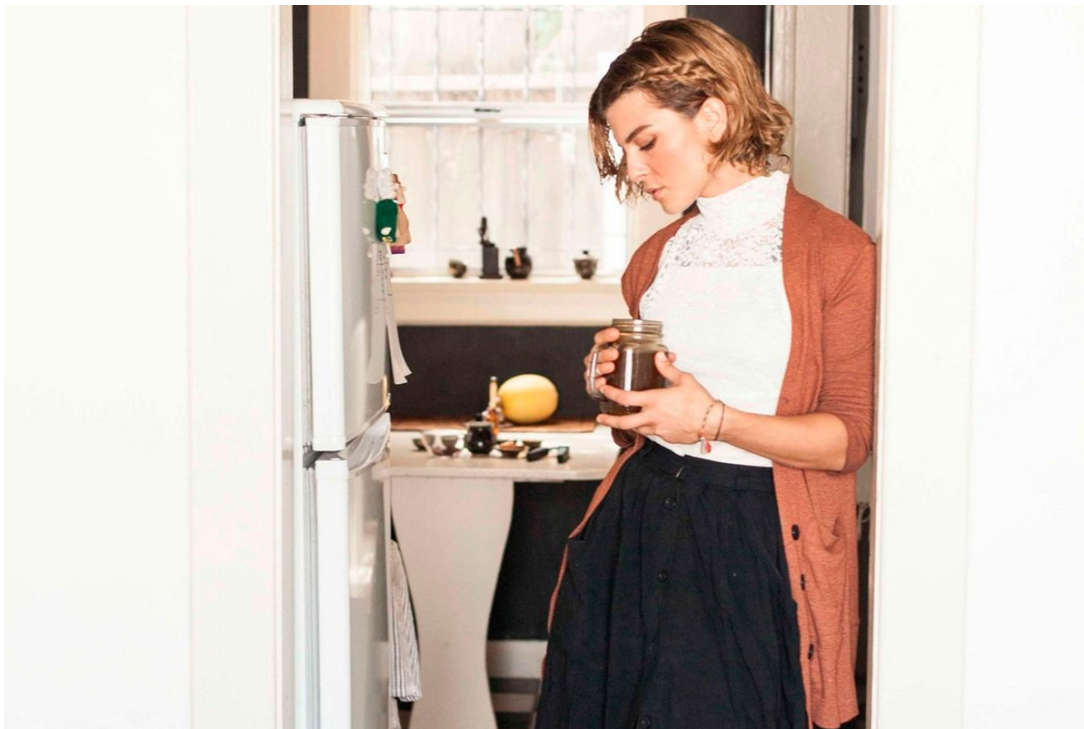
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Psyche Serum - This is basically liquid gold - Being infused with Rose Hips - Rose hipseed oil - Rose essential oil - Mustard seed oil - caffeine crystals - Wild Carrot oil - Blue Chamomile oil - Aragon oil - and Sea Buckthorn oil - these harmonize potentially together to create a beautiful hydrating glow that also protects premature aging - and a scent that calms and brightens your senses.

Rooted - Essential Oil Scent - (for body and hair)
A smokey scent made with holy tree oils like Palo Santo - Cedar Wood - Sandalwood - Frankincense - Black Pepper oils - this is perfect for keeping you smelling amazing and hydrating the ends of your hair



**NOTO
APOTHECARY**



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 **Elizabeth Baudouin** Become a fan
Creative Consultant, Writer, Producer

How Beauty Expert Gloria Noto Masters the Art of the Multi-Career Lifestyle

Posted: 04/27/2015 2:32 pm EDT | Updated: 06/26/2015 5:59 am EDT

The Cool Kids is a series documenting creative humans shaping present day society with their work and outlook.

Gloria Noto | Makeup Artist | Editor-in-Chief

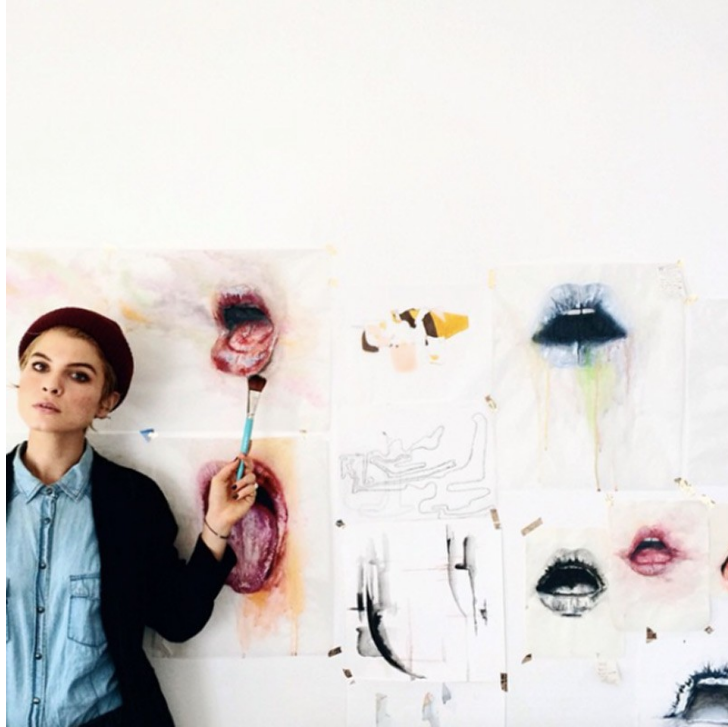


Gloria Noto is the model of a modern day renaissance woman, mastering the art of the multi-career lifestyle. By trade, she is a makeup artist, whose expertise in the field has been recognized by *The Hollywood Reporter* and has landed her as a regular contributor with both *Nasty Gal* and *Refinery29*. When she is not on set for the likes of *Nylon* or *Flaunt*, or preparing her clients for the red carpet, she can be found in one of Silver Lake's cafes working steadily on her conceptual arts publication, *The Work Magazine* for which she is the Editor-in-Chief and on the culture magazine, *2139*, for which she is the managing editor. Gloria is also an established painter whose work has been shown in DTLA group art shows and commissioned by top designers and creative agencies. When asked how she spends her spare time she'll tell you about the experimental makeup techniques on her beauty blog *SetDaze*, the record label she is thinking about launching, or (maybe) the secrets behind her proprietary blends of essential oil fragrances.

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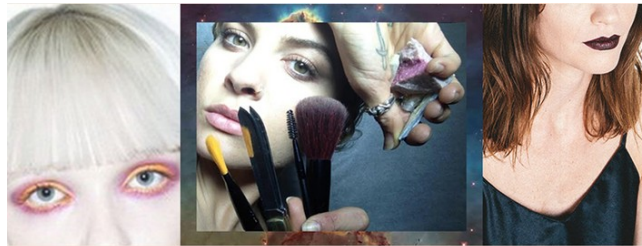
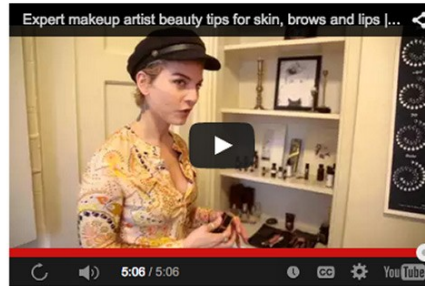
ASOS MAGAZINE

MARCH 2015 ▼

BEAUTY JUNKIE



Celebrity make-up artist Gloria Noto talks best-ever products and top techniques from her pad in L.A. Gloria works with Shailene Woodley and Lykke Li, as well as editing her own editorial beauty magazine *Work*, and awesome blog, setdaze.com.



Gloria Noto + Makeup Brushes

Makeup artist and *The Work Magazine* Editor-in-Chief Gloria Noto is always jetting around the world (with healing crystals in tow), spreading the gospel of beauty wherever she goes (and always stopping by the Nasty Gal offices when she's in L.A.).

In between lining lips and line editing *Work's* next issue, she found some time to reminisce with us on that first life-changing rush she felt from picking up a makeup brush.

When did you fall in love with your makeup brushes?

There isn't a time that I can really remember not having a brush in my hands in one-way or another. As for an eyebrow comb, I was about 18 and I did this full-face of makeup, eye-shadow, lipstick, blush—a beautiful "Midwestern face-beating." My older cousin looked at me and said, "What about your eyebrows...? You did all that and forgot the most important part." I looked at my eyebrows, thick and long and going in a million different directions...it was like I saw the light when I combed them into place.

What's the wildest adventure you two have ever taken together?

Almost capsizing on a sailboat in Big Sur for an advertising job. Literally we almost flipped over. I was seasick for three days.

What is your dream Valentine's Day outfit?

A kimono with nothing more.

Shop Gloria's V-Day Looks

Friends Taylor Leather Headphones: Gimme The Scoop Knit Top: Layer Up Tank: After Party Vintage Essential Tee: Skivvies Bat Your Lashes Lace Robe

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Editor and Make-Up-Artist, Apartment, Los Angeles

27 March 2013 36 Photos

"I wanted to do it all." This sentence really sums up the guiding principle of professional make-up-artist and editor-in-chief, Gloria Noto. Besides spending a lot of time at her relatives in sunny Sicily, Gloria grew up in Detroit, where she lived surrounded by a constant flow of creative ideas from her interior designer Mother, and her Father who worked as an ironsmith. This diverse and supportive background has served as the foundation for Gloria's ambitious, "why can't I?" attitude which has led this eccentric lady to where she is today.

THE GENERATION NATION

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MEET AND GREET: MAKEUP ARTIST GLORIA NOTO

BEHIND THE SEAMS | JANUARY 16TH, 2013



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Gloria Noto may be small, but she has a BIG presence. We had the pleasure of meeting this petite (sometimes) blonde, with an angelic face and killer tattoos, during our recent holiday photoshoot – and it was totally worth the early wake up call to meet her. Whomever the subject, Gloria manages to make everyone (including us) feel like a longtime BFF. As a makeup artist for just under a decade, Noto has had hundreds of models in her chair and keeps them entertained with her up beat chatter and ever-changing look. (Believe it or not, she recently shaved 80% of her head) When it comes to her work, she said, "It's really important to study the person in my chair, I don't want to force something. Make them someone they're not. So even when I have an assignment, I try to stay true to the real person. Connecting with people is the best part of my job"

Get to know the real Gloria in our Q&A below:

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The Insider's Guide to Los Angeles

Make up artist Gloria Noto lets us in on the city's secrets as featured in our downloadable Wallpaper* Guide



Make up artist Gloria Noto

FEBRUARY 20, 2014 | ENTERTAINMENT

BACK TO BEAUTY BASICS



Gloria Noto

By Jessica Lynk Hersey

Shailene Woodley first got audiences talking with her role in "The Secret Life of the American Teenager." She played Amy Juergens, a 15-year-old good girl with a big secret—she was pregnant.

After five fan-favorite seasons, the show came to an end in June. But since then, Woodley's career has taken off in a huge way.

This year, she's starring in two movies that are expected to rock the box offices: "Divergent" and "The Fault in Our Stars." Woodley stole the lead roles in both films.

When we started planning our first annual beauty issue, we wanted to feature a star who exemplified natural beauty—Woodley was our top pick. It wasn't hard to find her go-to makeup artist either. Gloria Noto grew up in Detroit and moved to Los Angeles to pursue her beauty dreams.

Noto cleared her schedule to chat with us over the phone. We asked her about her star-studded career, her own beauty routine and Woodley's top makeup secrets.

You're a Detroit native. What was it like to move from the Midwest to L.A.?

I think that it can be scary for anybody moving from something like the Midwest and a smaller town like Detroit. I was young too, and I didn't have that much money saved. I thought I did, but when you are young you don't really realize how much you need. ... I knew I had what it took to be successful; I had the confidence in that. ... I really believe anything is possible if you make it possible for yourself. So I really wasn't worried about it, and it was an adventure I was ready to take on.

GODDESS Q & A

Q+A WITH MAKEUP ARTIST GLORIA NOTO

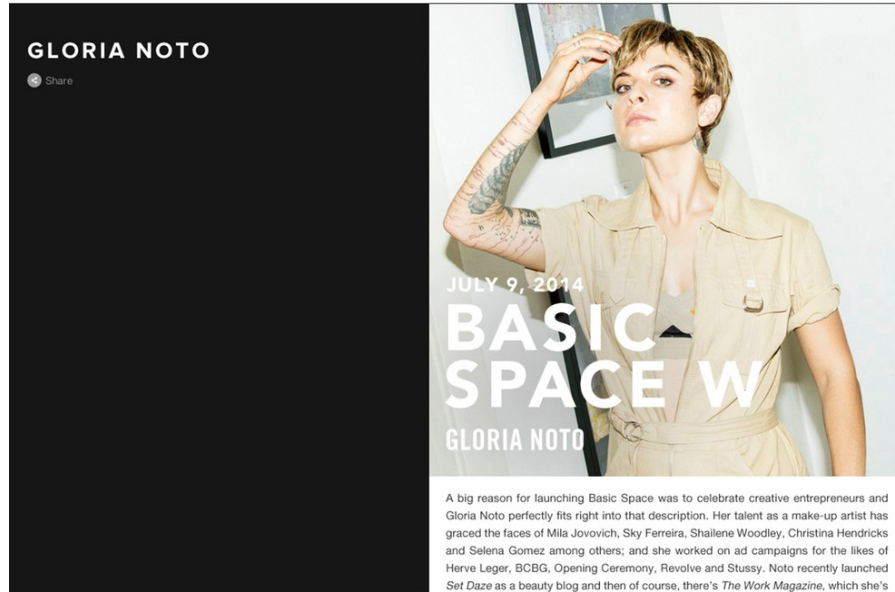


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Nasty Galaxy

Posted on June 27, 2014 by Editorial Intern

Working It: An Interview with Gloria Noto



We recently had Gloria Noto teach us how to [do the dog](#). Today, we're asking about her other projects, namely The Work Magazine. Since its conception six years ago, The Work has grown into a combination fashion, photography and art publication. When it comes down to it, the mag is all about "real soul, real concept and not just another hot girl looking bored." Of course, most of that soul comes from Gloria, the magazine's editor-in-chief. We caught up with her to talk crystals, something called "active rest," and the reason why one job is never enough.

(Photo by Eddie Chacon, magazine layout by Jenelle Campbell)

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2014, the year of... faking extreme beauty

From temporary tattoos to faux piercings, in 2014 it's never been easier - or more fashionable - to fake an extreme beauty identity. Jane Halpern investigates...

f t p t i



Make-up artist and The Work Magazine Editor-in-Chief Gloria Noto has spent much of her career fuelling the fantasy of faking it. "I think [fake tattoos and piercings] are a great way to play and make sure you're interested in said tattoo or piercing. Like a wig, it lets you be a different type of self each day." But her inner punk is still sceptical. "The days of true 'punk' concepts seem to be more sparse. The things people seem outwardly interested in aren't always inwardly true."

Gloria Noto

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