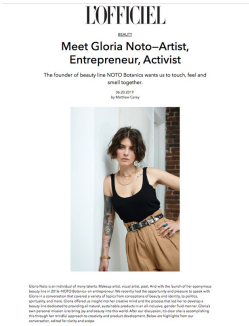


# Art Department



**L'OFFICIEL**  
**MEET**  
**Meet Gloria Noto—Artist, Entrepreneur, Activist**  
 The founder of beauty line NOTO Beauty wants us to look, feel and smell together  
 by Rebecca Cruz

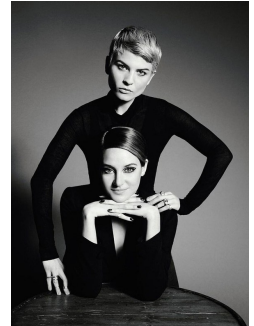
She's the one who's always been there, the one who's always been there, the one who's always been there... (The text continues with a detailed profile of Gloria Noto, her work with Noto Apothecary, and her activism.)

**YMAJINE**  
**GLORIA NOTO, THE MAKEUP ARTIST BEYOND TRADITIONAL BEAUTY STANDARDS**

She's the one who's always been there, the one who's always been there, the one who's always been there... (The text continues with a detailed profile of Gloria Noto, her work with Noto Apothecary, and her activism.)

**Out**  
 Gloria Noto, the makeup artist beyond traditional beauty standards

She's the one who's always been there, the one who's always been there, the one who's always been there... (The text continues with a detailed profile of Gloria Noto, her work with Noto Apothecary, and her activism.)



**NOTO APOTHECARY**

We caught up with Smedley's babe, published Make-Up Artist, and all around badass, Gloria Noto, during our most recent photo shoot at Camp Williams. Smelling like earthy Pola Sento 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 "Roster". I had been mixing my own scents 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."

**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 it's 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 lighten and awaken your skin, therefore also acting as a gentle yet effective eye cream.



**Psyche Serum** - This is basically liquid gold! Being infused with Rose Hip oil, Rose Hip seed oil, Rose essential oil, Mustard seed oil, coffee beans, Wild Carrot oil, Blue Chamomile oil, Argan oil, and Sea Buckthorn oil - these hormones, stem cells together to create a powerful fortifying glow that also protects, prevents aging, and a serum that cares and brightens your senses.

**Roster - Essential Oil Serum** - for the body and hair! A mixing serum made with hip tree oils like Pola Sento - Cedar Wood - Sandalwood - Frankincense - Black Pepper oils - this is perfect for keeping you smelling amazing and keeping the ends of your hair

**NOTO APOTHECARY**

## Gloria Noto

www.art-dept.com



# Art Department

## THE GENERATION NATION

ENTERTAINMENT WEEKLY | FEBRUARY 20, 2014

WEST AND GREAT MAKEUP ARTIST GLORIA NOTO



**GLORIA NOTO** has the small but mighty talent of making the party goers look like they've had a good time and then some, and she's been doing it for over a decade. Her talent is not just in her hands, but in her heart. She's a makeup artist for the stars, and she's been doing it for over a decade. She's a makeup artist for the stars, and she's been doing it for over a decade. She's a makeup artist for the stars, and she's been doing it for over a decade.



PHOTO: GUY AROCH/GETTY IMAGES

## 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

Nasty Galaxy

## Working It: An Interview with Gloria Noto



PHOTO: GUY AROCH/GETTY IMAGES

(PHOTO BY EDDIE CHAMBERLAIN, STYLING BY JENNIFER CAMPBELL)

FEBRUARY 20, 2014 ENTERTAINMENT WEEKLY

BACK TO BEAUTY BASICS



By Jessica Kamin

**Beauty** Jessica Kamin's first gig as a makeup artist was for the "Secret City of the American Teenager" film project. She's a 35-year-old girl with a big nose—the most prominent feature on her face. She's a 35-year-old girl with a big nose—the most prominent feature on her face. She's a 35-year-old girl with a big nose—the most prominent feature on her face.

ENTERTAINMENT WEEKLY

G+A WITH MAKEUP ARTIST GLORIA NOTO



Basic Space W

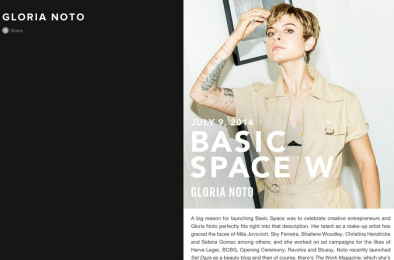


PHOTO: GUY AROCH/GETTY IMAGES

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ENTERTAINMENT WEEKLY

2014, the year of... faking extreme beauty

PHOTO: GUY AROCH/GETTY IMAGES



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# Gloria Noto

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