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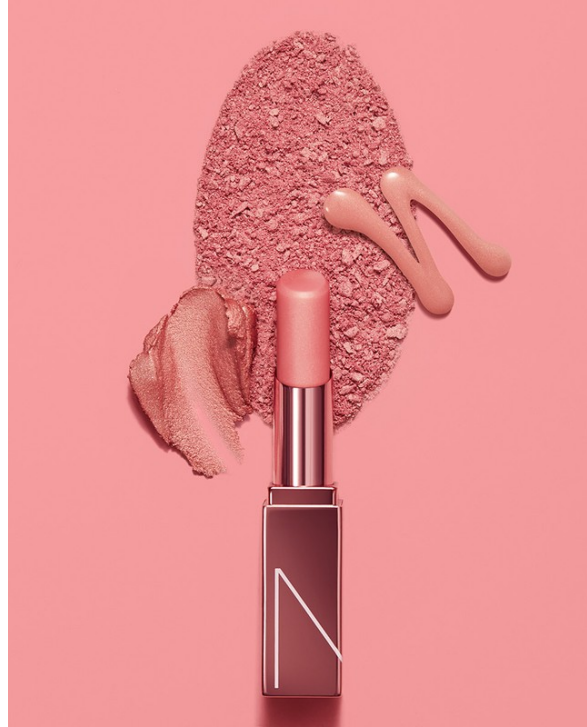
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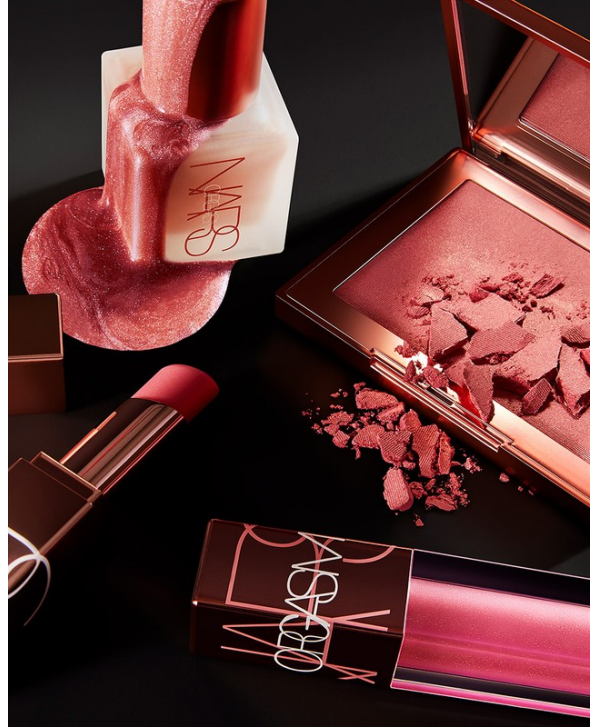
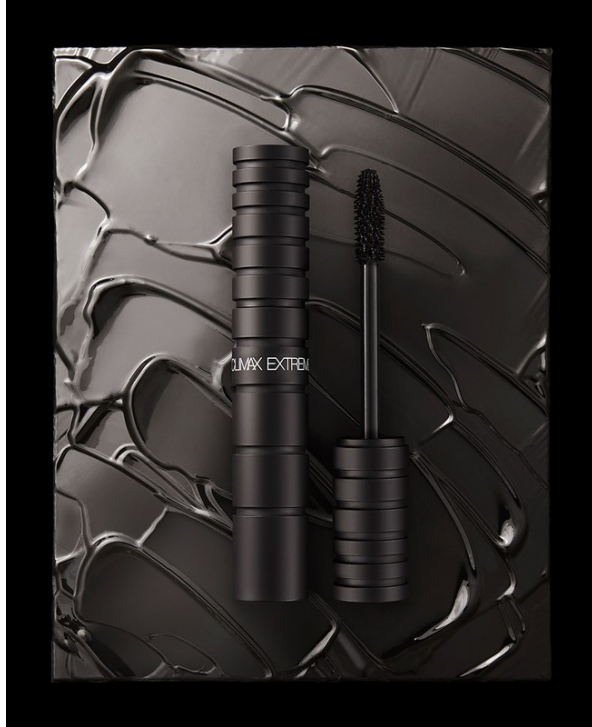
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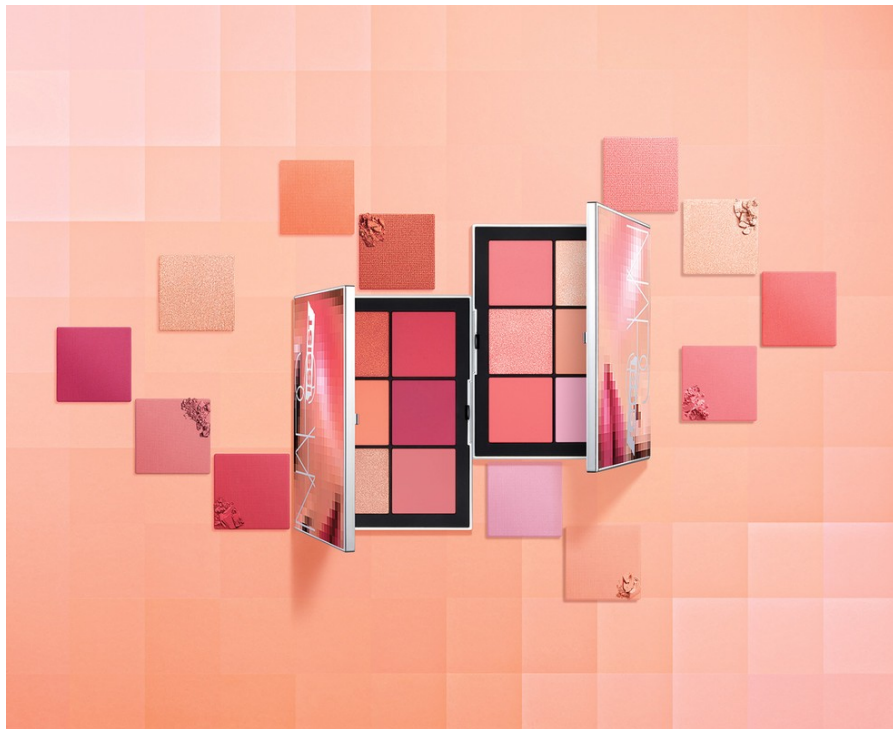
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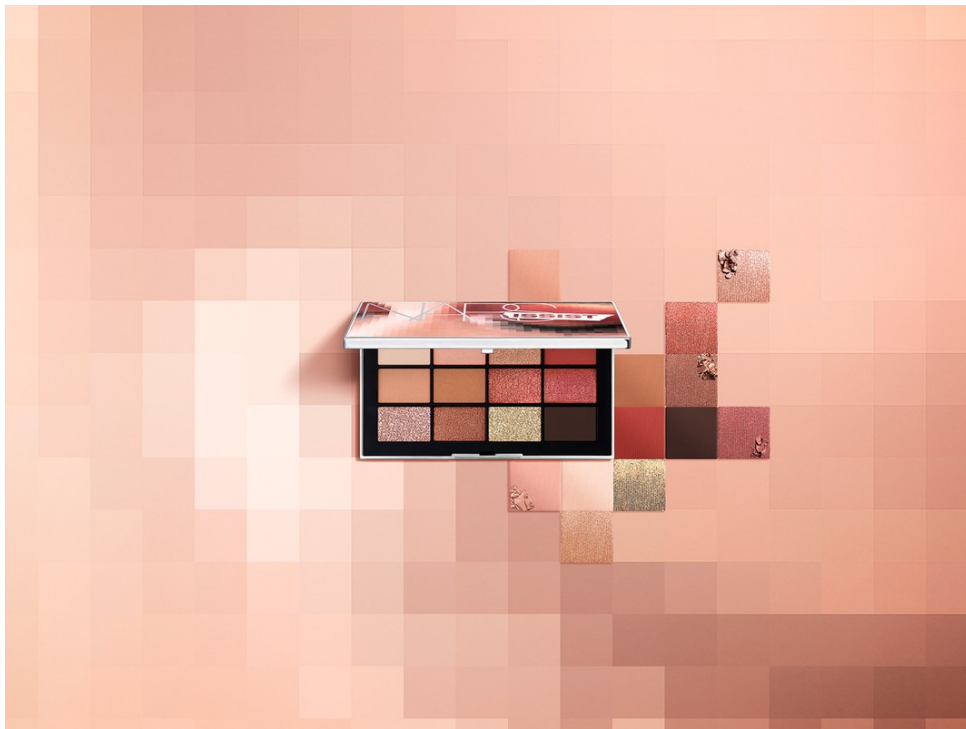
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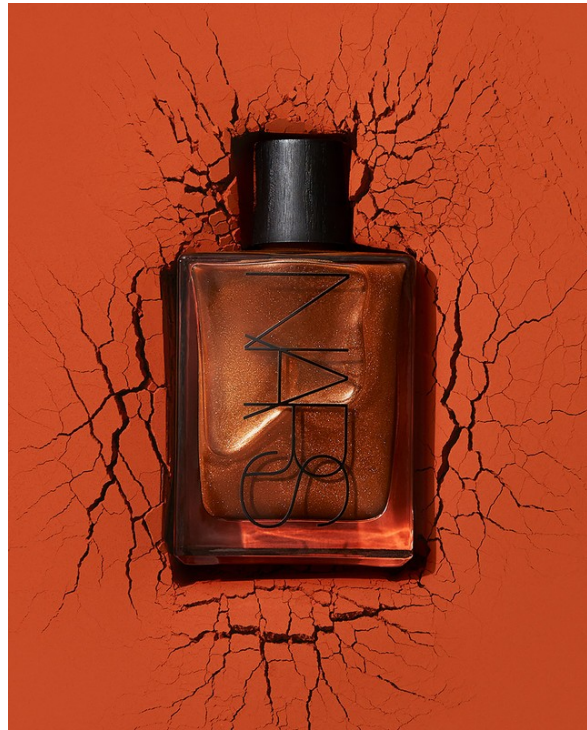
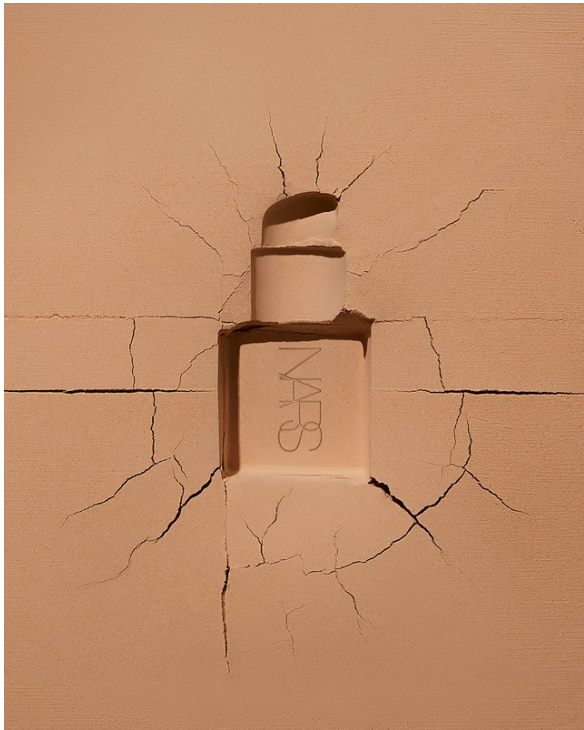
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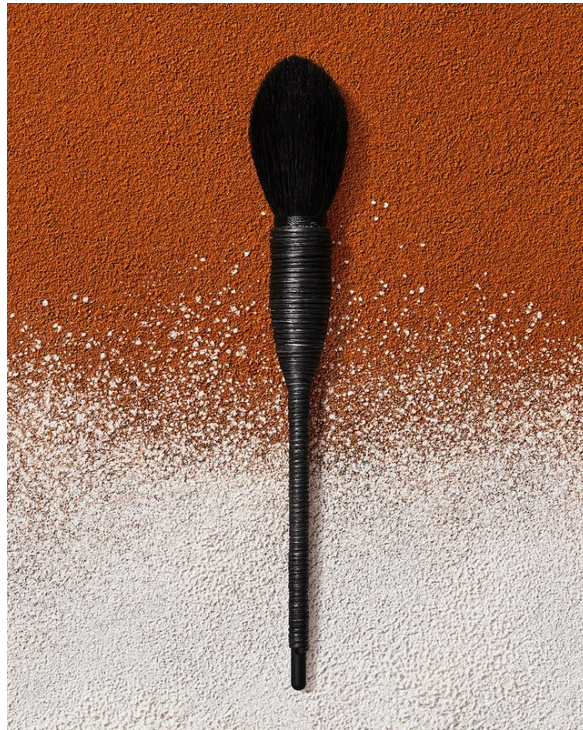
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SEPHORA



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SEPHORA

For a
HOLOGRAPHIC GLOW



GLOW LOW

GLOW HIGH

SEPHORA

For a
SHIMMER GLOW



GLOW LOW

GLOW HIGH

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SEPHORA

For a
DEWY GLOW



GLOW LOW

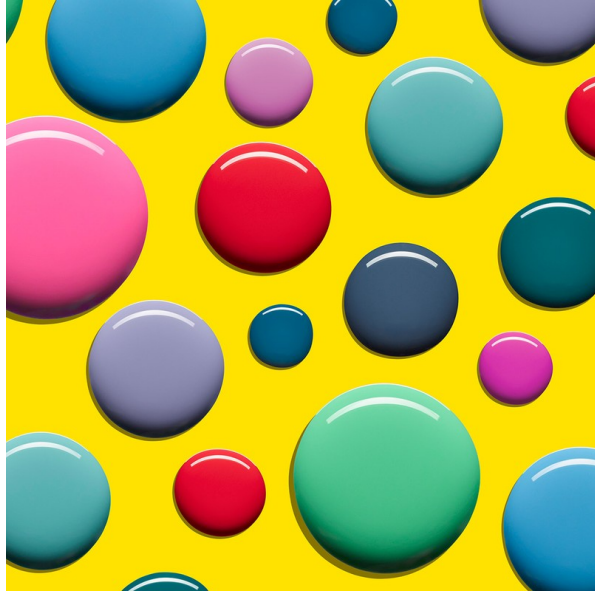
GLOW HIGH



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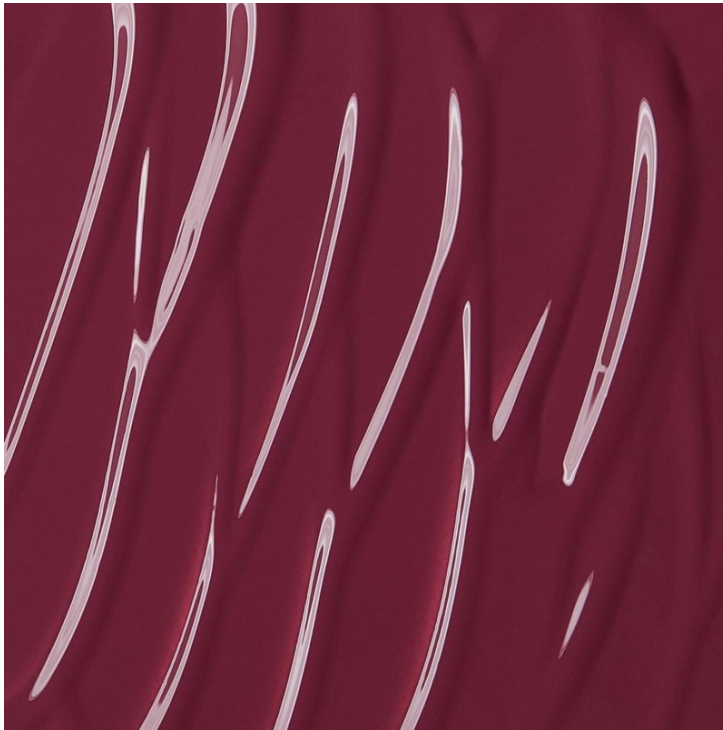
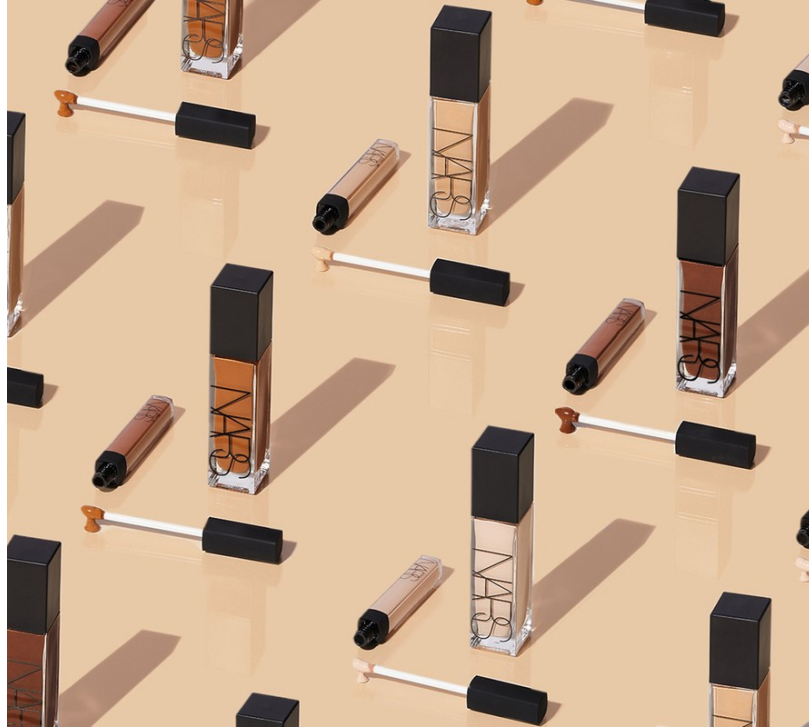
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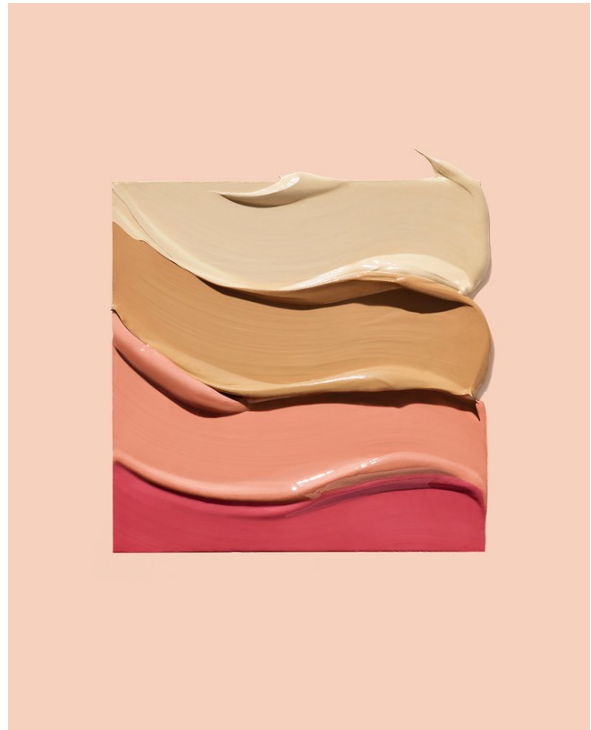
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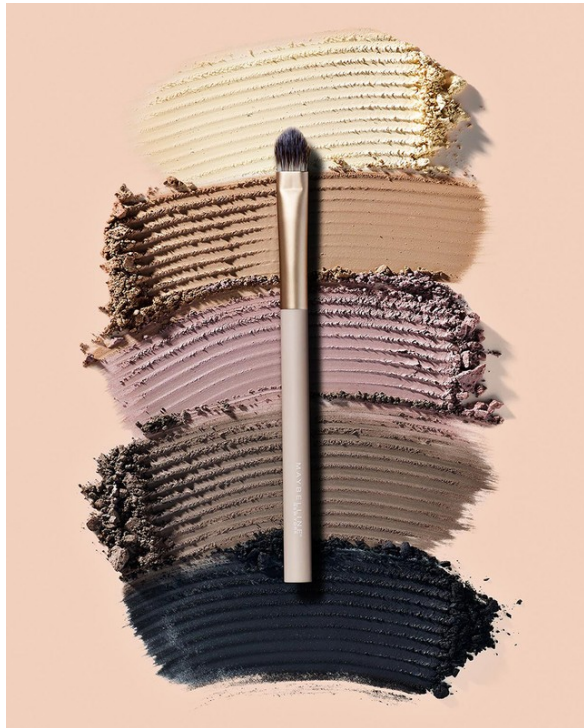
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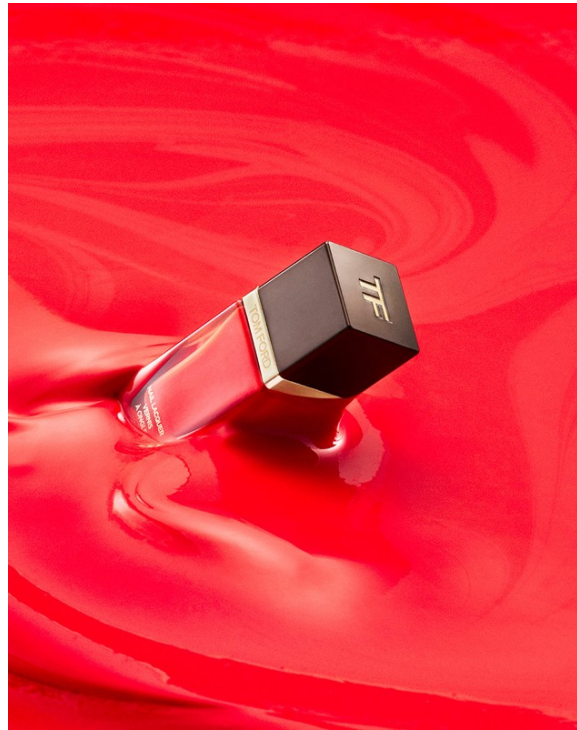
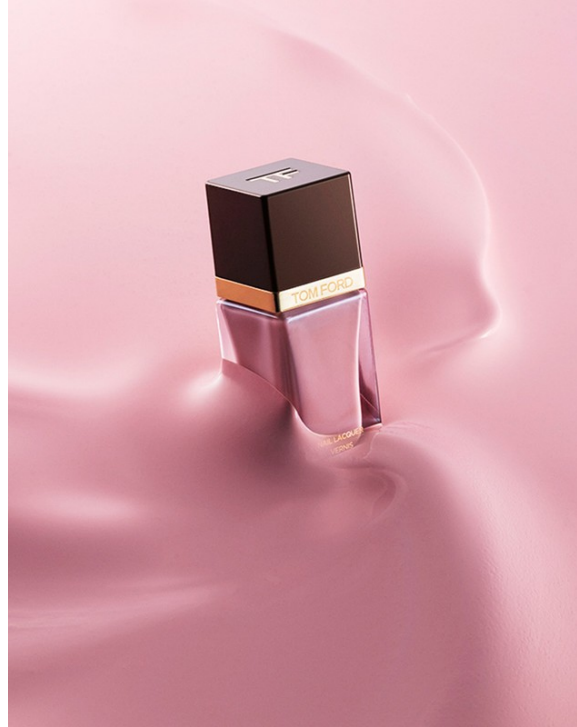
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go **NUDE** or make a *Statement*

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go **NUDE**

A vertical strip of lip color swatches on the left and right sides of a central text box. The swatches on the left are in shades of nude and pink, while the swatches on the right are in shades of red and pink.

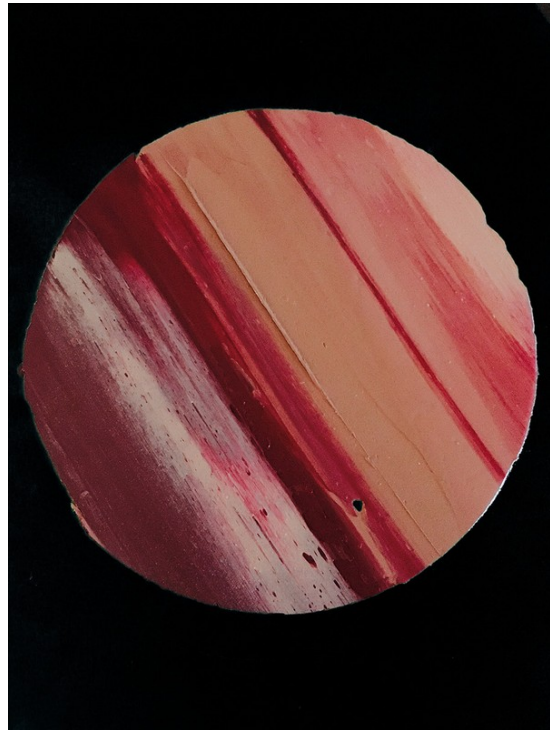
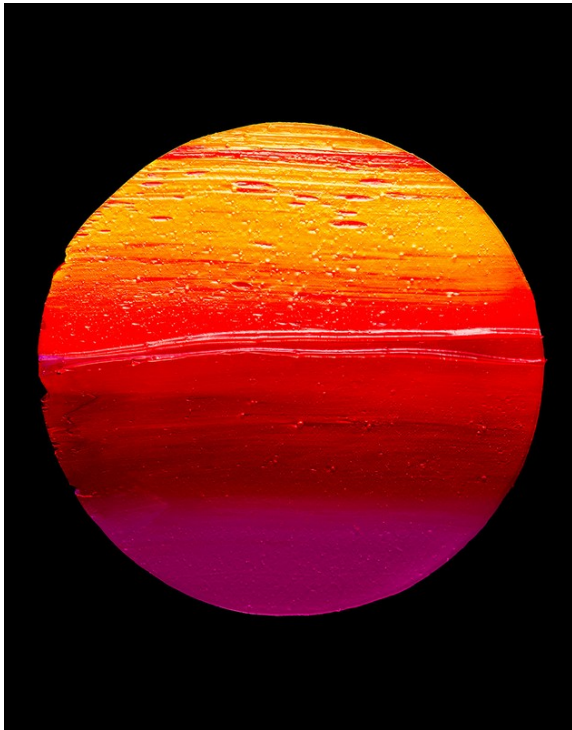
**INTRODUCING
STATEMENT LIP**

GO NUDE OR MAKE A STATEMENT 30 shades
of matte. 30 shades of shine. Now there's a
lipcolor to match your every mood.

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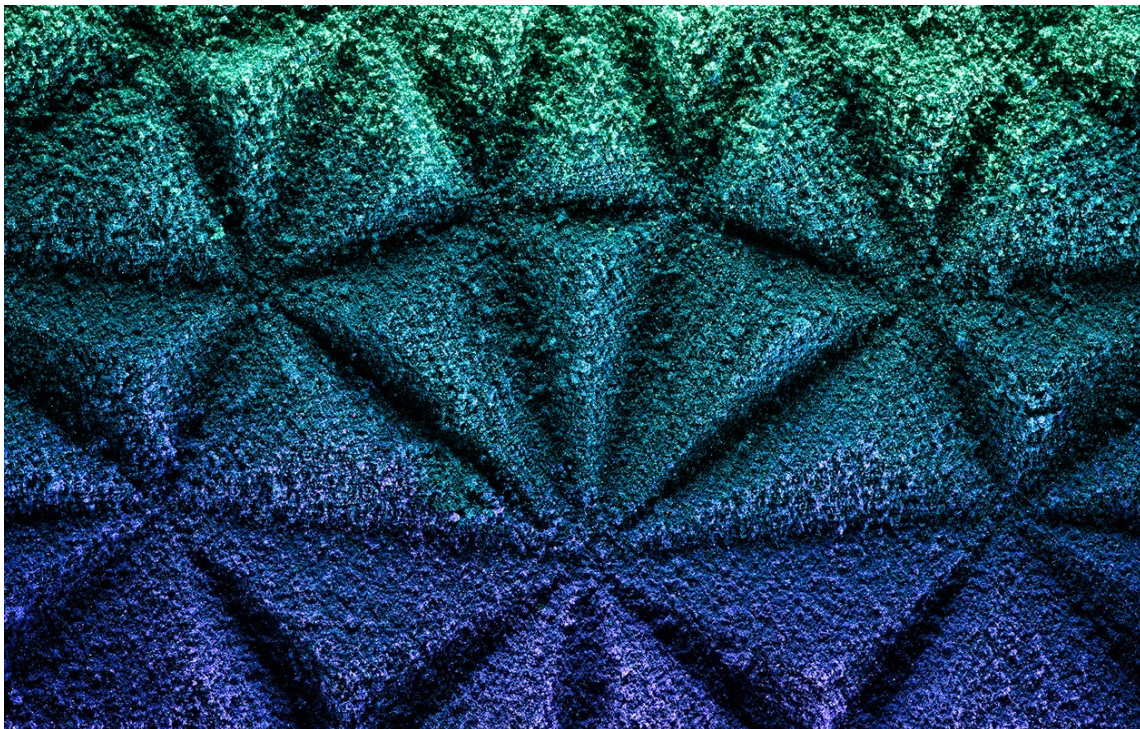
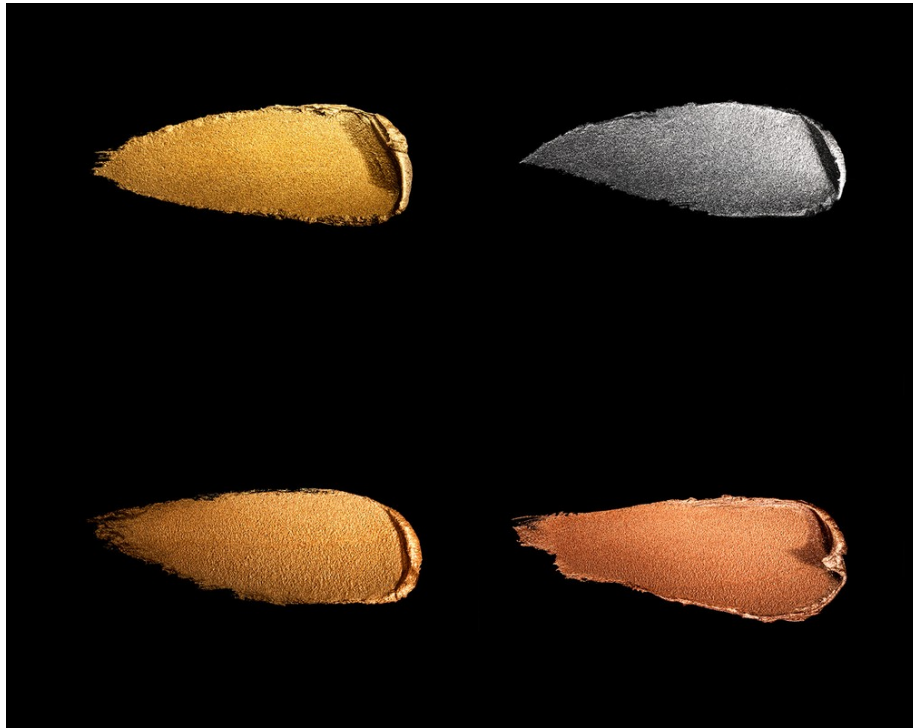
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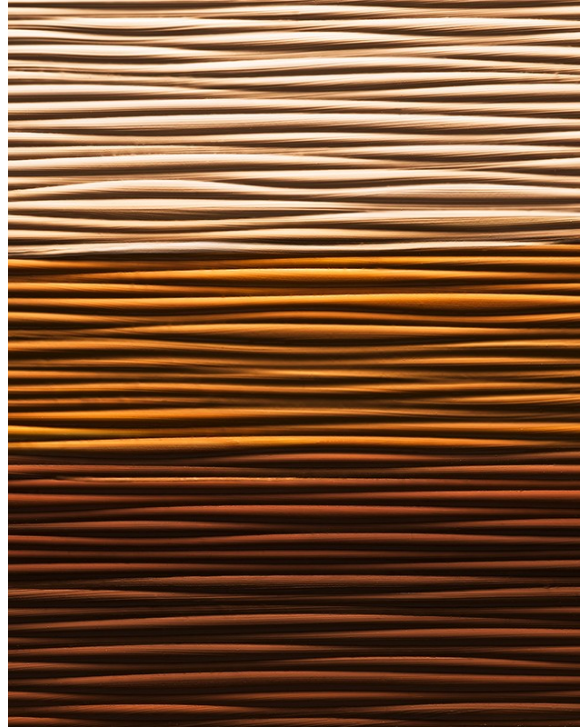
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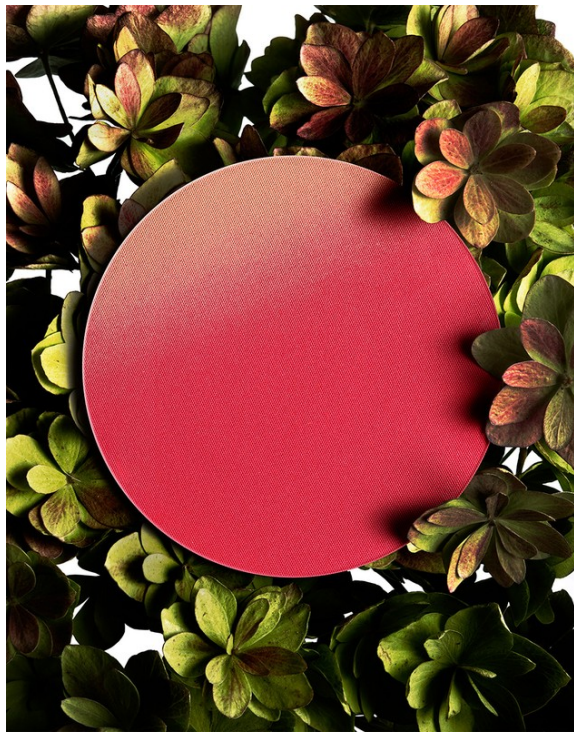
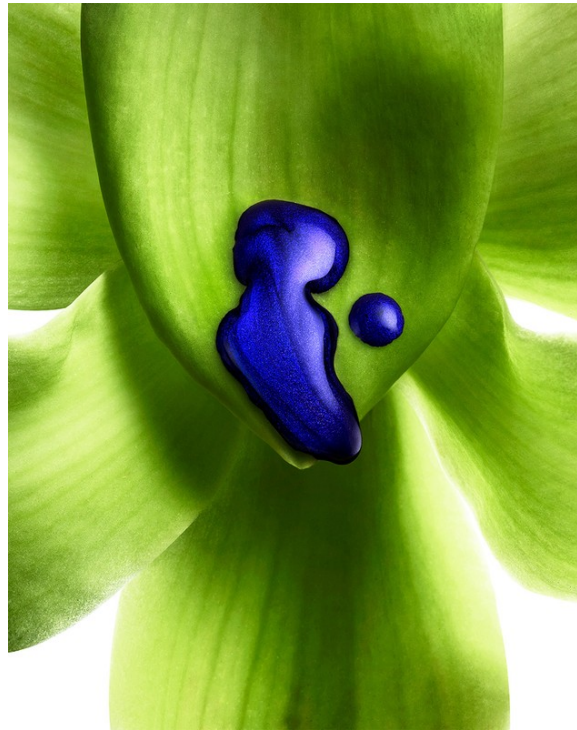
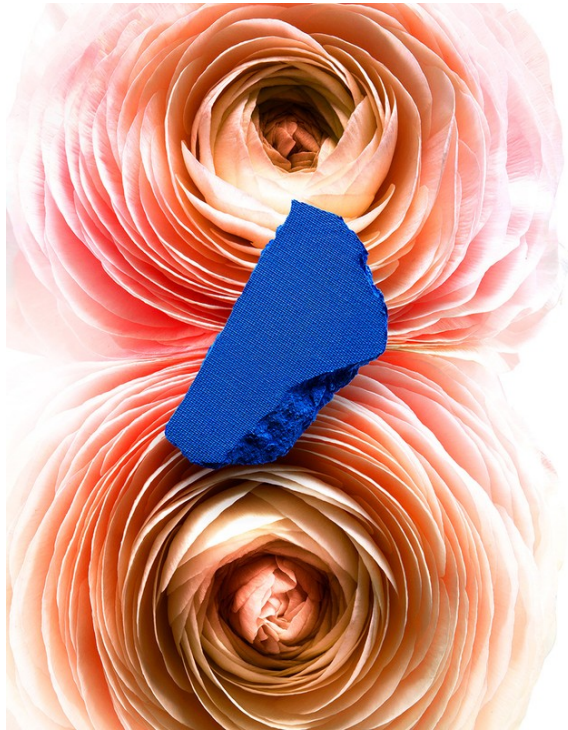
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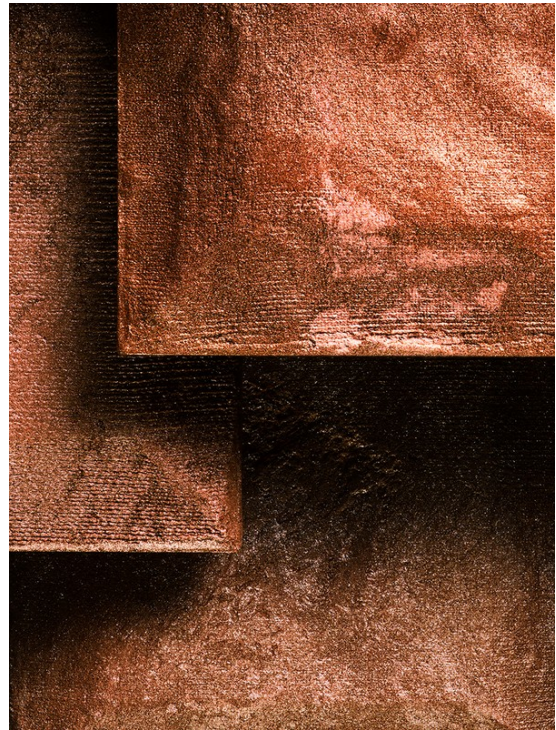
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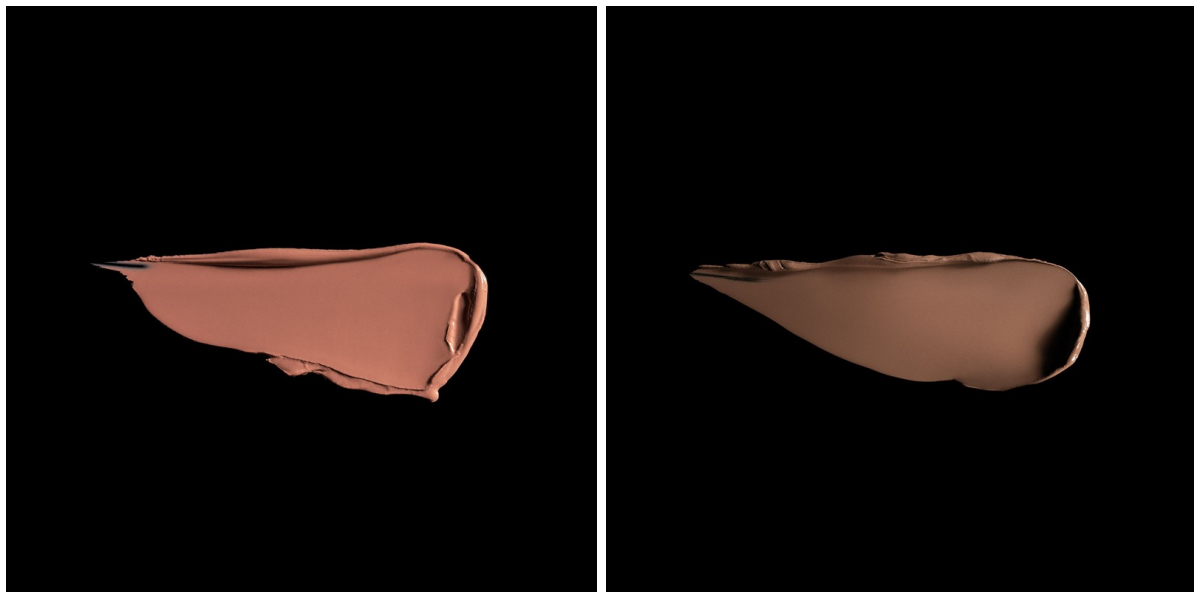
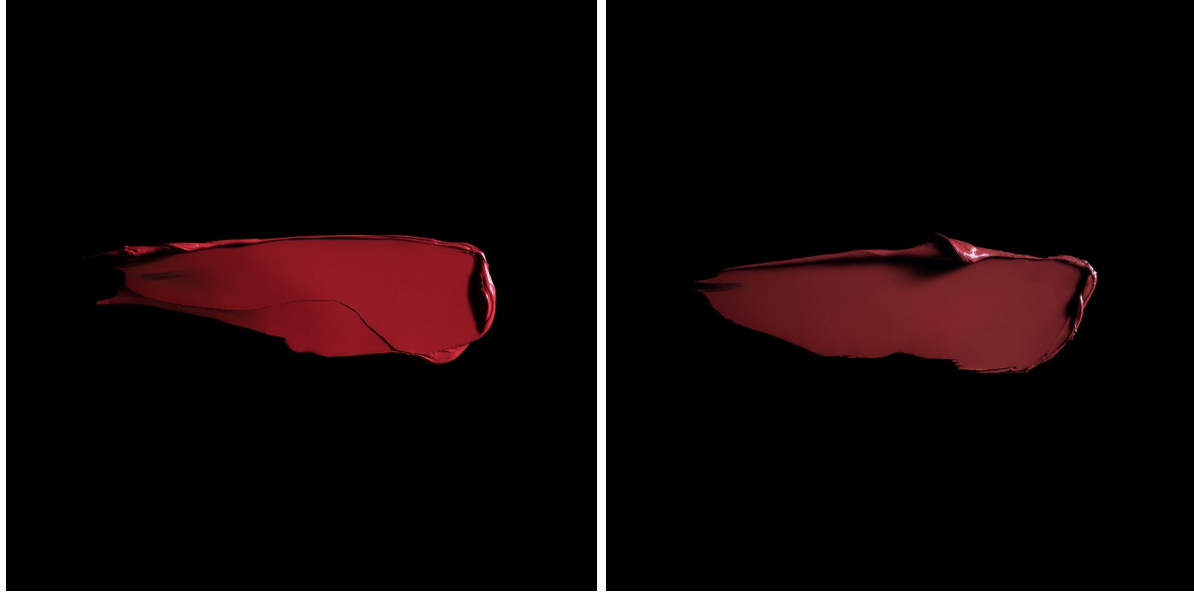
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allure



*Read Our
LIPS*

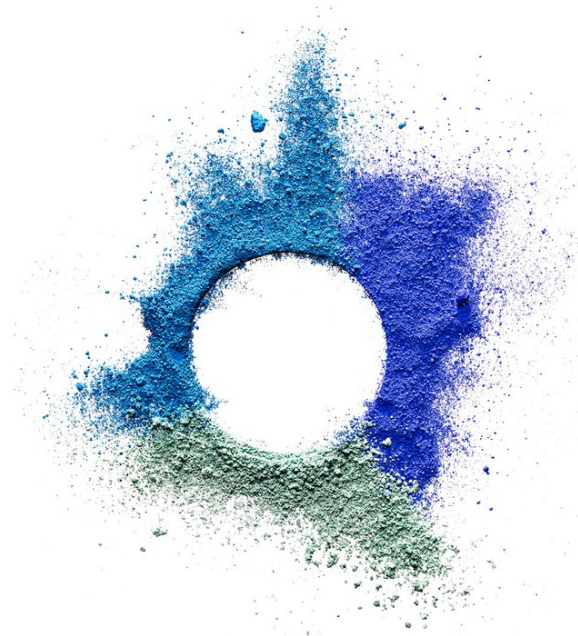
Welcome to fall, where our happy place is
full of vampy plums, gentle nudes, baby-doll pinks...
oh, we could go on. (And we will.)



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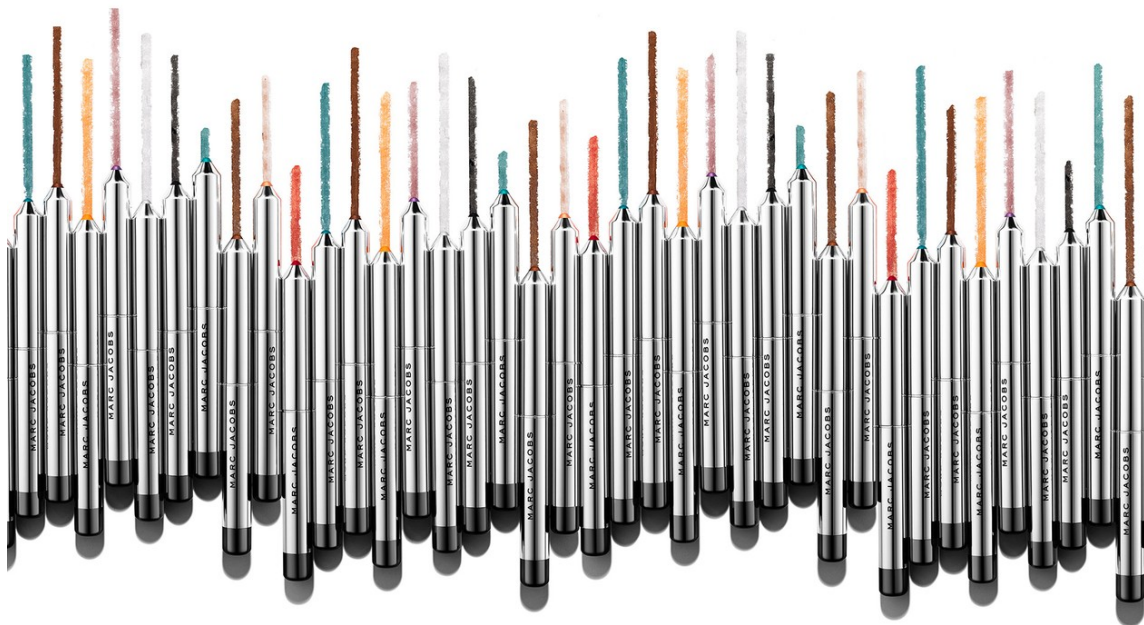
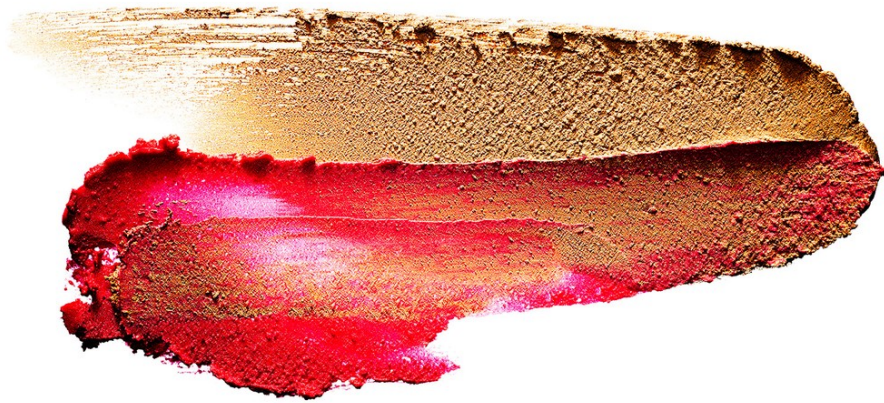
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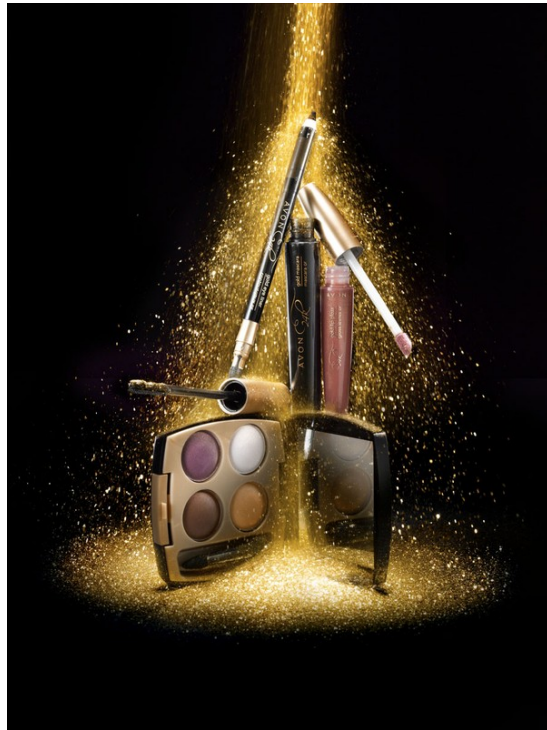
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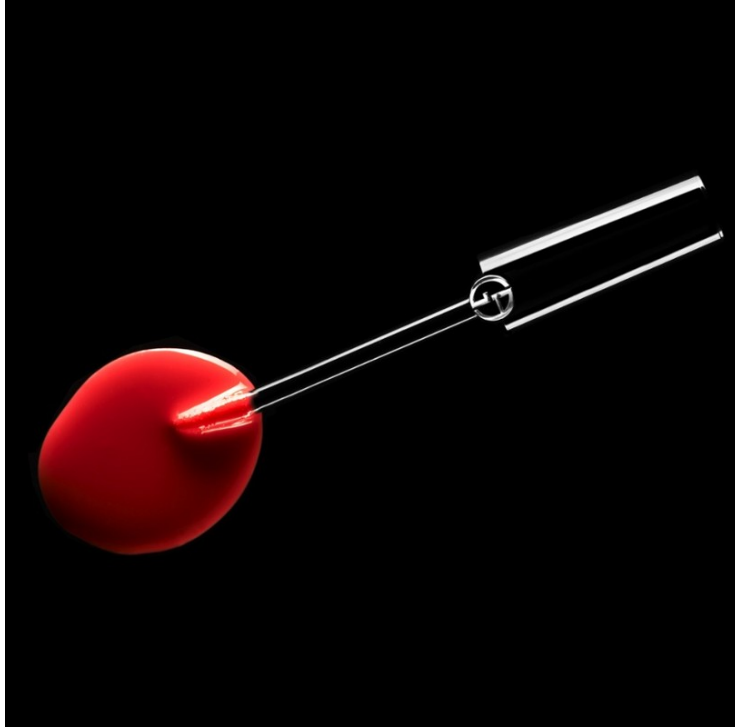
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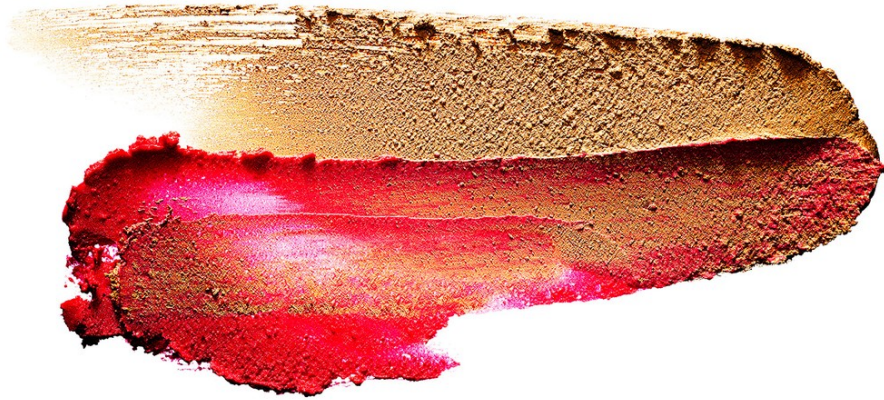
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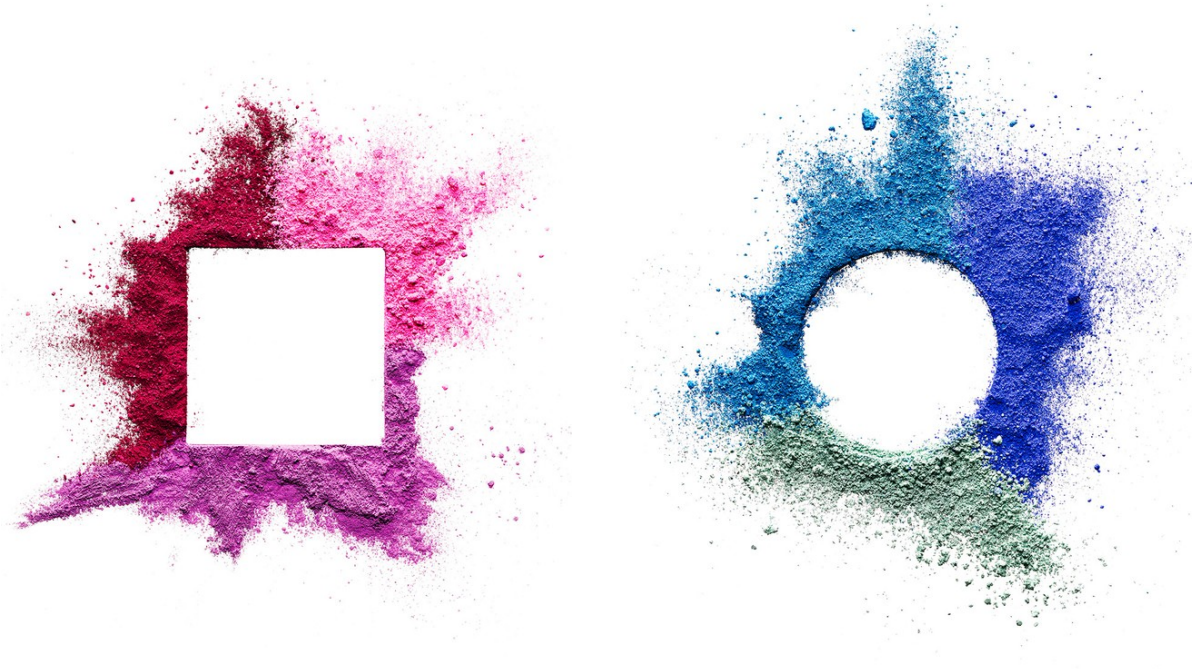
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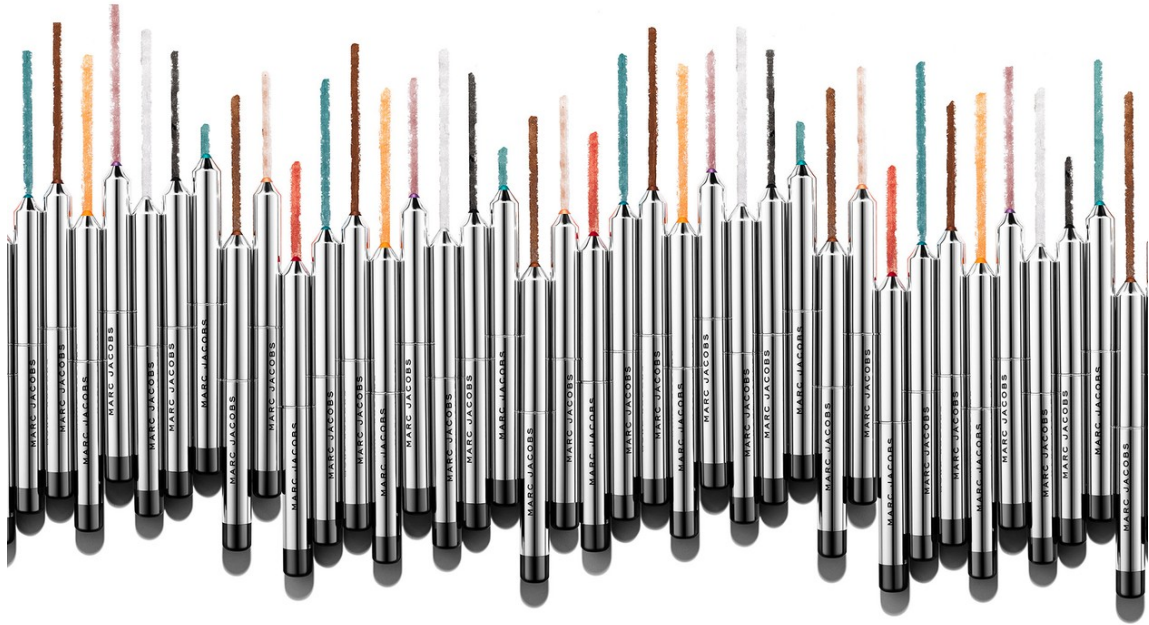
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Bath & Body Works®



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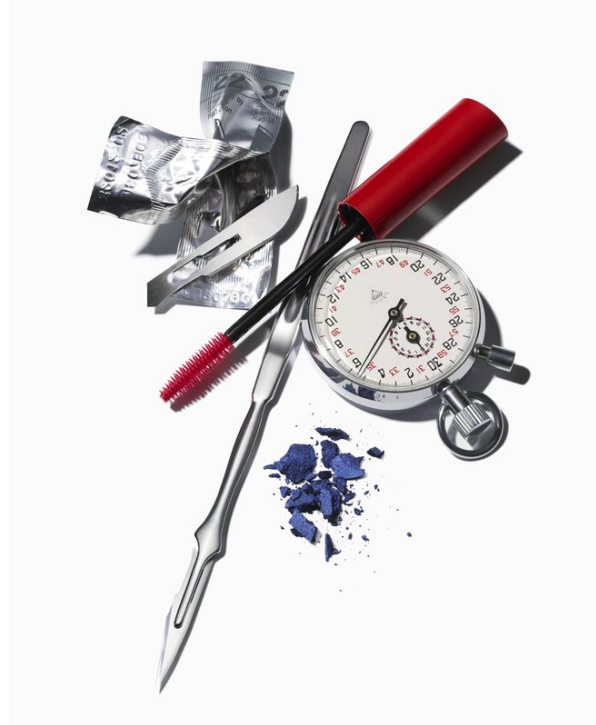
first, we need to know which foundation you prefer



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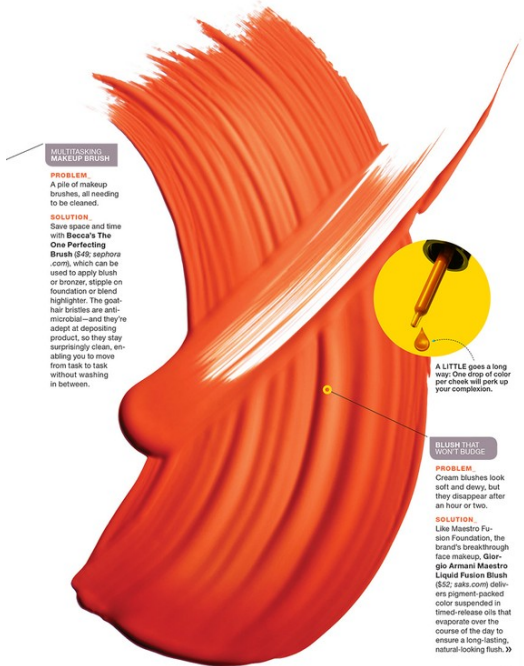


CREAM SHADOW FOR EYES AGES 40+

PROBLEM: You like the dewy finish of cream shadow but not the inevitable creases.

SOLUTION: All creams are not created equal. The oil-absorbing ingredients in Neutrogena Crease Proof Eye Shadow (\$8, drugstores) give it primer-like properties that extend wear and really do keep color smooth for hours.

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MULTITASKING MAKEUP BRUSH

PROBLEM: A pile of makeup brushes, all needing to be cleaned.

SOLUTION: Save space and time with Becca's The One Perfecting Brush (\$16, sephora.com), which can be used to apply blush or bronzer, stipple on foundation or blend highlighter. The goat-hair bristles are antimicrobial—and they're adept at depositing product, so they stay surprisingly clean, enabling you to move from task to task without washing in between.



A LITTLE goes a long way. One drop of color per cheek will perk up your complexion.

BLUSH THAT WON'T BUDGE

PROBLEM: Cream blushes look soft and dewy, but they disappear after an hour or two.

SOLUTION: Like Maestro Fusion Foundation, the brand's breakthrough face makeup, Giorgio Armani Maestro Liquid Fusion Blush (\$52, saks.com) delivers pigment-pushed color suspended in timed-release oils that evaporate over the course of the day to ensure a long-lasting, natural-looking flush. »

APRIL 2014 | www.elle.com 75

TIP 5

Did you know: Skimping on zzz's can increase aging because when you sleep your body repairs skin cells. Get at least 8 hours of beauty sleep.




NEW! ORIGINS STARTING OVER™ AGE-ERASING MOISTURIZER WITH MIMOSA
It helps improve the appearance of lines and wrinkles and rebuilds natural collagen. 1.7 oz. Weight: 49.177 g, 1.42 each.

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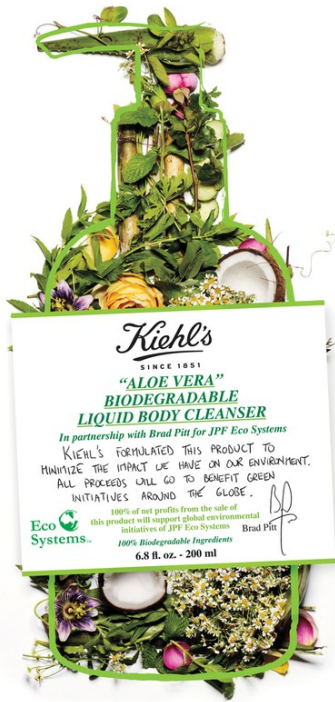
 the guide | **BEAUTY**



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First, choose the right Cleanser

The Combination Skin
If your face is pretty balanced, with a little oily or dry spell now and then, you have combination skin (which, by the way, is as close to "normal" as it gets). The trick is to wash with a soap-free cleanser that isn't too moisturizing or too drying, either once a day (at night, when most people's skin is dirtiest) or twice (if necessary). At the top of dermatologists' lists: (1) **ACQUAIL CLEANSER**, \$11, drugstore.com, and (2) **CELESTIAL DAILY FACIAL CLEANSER**, \$11, drugstore.com, because they simultaneously clean and nourish, and are less likely to irritate skin.

The Oily or Combo-Oily Skin
When your skin often shines shortly after you cleanse it, go with an oil-free wash that purifies pores but doesn't strip away all of the natural oils (which only encourages glands to produce more). Lisa Atran, M.D., a New York City dermatologist, likes to use (1) **LAFLOR FROTHING FACE WASH**, \$4, drugstore.com. If you get breakouts, experts suggest a cleanser with salicylic acid, like (2) **NEUTROGENA ACNE-FREE SKIN WASH**, \$5.50, drugstore.com, which sloughs off dead skin and unclogs pores. Pregnant women, however, should avoid salicylic acid as a conservative measure. Instead, opt for a product with alpha hydroxy acids, like (3) **LAFLOR FACIAL CLEANSER III**, \$27, skinincare.com.

The Sensitive Skin
Allergies that easily become red and itchy can be the result of either perfume, as surely you remember, "stinging" scrubs, soap or bar soaps, and products with fragrances or lots of alpha hydroxy acids can irritate skin sensitivity. Kerl notes: "He built your routine with a mild cleanser with soothing ingredients. Her favorite: (1) **AVENO TO TINK CALMING FOAMING CLEANSER**, \$5, drugstore.com. It contains feverfew, an herb that tempers redness and irritation.

The Dry Skin
"Your epidermis has a balance of oil and water," explains Linder. "When that's thrown out of whack, skin gets dry and sheds off unevenly in flakes instead of light, imperceptible layers." To raise moisture levels, wash only at night to remove makeup and oils, and just rinse with water in the morning, Kerl says. Look for highly moisturizing, creamy products, such as (2) **BOVE BEAUTY MOISTURE FOAMING FACIAL CLEANSER**, \$5, drugstore.com, or cleansing oils, like (3) **SHI UMEDA CLEANSING BEAUTY OIL PUMICIN A.O.**, \$22, shiuneda.com, a rich wash that removes dirt and waterproof makeup and contains green tea to help protect skin.

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Then, Moisturize and protect

The Sensitive Skin
It may seem like a tall—and tricky—order to prevent irritation while also moisturizing and protecting skin from the sun. But with the right lotion, it can be done. Kerl and Linder suggest applying (1) **PIPERHEIM SKINCALF BELLY DAILY PERFECTING LOTION SPF 15**, \$15, drugstore.com. Its very gentle formula contains lipoic acid, a licorice extract to help soothe skin, and the oil-free fluid's faint green tint color-corrects and blanches naturally.

The Combination Skin
Fairly luminous skin that's equally well-balanced (not too light or too oily) calls for a daily moisturizer that's also a sun protector. Like many skin experts, Newburger chooses moisturizers formulated with HelioGlyc (found in Neutrogena and Aveno products) or Mexoryl (found in L'Oréal goods) because these ingredients prevent sunburns from breaking down during the day. An all-around favorite: (1) **LA ROCHE-POSAY ANTIREDNESS DAILY MOISTURIZING CREAM WITH SPF 15**, \$24, rosedale.com. It has Mexoryl and a level of SPF sufficient for daily use, and it feels nice on the skin and layers well under makeup.

The Oily Skin
Experts recommend using an oil-free moisturizer that has SPF every day. Lisa Dorfman, M.D., associate clinical professor at Yale School of Medicine in New Haven, Connecticut, suggests this approach: Apply (1) **NEUTROGENA ULTRA SHEER DRY TOUCH SPF 15**, \$10, drugstore.com, and then a spray of mineral-based powder, like (2) **BAVE ESSENTIALS MAKE MINIMALS SPF 15 FOUNDATION**, \$25, bareminerals.com. "I love this combination," she says. "The moisturizer contains HelioGlyc, which provides solid protection from UV rays, and the mineral makeup prevents shine and defers light."

The Dry Skin
A rich-day cream will help reintroduce some moisture. Linder advises reading product labels to look for the most effective hydrating ingredients. They include glycerin, hyaluronic acid (also listed as sodium hyaluronate), urea, honey, vitamin E, rosbush seed oil, borage oil, and lactic acid. Sun protection is also key, as even winter rays can dry skin (not to mention cause skin cancer and premature aging). Try (1) **BOVE BEAUTY MOISTURE DRY CREAM SPF 15**, \$7.50, drugstore.com. We think formula contains glycerin and lactic acid, an excellent omega-3 fatty acid. Apply it right after cleansing or showering, while your skin is still damp, to seal in the water.

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Next, Treat as needed

De-Puff Eyes
Are eye creams absolutely necessary? Absolutely not, Alan says. However, the skin around your eyes is four times thinner and has fewer oil glands than the rest of your face, so it shows darkness and fatigue first. If yours exhibits either of the above, apply (1) **TEAR-FREE EYE CREAM**, \$25, [skincare.com](#). "It's the number-one doctor recommended eye cream," Kerri says. "The formula is packed with vitamins C and peptides to help reduce dark circles, puffiness, and fine lines."

Address Sensitivity
In winter, when outside temperatures are low and indoor heaters are drying out the air, sensitive skin needs extra care and soothing. Amy Newburger, M.D., a dermatologist in Scarsdale, New York, suggests treating red or itchy areas right after cleansing with (2) **HYDRATING CREAM**, \$60, [cosmeceuticals.com](#). It contains lipids and antioxidants to heal skin and repair its protective barrier, and it's free of common allergens, fragrances, dyes, alcohols, and emulsifiers.

Diminish Dark Spots
Discoloration can surface after years of sun exposure or result from hormone fluctuations caused by pregnancy or birth control pills. To improve your complexion's tone and clarity, smooth a vitamin C treatment on the darkened patch after washing. "Vitamin C, an antioxidant, inhibits the production of enzymes that cause the discoloration," Newburger explains. She prefers (3) **AVON AHA ALTERNATIVE CREAM**, \$20, [avon.com](#). Vitamin C also prevents wrinkles by promoting collagen formation. Follow up with moisturizer containing SPF to prevent future spots.

Sop Up Shine
If your skin gets very oily during the day, blot away shine with a tissue instead of covering it with makeup. To catch that gleam ahead of time, apply (4) **SHIMMERS**, \$25, [skincare.com](#). It contains benzoyl peroxide, along with a light hydrator to prevent drying and flaking. Tip: If you have sensitive skin, apply aloe when skin is dry. This will hinder deep absorption and help prevent irritation.

Clear Skin
Although oily skin is most susceptible, any type can get pimples. The best time to treat spots is after cleansing, but before applying moisturizer. Kerri prefers benzoyl peroxide or salicylic acid treatments to extinguish existing spots and keep away new ones. (Note: Benzoyl peroxide can bleach fabrics, so don't get it on clothes or towels.) Isha's light layer of (5) **SKIN CARE**, \$25, [skincare.com](#), over pimples or areas prone to breakouts. It contains benzoyl peroxide, along with a light hydrator to prevent drying and flaking. Tip: If you have sensitive skin, apply aloe when skin is dry. This will hinder deep absorption and help prevent irritation.

Finally, at night, Prevent

Skin Damage
If your skin tone is starting to look dull or uneven for your complexion is fading off all those summers spent basking in the sun, apply a potent antioxidant treatment each night to fend off free-radical damage, even out tone, and improve texture. Two antioxidants that have "impressive evidence behind them," according to David J. Goldberg, M.D., director of Skin Laser & Surgery Specialists in New York and New Jersey, include idebenone, which is found in (1) **PREVENT**, \$75, [skincare.com](#), and coenzyme Q10, which is found in (2) **PREVENT**, \$75, [skincare.com](#).

Pre-Lines
There are three keys to keeping skin smooth for the long haul. Sun protection is necessary each and every day as are moisturizers, which help prevent free-radical damage. At night, a retinol treatment will help smooth lines. Retinol, a pure form of vitamin A, continues to be the "gold standard for generating skin cell turnover," says Newburger. So why not embrace aging? "It can be irritating and often leaves skin red and sensitive by morning," notes Goldberg. The solution? When using retinol cream, apply a pea-size amount every third night in that your skin can adjust. They work up to using it every other night. Newburger recommends (3) **AVON AHA ALTERNATIVE CREAM**, \$20, [avon.com](#). "This formula contains retinol, a form of retinol that's just as potent, yet less irritating." If you're pregnant, she suggests using retinol-alginate and using vitamin C treatments instead.

Dryness
According to the experts, your skin experiences "transient" thermal stress that's likely to dry. If you're already on the parched side of the moisture spectrum, bedtime is a smart occasion to apply a rich serum, such as (4) **LIQUID HYDRATION**, \$25, [skincare.com](#). This yellow elixir contains many natural moisturizers like vitamin E and linoleic acid. Isha has lavender and chamomile oils to calm skin that maybe even help relax you.

Future Breakouts
After meeting pimples during the day with lighter and invisible—product that layers well under makeup—treat them again at night. Kerri suggests dabbing (5) **SKIN CARE**, \$25, [skincare.com](#), onto visible blemishes and those you feel coming to the surface. Use a cotton swab to apply. The pale pink formula is preferred by many experts because it contains sulfur to reduce inflammation and redness, as well as salicylic acid to exfoliate skin and deep-clean pores.

CREATED BY CHLOE GRANDJEAN AND ELIZABETH GRUBER



Michele Faro

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Art Department



Pack Your Bags, Ladies!

Here's the beauty loot our editors are stuffing in their purses this season. Hmm: What will *you* carry?

Photographs by Daniel Lindh

IF YOU'RE FEELING GIRLY
Then carry a striped (and sequined!) shoulder bag. And fill it with Pastel makeup, little brushes (because you can always use more brushes), and sheer polishes to clash or match your purse—we endorse both.

Checklist from top left: CHANEL bag, \$78; eye-shadow palette, \$56; TOM FORD lip color, \$40; AERIN makeup brushes, \$18 for set; SIE sunglasses, \$68; LANCÔME lip gloss, \$27; YVES ROCHER nail polish, \$4; MISS TOMMY fragrance, \$25; ESSE nail polish, \$4.39 each; PHILIP B. JOE lotion, \$20. See *Glamour Shopper* for more information.



IF YOU'RE FEELING EDDY
Then carry an oversize clutch with hardware. And fill it with Sultry perfume, a rich wine-colored lipstick, and smoky-eye essentials galore—the later the night, the cooler your eyes. Go for it!

Checklist from top right: ALEXANDER WANG bag, \$60; MAC lipstick, \$14.5; ALEXANDER WANG bracelet, \$20; PHILIP B hair spray, \$19; KALY HANSEN nail polish, \$8; SUPPRA COLLECTION bronzer, \$25 for set; MIA GIOVONI BEAUTY eye shadow palette, \$36; MAKE UP FOR EVER pigment, \$10; L'ORÉAL eyeliner, \$10; ESSENCE AND JAMES fragrance, \$19; CELIAHARRIS cell phone case, \$36; CHANEL eye shadow, \$20. See *Glamour Shopper* for more information.



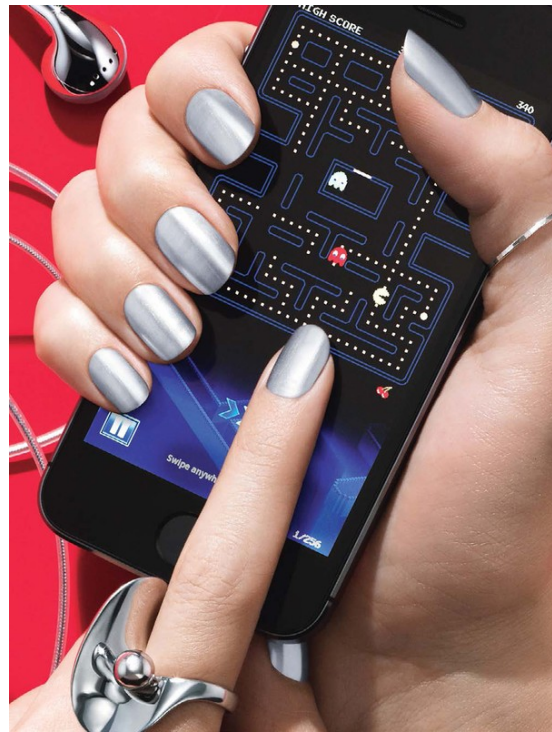
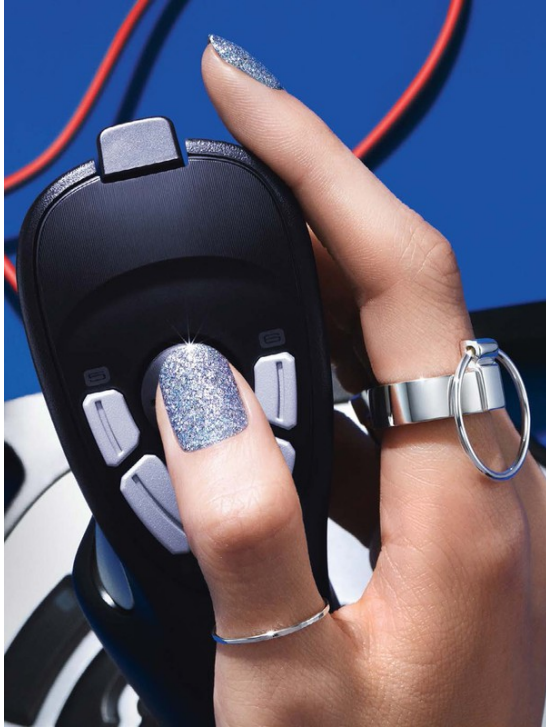
IF YOU'RE FEELING CLASSIC
Then carry a bright structured bag. And fill it with Shimmer shadow (oh a bit on lids for a midday wake-up), a chic compact, and always, always a perfect red lipstick.

Checklist from top left: LIPSTICK QUEEN lipstick, \$30; SMYTHSON notebook, \$100; MI KILIAN fragrance, \$120; COVERGIRL nail polish, \$2.99 each; SHISEIDO cream, \$19; SHISEIDO eye shadow, \$12; MICHAEL MICHAEL KORS bag, \$90; GUESS SKIN powder, \$26. See *Glamour Shopper* for more information.

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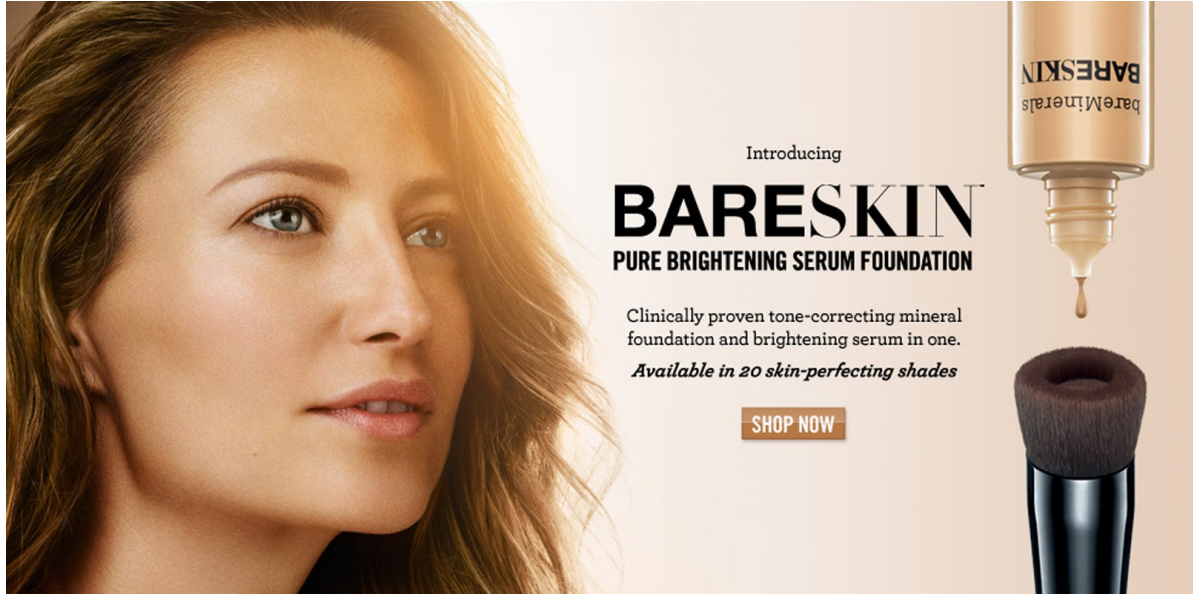
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Introducing

BARESKIN
PURE BRIGHTENING SERUM FOUNDATION

Clinically proven tone-correcting mineral foundation and brightening serum in one.
Available in 20 skin-perfecting shades

[SHOP NOW](#)

The advertisement features a close-up of a woman's face on the left, showing her skin texture and features. On the right, there is a product bottle of BARESKIN Pure Brightening Serum Foundation with a single drop of product falling from the applicator. Below the bottle is a dark-colored brush with a dense, rounded head. The background is a soft, light beige color.

Michele Faro

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