

# Art Department

VOGUE

The Best Beauty Looks at The Tony Awards 2018



Kerry Washington

## Jenna Menard

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## Kerry Washington

Look closely at **Kerry Washington's** subtle smoky eye and you'll see that her lower line has a hint of sparkle. It's a gorgeous complement to her sheer pink lip and super-straight hair.

## Jenna Menard

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# Art Department

**Plus**EXPERTOS

POR SUSANA PARRO

## JENNA MENARD

### tu nueva gurú del maquillaje

La nueva Global Color Artist de Clinique nos explica, en exclusiva para GLAMOUR, los secretos que deben saber todas las mujeres.

**V**iajamos a Londres para tener un encuentro con la maquilladora internacional Jenna Menard. Su incorporación a Clinique, una de las firmas cosméticas más importantes del mundo, supone un hito dentro de la marca americana, famosa por sus "Sistema Tres pasos" y concebida con la filosofía de que todo el mundo puede tener una buena piel. Algo que también persiguen con su maquillaje. Jenna transmite a la perfección la idea fresca y natural de Clinique.

**¿Cuándo supiste que esto lo que te gustaba?**  
No hay un momento definido. Seguí mis intereses, pasiones y talento, y fui dirigida hacia el mundo de la belleza. Crecí rodea-

da de hermanas, y mi madre era peluquera; el mundo de la belleza es parte de mi vida. Estudié psicología porque quería trabajar con personas... y poco a poco me convertí en una Make Up Artist.

**¿Qué cosas te inspiran?**

Muchas cosas. Soy afortunada y viajo mucho alrededor del mundo, así que me obligo a mirar alrededor y absorber todos los estímulos.

**¿Cuál es el truco de maquillaje que toda mujer debería saber y aplicar?**

El éxito de un maquillaje es que alguien te diga lo guapa que estás sin darse cuenta de que hiciste un gran esfuerzo a la hora de maquillarte. Es conseguir un efecto natural, sutil. Las reglas hay que tomarlas de forma flexible, sólo tienes que adaptar cualquier maquillaje ▶

Jenna Menard ha realizado maquillajes de tendencia como el del desfile de Karen Walker.

KAREN WALKER



#### TRUCOS PARA UNA IMAGEN PRECIOSA

**\* CUTIS LUMINOSO**

Antes de extender la base, piensa qué acabado deseas. Para una cobertura total, usa una brocha y para un acabado más transparente, usa una esponja o los dedos. Si tienes que mezclar un iluminador con la base, hazlos

imperceptibles para lograr el efecto: "es mi preciosa piel y no mi iluminador y base". Aplica la base Even Better con una esponja y sobre él, pon el iluminador Up-Lighting Liquid Illuminator. Por último, extiende los polvos sueltos Stay Matte Sheer Pressed Powder, sólo alrededor de la nariz y la zona T.

**\* OJOS DE COLOR**

Perfila los ojos con eyeliner y encima difumina capas de sombras para dar dimensión. Utiliza sombras de colores mejor que negro.

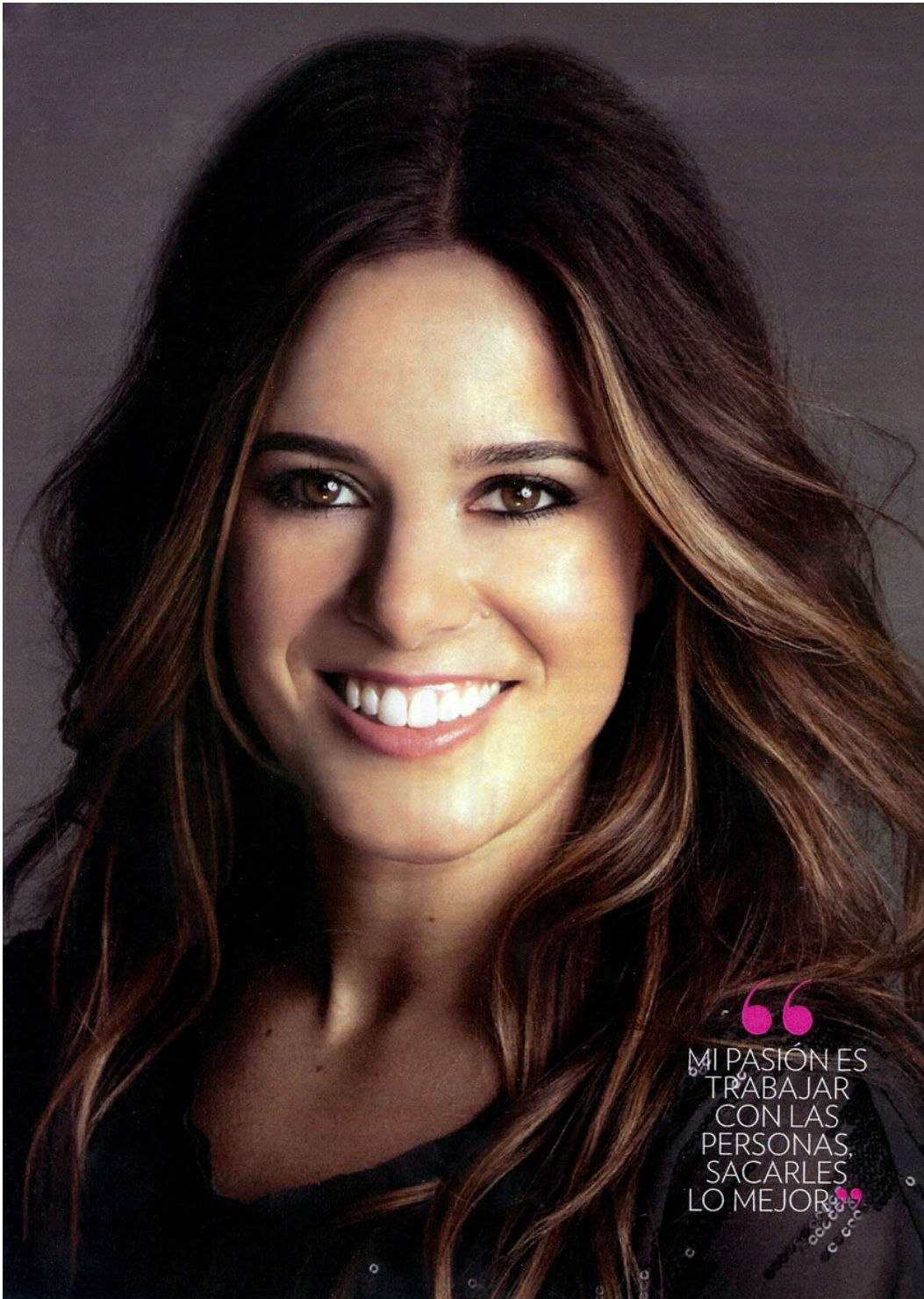
**\* BOCAS JUGOSAS**

Para unos labios siempre perfectos, usa un pincel y repasa bien la línea del labio. Para un resultado fresh, difumina los extremos.

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Beauty **BAZAAR**

L'Oréal Paris  
Visible Lift  
Blur Brush in  
Soft Peach,  
\$14.99

Butter  
London  
Cheeky  
Tinted  
Highlighter  
In Pence,  
\$24

Keilyn  
Aucola The  
Sculpting  
Powder,  
\$44

Dermablend  
Professional  
Quick-Fix  
Illuminator,  
\$25

Clinique  
Chubby Stick  
Cheek Colour  
Balm in Amp'd  
Up Apple, \$21

Sonia  
Kashuk  
Chic Defining  
Contour  
Stick, \$10.99



Sephora  
Collection  
Flatter Yourself!  
Contouring  
Brush Set, \$46  
for three

Dolce &  
Gabbana  
The Illuminat  
in Eva, \$47

By Terry  
Terrybly Rose  
de Rose  
blush,  
\$115

## INSTANT CHEEKBONES

*Fake it, fast: The quest for perfect bone structure ends here. By Jessica Prince*

CONTOUR MAKEUP is back, big-time. (Think *Gucci Girls*, not *Rocky Horror*.) Highlighting and shading "can take years off your face and give you structure that's not actually there," says makeup artist Sonia Kashuk. While the look may seem intimidating, "keep it simple with three products," adds Clinique Global Colour Artist Jenna Menard: a sculpting product or bronzer, blush, and highlighter. Apply foundation, then follow these steps.

**ASSEMBLE YOUR KIT** The goal is to emulate your skin's natural tones so your results look "as real as possible," says Kashuk. For the deepest "shading" color, you'll need a sculpting product or a matte bronzer two shades darker than your skin (nothing orange-based or shimmery). Use your favorite rosy blush, then choose a pearlized silver or gold highlighter. Keep the textures consistent throughout.

**BLEND, BLEND, BLEND** Step 1: Dip an angled brush in your sculpting shade, suck in your cheeks, and blend the product down the sunken line in an up-and-down motion. Stop an inch from your mouth. Step 2: Using a circular motion, diffuse the blush on just the apples of your cheeks. Step 3: Highlight the uppermost point of your cheeks with Menard's trick: Place a finger below your brow bone near the outer corner of your eye and move it down until you feel your cheekbone—that's where you'll apply highlighter. Soften it until all harsh lines have disappeared.

**GOODBYE, JOWLS** For those over age 50, the focus should shift from your cheekbones (they hollow out naturally over time) to defining your jaw. Dust bronzer under your jawline, and blur the edges into your neck. ■

Flower Beauty Glisten  
Up! Highlighter Chubby  
in Pearl Shimmer, \$9.98

Tom Ford  
Beauty  
Shade &  
Illuminate  
palette, \$75

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## PlusEXPERTOS

de forma que embellezca tus labios, el tono de tu piel y la forma de tus ojos.

**¿Qué tendencia de maquillaje veremos en otoño/invierno 2012-13?**

Grandes pestañas, cejas más pobladas y tonos tierra profundos. Algo sofisticado a la vez que bastante natural.

**¿Tu primer recuerdo de maquillaje?**

¡El maquillaje de Clinique! Mi madre lo usaba, de hecho lo sigue haciendo y me acuerdo muy bien de la cajita verde...

Más tarde, de adolescente, empecé mezclando polvos para crear sombras y colores que creía me iban mejor.

¡Curiosamente, mezclaba polvos Clinique!

**¿Qué aspecto de tu trabajo prefieres?**

Ya sea en un *shooting*, un *show* o con una famosa, trabajo con personas muy creativas que me enriquecen. Y tengo la oportunidad de viajar por el mundo. Y ahora con Clinique llego a las mujeres de forma global, con contenido digital que llega a todo el mundo...

**¿Cuál ha sido el mayor avance en maquillaje desde que empezaste?**

Los productos hoy hacen mucho más que crear diferentes looks; aportan beneficios además de sus colores. Clinique en concreto es capaz de crear productos fáciles de usar gracias a un *packaging* innovador y sus ingredientes permiten que el maquillaje permanezca más tiempo intacto al mismo tiempo que ofrece beneficios para la piel. ⑥

“  
CUALQUIER  
LOOK DEBE  
HACERTE  
MÁS BELLA”



FOTOS: SEAN CUNNINGHAM, D.R.



### 3 imprescindibles DE JENNA MENARD

Siempre estarás guapa con: un labial como Chubby Stick Moisturizing (19 €); un eyeliner que permita delinear y también difuminar hasta lograr una buena sombra de ojos, como Lápiz Quickliner for eyes intense (21,50 €). Y una buena máscara de pestaña, High Lengths Mascara (22,50 €).

### 3 looks DE PRIMAVERA

Para el verano, Jenna propone colores luminosos. “Adoro los corales y los rojos vibrantes. El coral queda bien a todas y puede ser una estupenda alternativa al clásico rojo.



SMOKY TIERRA Y LABIOS FUCISA



EYE LINER Y LABIOS CORAL



OJOS EN VERDE Y LABIOS ROJOS

## Jenna Menard

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## КРАСОТА



## ВИД СВЕРХУ

*Арт-директор Clinique Джесса Менард прогулилась с Юлией Кудрявцевой по Нью-Йорку и доказала, что жизнь в шумном мегаполисе может быть очень комфортной.*

**Н**а самом деле Джесса переехала в Нью-Йорк из Пенсильвании не так давно. Однако этот город манил ее с самого детства. «Я с нетерпением ждала каждое Рождество, ведь именно в это время родители сажали меня в машину, и через каких-нибудь два часа мы оказывались в самом сердце Нью-Йорка», — рассказывает она. — Праздничная иллюминация, красивые люди, модные рестораны и, конечно, мюзиклы, которые мы каждый раз посещали. Бродвейские шоу были едва ли не самым ярким впечатлением детства». С момента переезда в Нью-Йорк Джесса больше ни разу не была на мюзиклах, да и другие «туристические»



**«МОЙ СЕГОДНЯШНИЙ  
НЬЮ-ЙОРК ЭТО  
ДАУНТАУН. ЗДЕСЬ  
МОЖНО НАЙТИ ВСЕ, ЧТО  
Я ТАК ЛЮБЛЮ!»**

**ДЖЕННА МЕНАРД**



маршруты остались в далеком прошлом. «К сожалению, когда живешь в большом городе, музеи и театры посещаешь только тогда, когда приезжают друзья, которым надо продемонстрировать город во всей красе», — объясняет она. — Сейчас мой Нью-Йорк совершенно другой, и если есть возможность, я вообще не покидаю даунтаун. Тут есть абсолютно все, что я люблю». Наш маршрут мы начинаем с удивительного, бурлящего и, на мой взгляд, абсолютно американского

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GRAZIA  
красота

Какой оттенок помады выбрать и чем подводить глаза? Об основных тенденциях весеннего макияжа GRAZIA узнала непосредственно у их создателей! Текст: Наташа Богданкевич, Екатерина Фадеева

## Растисали В КРАСКАХ



ДЖЕННА МЕНАРД,  
арт-директор Clinique

» О РОЗОВОЙ ПОМАДЕ И ТЕМНОЙ ПОДВОДКЕ



Для макияжа моделей на показе Karen Walker Джэнна выбрала розовую помаду

Черный карандаш или яркие тени – этой весной есть выбор!

20 | GRAZIA

**ГЛАВНОЕ ПРАВИЛО** сезона – больше цвета, и это естественно, ведь все устало от серых зимних красок! Яркие губы, свежий румянец и много туши – моя любимая комбинация. Для показа Karen Walker я взяла насыщенную розовую помаду, поверх которой положила тонким слоем перламутровые тени, чтобы добиться матового эффекта. Образ получился немного футуристическим – как раз то, чего хотела Карен. А недавно на одной съемке я сделала насыщенно-синюю графичную подводку – тоже отличная идея для весны!

■ Красные губы также актуальны – несколько подходящих оттенков можно найти в коллекции Chubby Stick Intense. По сравнению с классической версией эти бальзамы обеспечивают более интенсивное покрытие. Я наново их прямо из тюбика – в отличие от помады, для которой обычно беру кисточку.

■ Несмотря на обилие ярких цветов, темная подводка не сдает позиций. Мне нравится не только классическая черная, как на показе Karen Walker, – сливовая, лиловая или фиолетовая отлично подходит для дымчатого макияжа! Результат получается гораздо интереснее, чем при использовании традиционного серого.

■ Объемные ресницы хороши всегда, а потому без туши с большой щеточкой – как, например, у новинки High Impact Extreme Volume Mascara – не обойтись. Можно ограничиться одним-двумя слоями, но для действительно заметного результата понадобится четыре-пять. Как-то я посчитала, сколько движений делаю при нанесении, – оказалось, не меньше пятидесяти! И не забудьте: если главный акцент в образе будет сделан на глазах, то обязательно нужно прокрасить не только верхние, но и нижние ресницы.

■ Румяна оживляют любой макияж и позволяют добиться свежего вида лица – будто вы только что вернулись с прогулки. Идеальный оттенок для весны – насыщенный розовый. И не стоит бояться с ним переборщить!



1/ Тени Colour Surge, 112, Pink Chocolate, 1700 руб. 2/ Румяна Powder Blush, 109, Pink Love, 1400 руб. 3/ Карандаш для глаз Quickliner for Eyes Intense, 07, Intense Ivy, 800 руб. 4/ Помада-бальзам Chubby Stick, 06, Hottest Hibiscus, 900 руб. 5/ Помада Long Last Lipstick, FR, Spanish Rose, 1100 руб. 6/ Тушь High Impact Extreme Volume Mascara, 1350 руб. Все Clinique

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## BEAUTY

### Jenna's ADDICTION

Freshly anointed Clinique global colour artist Jenna Menard talks bright hues, camera-ready tricks and latest lip loves. BY EUGENIE KELLY

Jenna Menard didn't know it at the time, but the local housewives who flocked to her mother's hair salon in the basement of her Pennsylvania childhood home would end up having a say in her career path. The memory of the effect their transformations had on their moods as they left proved so persistent that after graduating from the prestigious Lafayette College with a bachelor of arts in psychology, she put her studies to good use (not) with an internship on a film set.

Right now Menard's mother is probably wishing she didn't complain so much about that radical career choice: Menard has scored perhaps the most coveted gig in beautyland, the newly created position of global colour artist for Clinique.

So how did she get here? "Years ago back in college, a friend knew [Academy Award-winning costume designer] Ann Roth, so gave me her number, and I just called her up," she recalls, now somewhat bemused by her bally behaviour. "I went to Roth's house for a chat, and followed her around while she did chores, while she asked really pointed questions. Now I know she was testing me to see if I just wanted to play with makeup, or actually learn about what makeup can really do."

An internship on the set of 2004's *The Stepford Wives* remake followed under the guidance of movie-makeup maestro Bernadette Mazur and, although the experience was priceless, everyone said Menard was more suited to the world of fashion. Cue pulling together a portfolio and landing a coveted gig assisting runway-makeup legend Dick Page — an amazing career opportunity she blithely drops into the conversation. Olive-skinned Menard is all chocolate eyes, balayage sun-kissed streaks and sunny smile; a girl-next-door beauty type, albeit one with a penchant for Helmut Lang and Alexander Wang, an artfully dishevelled bun held together with a single hairpin ("the secret to no dents") and a seductive smoky eye. As for her makeup style — the trademark look that has stars such as Kate Winslet, Rachel Weisz and

Emily Blunt regularly booking her for red-carpet appearances and cover shoots — she gravitates towards taupes and a tendency to "stay on the natural side and work in little pops of colour".

Menard finds inspiration in simple things, posting graphic Instagram shots of a container of clear plastic thumbtacks and seeing charm in chalk paint, coloured chalk and bright Sharpie pens. "And I loved the film *The Artist*," she says. "Seeing the actors' makeup in black and white — it was so crisp. I can't help but be drawn to the simplicity."

**"Pay attention to the light in which you apply your makeup. Daylight is always a safe bet, because it's unforgiving."**

Her love of the pared-back is even more obvious when you peek at her personal makeup bag: two shades of foundation, three mascaras to see how they layer, two eyeliners — a natural brown and a creamy shimmer one — "I love bright blush and either wear a lipstick like Clinique's Red Red Red or Runway Coral," she says. The latter is a limited edition she pestered Clinique into producing after mixing up the covetable zingy orange-red for Karen Walker's recent S/S 2012 show.

As for her can't-live-without-it staple? "A nude Chubby. I used one particular shade [Heaping Hazelnut] last fashion week — it's out soon and is going to be a big one. Makeup artists use concealer to cancel out the models' natural lip shade before applying a nude lip colour, but this can dry lips out. The Chubby is moisturising, so you not only get a gorgeous nude lip, but a healthy-looking one."

Chubbies, for the uninitiated, are Clinique's iconic nourishing lip balms that come in the form of a twist-up pencil reminiscent of kindergarten days. Although it's a solid texture, it glides on, delivering a tint of colour that's easy to

build, and a hint of sheen. Blockbuster sales since their relaunch last year (a heavier lipstick-like version made its debut in 1997) means another dimension will be added to the Chubby Stick line in a few months: Chubby Stick Shadow Tint for Eyes. Expect super-blendable shades in beiges, browns, light blue, pale pink and green, all seriously one-step. "The thickness of the tip is great for that undone, one-swipe look," she says. Menard's film background and work prepping actors for television means she's a whiz at dealing with cameras,

a modern reality we now all confront since Facebook, Instagram and Twitter have taken over our lives. "Pay attention to shine more than you normally would," she advises. "Really press the powder in over your foundation rather than fluffing it around with a brush. And pay attention to where the light is coming in from — it picks up on everything."

Other tricks? "Using a lighter shadow in the middle of your eye. When you put your mascara on, your eyes really pop and your eyelashes stand out. And pay attention to the light in which you apply your makeup. Daylight is always a safe bet, because it's unforgiving."

With Menard's input into the hundreds of products in development and a stream of clever launches ahead (the new miracle-performing Even Better Concealer, in 12 shades, is just a taste), Clinique makeup clearly has its mojo back. A fact Janet Pardo, Clinique's senior vice-president of global product development, puts down to their new-found ability to "create something for a woman that she doesn't know she wants, but when she has it, she's hooked. That's what Chubby is — it's fun, it's playful, it makes you smile." Happy days.

Clinique Chubby Stick  
Moisturizing Lip Colour Balm,  
\$35 each, 1 800 556 948.



STYLING: JENNIFER WATSON; HAIR: JENNIFER WATSON; MAKEUP: JENNA MENARD; ART DIRECTED BY: DEB KAMENYAN

## Jenna Menard

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**MISSION**  
„Mir ist es wichtig, Frauen dabei zu unterstützen, etwas Neues auszuprobieren und ihre natürliche Schönheit zu perfektionieren“, so Jenna Menard.



#### NATURAL GLOW

Für einen perfekten Teint: das „Stay-Matte Oil-Free Makeup“ (2) und das „Stay-Matte Sheer Pressed Powder“ von Clinique.



#### ZARTE BEGLEITER

Die aktuelle „Almost Spring“-Kollektion von Clinique.

#### MALFARBEN

Opportune Farben, intensive Pflege und eine cremige Textur zeichnen die wunderbar unkomplizierten „Chubby Sticks“ von Clinique aus.

1ST FABULOUS

## Im Reich der Farben

JENNA MENARD gehört zu den besten Make-up-Artists der Welt und ist Chef-Visagistin von Clinique. FIRST verrät die Amerikanerin, die regelmäßig Hollywoodstars schminkt, ihre Tricks für ein perfektes Make-up.

**S**ie ist eine der ganz Großen ihrer Zunft. Bei den internationalen Top-Magazinen wie *Vogue*, *Elle* oder *Vanity Fair* genießt sie weltweit einen exzellenten Ruf. Und Hollywoodstars wie Sofia Coppola, Uma Thurman oder Kate Winslet schwören auf das Farbgefühl von Jenna Menard, Chef-Visagistin bei Clinique. Schon als Kind war sie von Farben und Make-up fasziniert. Ihre Mission? Jenna Menard: „Für mich ist es wichtig, Frauen dabei zu unterstützen, etwas Neues auszuprobieren und ihre natürliche Schönheit mit den richtigen Produkten und Anwendungen zu unterstützen.“

FIRST traf die sympathische Amerikanerin zum exklusiven Interview in London und sprach mit ihr über die aktuelle Frühjahrskollektion *Almost Spring* von Clinique und darüber, wie man mit einfachen Tricks ein perfektes Make-up erzielt.

**Warum ist Make-up für Frauen im Alltag unverzichtbar?**

Jede Frau hat wahrscheinlich ihren ganz eigenen, persönlichen Bezug zu Make-up. Doch generell hilft es, uns besser und schöner zu fühlen. Denken Sie nur an sich selbst. Egal, ob Sie ein Produkt verwenden, das Ihren Teint zum Strahlen bringt, oder eines, das die Schönheit Ihrer Augen hervorhebt – Sie fühlen sich danach schöner und gleichzeitig selbstbewusster.

**Wie würden Sie den Look der aktuellen Make-up-Kollektion „Almost Spring“ von Clinique beschreiben?**

**FARBEXPERTIN**  
Jenna Menard, „Global Colour Artist“ von Clinique, schminkt regelmäßig die Models auf den Fashion Weeks in Mailand, Paris und New York. Im exklusiven FIRST-Interview verrät sie ihre Profi-Make-up-Tipps.

Es ist ein sehr natürlicher Look, der einfach immer passt. Im Job, beim Sport, aber auch am Abend. Die Kollektion zeichnet sich durch ihre frischen Farben aus, mit denen sich jede Frau wohl fühlt.

**Was ist die Basis für diesen natürlichen Look?**

Das Wichtigste bei jedem Look ist die richtige Grundierung, denn sie ist das Herzstück jedes Make-ups. Deshalb sollte man sich dafür auch am meisten Zeit nehmen. Mein Tipp: Egal, ob die Grundierung mit dem Pinsel oder mit den Fingern aufgetragen wird, sie sollte gut und gleichmäßig in die Haut eingeklopft werden, sodass kein Kontrast mehr sichtbar ist. Ist die Grundierung perfekt, kann man mit dem Auftragen von Lidschatten und Mascara beginnen.

**Apropos Mascara: Gibt es einen Trick, um den besten Effekt mit einer Wimperntusche zu erzielen?**

Die meisten Frauen machen den Fehler, dass sie, während sie Mascara auftragen, frontal in den Spiegel schauen. Das Ergebnis ist, dass sie mehr Wimperntusche am Lid als auf den Wimpern haben.

Um das zu vermeiden, braucht man nur das Kinn ein bisschen zu heben, sodass man fast hinunterblicken muss, um sich im Spiegel zu sehen. Dieser einfache Trick sorgt dafür, dass jede einzelne Wimper vom Haaransatz bis zum Ende gleichmäßig mit Mascara definiert wird, ohne diese am ganzen Auge zu verteilen.

**Zu einem vollständigen Augen-Make-up gehört auch Lidschatten. Wie kann man vermeiden, dass sich dieser in den Augenfalten am Lid festsetzt?**

Das passiert immer dann, wenn zu viel Lidschatten aufgetragen wird, selbst wenn es sich dabei um Produkte handelt, die eine Long-Lasting-Formel beinhalten. Es gilt hier die berühmte Regel: Weniger ist mehr. Um den Lidschatten noch haltbarer zu machen, gebe ich zum Abschluss gerne noch einen Hauch Puder darüber.

**Wie wählt man die richtige Lippenstiftfarbe?**

Meiner Meinung nach gibt es keine Regel dafür. Jede Frau kann jede Farbe tragen. Ich finde es wichtig, dass Frauen auch einmal etwas Neues ausprobieren. Dabei kommt es oft zu positiven Überraschungen. Der *Almost Lipstick* von Clinique arbeitet zum Beispiel mit der eigenen Lippenfarbe und lässt diese durchschimmern. So wird jede Farbe zu einem ganz individuellen Ton.

**Was ist Ihr persönliches Clinique-Must-Have?**

Eines meiner absoluten Lieblingsprodukte ist der *Clinique Chubby Stick*. Er verleiht den Lippen eine natürlich sanfte Farbe, klebt nicht, pflegt mit viel Feuchtigkeit und findet in jeder Handtasche Platz. Doch das Beste daran ist: Er lässt sich so einfach auftragen, dass man dazu nicht einmal einen Spiegel braucht.

SUSANNE RABL



## Jenna Menard

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倩碧全球高层  
庆祝蜡笔小婷大获成功

倩碧 倩碧差不多唇膏

倩碧爽肤的夏日推荐产品  
——活力冰沙眼影

Jenna Menard  
倩碧全球色彩艺术家

## 对话倩碧色彩艺术家 Jenna Menard

**倩**碧全球色彩艺术家 Jenna Menard 携手倩碧已有一年时间，她的色彩专业知识与新品创意贡献得到了全球消费者与时尚媒体的广泛认可。2012年3月，倩碧热情邀约全球各国的顶尖媒体亲临伦敦，GRAZIA 也有了一次和 Jenna 亲密接触的机会，除了带来倩碧 2012 最新的彩妆潮流趋势外，Jenna 还和我们分享了很多超实用的上妆技巧。

Jenna 首先和媒体分享了今年夏天倩碧最有色彩与感官冲击的活力冰沙眼影和充满自由生活态度的差不多唇膏。这款全新冰沙质感的管状眼影创新加入了滋养成分，提供饱满、连续八小时抗氧化、持久的眼部妆容。采用独特金属头设计，可以直接涂抹于眼睑，令上妆更柔滑、更简单，同时加入了抗氧化成分，滋润、改善眼部肌肤，妆效持久不晕染。而差不多唇膏则是专为亚洲女性量身打造，从自然裸色、靓丽粉色到深紫罗兰色和艳丽红色，包括了 8 款性格鲜明的色泽，纯粹易搭，其中还含有多重丰盈的滋润成分，能提供比一般的唇膏更为持久自然的润泽效果。

就像倩碧一直倡导的女性自然简单的美感一样，Jenna 的理念也是要让女性变得更美丽，但不需要太多的化妆或者千篇一律的修饰，她觉得不管有没有化妆习惯的女人，都希望自己看起来像是没有上妆般完美，因此只要几个简单的单品，就能创造出一种自信闪耀的魅力才是最佳方式。比如你可以随意将活力冰沙眼影的色彩进行混搭，调配出属于自己的眼妆色彩，甚至还能把它当做唇膏涂抹，让妆容变得更加有趣，而最受大家欢迎的蜡笔小婷，也同样可以进行色彩混搭，层叠涂抹后，会呈现出每个人独有的唇色和倩碧的丰润质感。总之，大家可以充分发挥想象力，通过倩碧的彩妆品让你变得更加自信，自然而然地散发美丽。①

## Jenna Menard

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# Art Department



**G BEAUTY**

## IM RAUSCH DER TIEFE

Die Party-Make-up-Trends dieser Saison wirken ziemlich intensiv. Neue Farbkombinationen verstärken jetzt die Anziehungskraft von Augen, Lippen- und Händen... Dafür brauchen sie keinen Flirt-Coach: die besten Tipps kennt Jenna Menard, Global Colour Artist von Clinique

FOTOS: KENNETH WILLARDT

**BLAU**  
Lidschatten „Micro-shadow „Deep Blue“ von Make Up Store, um 13 Euro

**ROSE**  
Gloss „Long Last Glosswear 10“ von Clinique, um 19 Euro

**GOLD**  
Lidschatten „Metallic Eye Shadow 18“ von Bobbi Brown, um 25 Euro

*Die Kombination der Farben verleiht dem Look seine Tiefe: Das dunkle Blau ist extraragant, die goldenen Highlights öffnen den Blick. Geben Sie erst den blauen Lidschatten auf das bewegliche Lid, anschließend bis knapp zur Braue. Das Blau in der Mitte kräftiger verteilen, die inneren Augenwinkel ausparen. Dicht am äußeren Wimpernrand mit einem Kajalstift einen Lidstrich auftragen, die Farbe nach außen verstärken. Mit dem Pinsel Gold-Lidschatten in die Augensinnenwinkel tupfen. Wimpern schwarz tuschen, Lippen mit Rosé-Gloss betonen. Die Fingernägel leuchten dezent – in Pastellblau.*

GLAMOUR 185

Jenna Menard

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**UNSER MAKE-UP-PROFI:**

*Jenna Menard* styte schon Stars wie *Emily Blunt* oder *Taylor Swift*. Als *Global Colour Artist* von *Clinique* arbeitet die Amerikanerin, 31, auch an der Entwicklung von Farben und Auftragechniken. Und als *Make-up-Artist* für Magazine wie „*Vogue*“, „*Limity Fair*“ – und natürlich „*Glamour*“.

**Ihre Lieblingsprodukte:**

**Farbiger Lip Balm als Stift:** „*Chubby Stick Moisturizing Lip Colour Balm 04*“, um 26 Euro.

**Wimperntusche nur für die unteren Wimpern:** „*Bottom Lash Mascara*“, um 14 Euro, ab August bei uns erhältlich.

**Kajalstift in Schwarz-Anthrazit:** „*Quickliner for Eyes Intense 05*“, um 15 Euro.

Alle Produkte von *Clinique*

**LILA-METALLIC**  
Lidschatten „*Color Surge Eye Shadow – Soft Shimmer 269*“ von *Clinique*, um 19 Euro

**DUNKELBLAU**  
Kajal „*Powerpaint Eye Pencil – Navy Stain*“ von *Mac*, um 17 Euro

**BEIGE**  
Lippenstift „*30W-c gentle*“ von *Beauty is Life*, um 28 Euro

*Die richtige Grundierung lässt den Lidschatten hier so intensiv wirken: streifen Sie etwas (nicht zu viel!) hochfarbigen Cremelidschatten auf dem gesamten Lid und verblenden sie bis zur Braue. Auch unter das Lid, dicht an den Wimpernrand, einen Tupfer Pink geben. Darüber, oben und unten, den Lila-Metall-Lidschatten pinseln. Das Pink darf unter der Braue und entlang des unteren Wimpernrandes leicht durchschimmern. Als Kajal im unteren Lid durchblissenen Kajalstift auftragen. Etwas Concealer auf den Lippen verstreichen und mit beigefarbenem Lippenstift übermalen. Als Nagelack am besten ein zurückhaltendes Beige-Fuß wählen.*

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**BEAUTY**

*Ein sexy Kasinomodell mit XI. Wimpern gilt zurecht als aufregender Klassiker – hier bekommt er durch kräftiges Orange seine moderne Note. Am oberen Lidrand einen feinen Lidstrich in Schwarz ziehen. Dann die Wimpern schwarz zwischen den äußeren Wimpernkrauz dabei mit Spezial-Tasche (siehe S. 186) beizen – so wird das Ergebnis extra intensiv. Um die Wirkung des Lippenstifts zu verstärken: Tragen Sie die Farbe exakt mit dem Lippenpinsel auf! Dann Tauchentuch zwischen die Lippen legen und zusammenpressen. Vorgang wiederholen. Zuletzt den Lippenrand mit einem Teller Concealer säubern, das heißt „ausstreichen“ – und die Fingernägel dunkelrot lackieren.*

**SCHWARZ**  
Wimperntusche „High Impact Mascara“ von Clinique, um 20 Euro

+

**ORANGE**  
Lippenstift „Longlast Lipstick Runway Coral“ von Clinique, um 20 Euro, limitiert

+

**BLUTROT**  
Nagellack „Vernis in Love 179 M“ von Lancôme, um 15 Euro

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「ク」のビューティー...  
「ク」のビューティー...  
「ク」のビューティー...

「ク」のビューティー...  
「ク」のビューティー...

## The Scoop on Clinique!!

ロンドンで開かれたプレスツアーに参加  
クリニクの  
ハッピーカラーの秘密に迫る!

クリニクの新しいカラー...  
クリニクの新しいカラー...

### 3 ロンドンで、日本で今、評判。話題のSAYLIとは?

最新のストアデザインSAYLI(サービーズ ユー ライク イット)を取り入れた、ロンドンの高級百貨店セルフリジス。ここでは色で希望のサービスを表す「スマイル プレスレット」を導入。また、美術館のように見やすい、視覚的なディスプレイ、iPadを使ったカウンセリングなど、次世代のサービスが始まっている。

### チケット提示でミニ マスカラがもらえる10万人マスカラ サンプル キャンペーン開催中!

「おから」...  
「おから」...

### 1 グローバル カラー アーティスト ジェナメナードをお披露目

1年前にはまだ存在していなかったジェナ。社内で信頼関係を築いた今、世界でクリニクカラーの素晴らしさを発信する準備が整いました。幼いころ、母のヘアサロンになるのが楽しくなってハッピーな表情になるのを見るのがとても好きでした。これまでに、その人の生まれ持った美しさを最大限に高めるメイクアップを提案してきました。クリニクでもそうしていきたいとジェナ。

**Profile**  
さびがなく、しっとり感にその人の瞳に美しく映る。独自のメイクアップで、一歩一歩の成長。ハリウッドセレブに匹敵する大人気メイクアップアーティスト。

### Jenna's Favorites

**リッド スムージー アイ カラー**  
「これは私の人生を変えました。私にはまだ20代前半にも使っているわ。下まつげもマスカラとして使っています!」  
リッド スムージー アイ カラー  
100%ウォータープルーフ  
24時間  
クリニク

**クワイライナー フォーアイ インデンス**  
「ソフトな線を描くことで目の印象が柔らかくなる。さらに目の周りを保護する効果も。私は毎日使っています。これは私の人生を変えました。私にはまだ20代前半にも使っているわ。下まつげもマスカラとして使っています!」  
クワイライナー フォーアイ インデンス  
100%ウォータープルーフ  
24時間  
クリニク

**チホビースティック**  
「これは私の人生を変えました。私にはまだ20代前半にも使っているわ。下まつげもマスカラとして使っています!」  
チホビースティック  
100%ウォータープルーフ  
24時間  
クリニク

## Clinique Colour World 簡単キレイなインスタントメイクアップ劇場

目もとに合わせて OIのダークブラウンに決定!

これ、練り出し式だったんだー!!

さーて、どの色にしようかな...

chubby stick

見て、見て、濃い色でもこんなにナチュラル、可愛い!

教らかぶを落かせて太めにラインを入れて

付属のスマッジャーでラインをぼかすと...

Wow!

こんな感じになりませう!

Quickliner for Eyes Intense

マスカラをたっぷり塗り、速く乾かす

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Jenna Menard

# Art Department

**CoCi Report**

**Press**  
CoCi Beauty Editor 조소연

From LONDON

## 글로벌 컬러 아티스트, 제나 메나드를 만나다

지난 3월 14일 런던에서 열린 '글로벌 컬러 아티스트 인 런던, 세계 1백여 명의 프레스가 참여한 이 생대한 행사'는 크리니크 최초의 '글로벌 컬러 아티스트'의 탄생에 축하하는 자리였다. 20대의 유망미 아이코닉으로 떠오르기에 충분히 매력적인 그녀, 제나 메나드를 만났다. *Editor 조소연 Photographer 김현하*

예쁘고 능숙 있는 딸만 보, 여자기 공과로는 할부에서 시작되고 딸만? 애가 내가 만난 제나 메나드는 코피를 더 알고 싶고, 세고 싶은 브랜드로 무장시키기에 충분히 매력적이었다.

"메이크업에 대한 거의 첫 커리어 바로 저의 어머니가 쓰던 크리니크 세안야게요, 어머니는 아직도 크리니크를 애용하시죠, 세계 사주신 첫 마스크라드 크리니크였어요."

탈루트 영가 달력신의 딸, 미모를 좋아하고 크레이프의 디크 코를을 옮겨 가는 뉴욕기 아이코닉은 수선 품의 대재일과 밤이 날 때, 로렌드 메가니으로 꼭 재워있고, 아랫날 때는 보스 레지온의 예쁜 건물다스, 크리니크 워터이더 로 아이드 컨텍스를 정가는 문명다스다. '정대' 아이에 아이코닉이 메가니 보스 품의 인형 공작은 능숙한 제나 메나드는 미모를 옮겨 가는 20대 유망미 아이코닉으로 떠오르기에 충분히 매력적이었죠. 그리고 20여년 전, 그녀는 컬러 아티스트의 삶에 헌정 할어 왔다.

## INTERVIEW WITH JENNA

**Q** 목표를 달리 아티스트라는 말이 좀 생소해요. 기존 메이크업 아티스트와 뭐가 다르죠?

**Jenna** 저를 보면 바니셔 메이크업, 교육 등 다양한 분야의 컨셉이 작업이라 신제품 개발, 제품 사용 테스터, 브랜드 개발에 영감을 붙여주는 일을 해요. 단순히 메이크업을 하는 것 이상의 역할을 요구하는 자리가요. 디자인의 강화를 통해 아티스트 힘을 담은 디자인 콘셉트 제작이요. 한어리고, 중국어로는 교육 디자인의 풍부한 컬러 스펙트럼 만드는 것이 목표죠.

**Q** 메이크업을 통해 브랜드 디자인의 메이크업 제품을 사용해보셨어요. 크리니크 컬러 제품을 어떤에서 사용할 수 있었죠?

**Jenna** 스킨케어 제품만큼 피부에 이렇다할 메이크업 제품을 만드는 것이 크리니크의 강점이요, 사용자인 스킨케어는 촉감이 크리니크 메이크업 제품을 생각해서 고품질 코피가 많아요. 화장품에 대한 불매가기를 했으면 90% 이상은 '영' 메이크업, 크리니크 컬러 아티스트 100% 무한 7년차 컬러 아티스트를 가장 처음으로 구상해 있었죠. 물론 2015년 이후도 말이요. 얼마 가지 않았는데 '영' 한 번만 구상 입수해 갔다요. 다른 메이크업 입수해 있지 않았어요.

**Q** 심리학과 관련있다고 들었어요. 그 특별한 이해의 메이크업할 때도 도움이 됐나요?

**Jenna** 권이러 대에서 심리학을 전공했고, 전공 때문이지는 몰라요. 메이크업을 할 때 많은 대화를 시도하고, 아이가 통해 그들의 상황에 파악하고, 대변하는 부탁'를 받을 수 있게요. 그들은 낯선 자신의 모습을 보려고 전보다 더 포함한 자세로 고쳐 쓰는 변화를 보여요. 이유는 용처는 대화가 대체하면 기분을 해운중 수 있고 자신감을 되찾을 수 있어요.

**Q** 혹시 심리학적인 관점으로 메이크업은 메이크업에 대해 어떤 책이 있었나요?

있다면 꼭 읽어 해보고 싶어요. Jenna 평소 자주 읽는 책을 소개해 보고 싶어요. 어떤 시대에 유행하는 메이크업의 아이코닉에 대한 이야기. 어떤 시대를 배경 메이크업이 없었어? 안 어울릴 것 같은 조합이요. 최근에 메이크업인 아이코닉이요. 평소 30대, 40대 같은 무대세트로 아이 메이크업을 해왔다면 할거기 반입을 위해 꼭 한은 세대의 핵심이 기온 선택이 될 거예요.

**Q** 시간을 찍는 걸 무척 좋아한다고 들었어요. 인터뷰서 늘 DGLR 카메라를 들고 다니시죠? 혹시 사진 찍히는 것도 좋아하세요?

**Jenna** 알고 개인 것처럼 가는 사진을 좋아해요. 사진 속에서 제 메이크업이 어떻게 보이는지 확인하는 것도 좋기도. 제가 추구하는 메이크업은 실제 모습을 왜곡하지 않고, 있는 그대로 인상을 형성의 모습으로 꾸미는 거예요. 사진 속 모습이 자존감을 잃고 싶어요. 너무 대조 없게도 꼭 세게요.

**Q** 그럼 육아를 위해 메이크업 일을 중퇴요. 친구 결혼식, 파티 현장, 졸업식처럼 몰려서 세상을 받게 되는 날에는 어떻게 메이크업하면 좋겠어요?

**Jenna** 몰려서 세상을 받게 되는 날에는 조금은 크리니크의 메이크업은 조금 전까지 메이크업해서 세 조명을 받아도 보이지 않게 나오지 않고, 수건 착용은 바니셔 로 메이크업이 눈에 띄지 않게 입수해 있었어. 이렇게 바니셔를 컬러 아티스트를 꼭 잡고, 볼 것들 대해 메이크업하면 사용에 맞는 바니셔를 달아주세요.

### JENNA'S FAVORITE!

글로벌 컬러 아티스트의 메이크업 사이언스를 공개합니다.

CLINIQUE exfoliating scrub  
CLINIQUE toner  
CLINIQUE mascara

# Jenna Menard

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# Art Department



MAKE-UPELLE

**Chubby Stick**  
Lápiz de labios  
hidratante (19 €).



De efecto Photoshop

## EL COLOR SEGÚN JENNA

*Experta en disimular con la brocha los defectos de modelos y 'celebrities' de Hollywood, la artista del MAQUILLAJE natural comparte sus trucos.*

POR MARTA MICHEL

¿Cuál es la clave para conseguir eso tan sumamente difícil como parecer cien por cien natural estando maquillada? «El secreto está en tener una mano ligera con todo, perfeccionar sin pasarse». Palabra de Jenna Menard, maquilladora profesional de pasarelas y *red carpets* (por sus manos han pa-

sado Uma Thurman o Sofia Coppola) y reciente fichaje de Clinique, que estrena con ella el puesto de directora artística global de Colorido. Su fascinación por la belleza nació en el salón de peluquería de su madre, en Filadelfia, Jenna veía salir de él a las clientas con una sonrisa de oreja a oreja, felices

**LOOK WORKING**  
UN TONO FRESCO EN  
LOS LABIOS, COMO EL DE  
LOS LÁPICES 'CHUBBY',  
UN POCO DE COLORETE  
Y MASCARA NEGRA



## Jenna Menard

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**MENOS ES MÁS**  
«EL MEJOR CONSEJO DE BELLEZA ME LO HA DADO MI MADRE: ES PREFERIBLE QUEDARSE CORTA QUE PASARSE»

**Airbrush Concealer**  
Corrector iluminador (24,25 €).

**Quickliner for Eyes** Lápiz de ojos intenso (21,50 €).

**Quick Blush** Colorate retráctil con brocha (37,50 €).

por su nuevo aspecto. El maquillaje –pensó años más tarde– podría obrar el mismo milagro. En la universidad estudió psicología y decidió que ella aplicaría la terapia del color: «Cuando una persona está en mi silla, disfruto viendo su transformación: de repente se sienta más erguida porque se ve a sí misma diferente». Su habilidad en disimular con pinceles y productos los pequeños defectos del rostro y la naturalidad de sus looks la han llevado a ser la favorita de modelos de pasarela y artistas de Hollywood. Sus trucos son sencillos pero muy rentables. ¿Un cutis muy fresco al natural y bajo los focos? «Pongo una capa de crema debajo de los polvos, queda sensacional a la vista ¡y en las cámaras de los *paparazzi!*». Para quitarse unos años de encima, recomienda utilizar tonos suaves en los labios, como el coral, y mantener una textura fresca de piel aplicando la base «sólo donde haya desigualdades de coloración, no por toda la cara». La boca roja también la recomienda para todas las edades, «pero sólo si te sientes segura y pisas fuerte cuando la llevas». A las más jovencitas las anima a jugar y experimentar, «forma parte del proceso, es sólo maquillaje, se quita». Su labor en Clinique consistirá en desarrollar nuevos colores y técnicas de aplicación: «No será una revolución, ¡porque ahora no les va nada mal!», bromea.



**Lid Smoothie**  
Sombras tratantes con aplicador (26 €).

«No apliques la base por toda la cara, sólo para igualar el tono»



**Fresh Bloom Allover Colour**  
Polvos (38 €).

\* Todos los productos, de Clinique

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ELLE BEAUTY KNOW-HOW

## STEP MASTER

Still mystified by the smoky eye? Scared of a crimson lip? With the help of Clinique makeup artist Jenna Menard, ELLE presents the foolproof formulas for pretty-on-everyone looks. *By Janna Johnson O'Toole*

### INSTA-GLAM RED LIP



**1** Trace lips with a colorless liner (try Too Faced Borderline) to create a no-budge barrier.

**2** To add depth and make lips look fuller, fill in post with a lipliner a touch darker than the lipstick hue.

**3** Apply lipstick. Blue-based reds complement fair complexions; orange-reds work well with darker tones.

**4** Dab highlighter over the cupid's bow to accentuate the arch.

**AFTER**

### QUICK CONTOURING



**1** Using the top edge of a large brush, apply powder bronzer (a shade darker than skin tone) below the cheekbone.

**2** Use the flat side of the same brush to sweep translucent powder over the bronzer to set.

**3** Buff a matte powder blush over the apple of the cheek and along the cheekbone.

**4** Dot highlighter, such as Benefit High Beam, along the upper cheekbone and blend for a dewy glow.

**AFTER**

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Models from top: Liv O'Driscoll at IMG; Zang Liu at Muse Management. Makeup by Jenna Menard at Art Department using Clinique; casting by Ania Bliton at The Establishment; makeup assistant: Anna Webber; hair assistant: Julianne Lamy

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**strong brows**

"Mascara isn't the only way to draw attention to the eyes," explains Clinique Global Colour Artist Jenna Menard. "I like to frame the face with brows." Start with powder and finish with cream liner to get on the fast track to dramatic brows. Ella wears a Fendi jacket. Ligia Dias necklace, \$305.

**BEAUTY ACADEMY**

**Amp up your look! Master these four supereasy ideas from Clinique makeup artist Jenna Menard.**  
**Photographed by Raymond Meier.**

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Jenna Menard

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glowing skin

Mix and match to create your own perfect product. "Add a little liquid highlighter—like Clinique Up-lighting Liquid Illuminator in Natural—to foundation to score effortlessly gorgeous skin," says Menard. "Curl your lashes and apply one coat of mascara, and you're set!" Rainey wears a Jil Sander Navy dress. Tom Binns safety-pin earrings, \$325. Cartier bracelet. Details, see In This Issue.

FASHION EDITOR:  
GLORIA BAUME.

LUCAS VESSEY

Jenna Menard

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flushed cheeks

"Don't be scared to go for a statement cheek—it's a quick and easy way to appear awake!" advises Menard, who suggests building up to a bright cheek slowly with a brush and blending thoroughly. Try Clinique Blushing Blush Powder Blush in Breathless Berry for a sweet, rosy glow. Richard Nicoll sweater. Dogeared earrings, \$40. Carven collar, \$210.

**watch it.**  
Get the Teen Vogue Insider app to snap this page and unlock "Foundation 101," a video with Clinique makeup artist Jenna Menard and Teen Vogue beauty director Eva Chen.



Jenna Menard

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## bold liner

"To keep this look school-appropriate, swap out a flashy blue for something more traditional, like deep navy or brown," says Menard. Feeling adventurous? Try Clinique Cream Shaper for Eyes in Deep Cobalt. The Eternal vest. Josh Dotson Studio pyramid earrings, \$260.

In this story:  
hair, Rutger  
for TIGI/Bed  
Head; makeup  
Jenna Menard  
for Clinique;  
manicure,  
Michina Koide  
for Nars.  
Details, see  
In This Issue.

LUCAS VISSER

## Jenna Menard

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# Art Department

Beauty

## BEAUTY'S NEW STAR

Who is New York's hottest make-up artist? Read on to find out...

By Alice Ripman



RALPH LAUREN S/S 2012



Jenna backstage at Karen Walker



Jenna works her magic at the Karen Walker s/s 2012 show

The finished look on the runway, left



KAREN WALKER S/S 2012

PHOTOGRAPHS BY JASON LLOYD-EVANS, NEX FEATURES, STILL LIVES BY DENNIS PEDERSEN.COM

With a CV boasting clients such as Carey Mulligan, Kate Winslet and Uma Thurman along with mega-brands such as Marc Jacobs and Ralph Lauren, it's clear that make-up artist Jenna Menard is none too shabby in her chosen field. And having cut her beauty teeth assisting the legendary make-up guru Dick Page, she has now landed the role of Clinique's global colour artist – thinking of it in Hollywood terms, it's a bit like winning the role of *The Girl with the Dragon Tattoo*.

As a psychology graduate, Menard knows all too well the feel-good power of make-up. "I love how it instantly boosts your confidence and completes your look, even if you can't afford that new dress you're dying for," she says.

### Q&A Jenna

#### Favourite celebrity client?

"Carey Mulligan – it's been amazing watching her career blow up."

**Best beauty tip?** "Save space in your make-up bag and handbag by transferring small amounts of your favourite products into travel pots [try muji.eu]."

**Skin tip?** "Start every day with a juice blend of beetroot, carrot, spinach, ginger and aloe vera. It's packed with vitamins and minerals."

**Best free tip?** "Go for a run, even if it's only for ten minutes for that healthy, dewy look."

### Jenna's clients



Uma Thurman



Carey Mulligan



Kate Winslet

### Jenna's s/s 2012 arsenal



Eyelash Curler, £13, MAC (0870 034 2676)

\* "A common error with lash curlers is to clamp down for too long. Hold down for two seconds, then apply a curling mascara. Try Clinique's High Impact Curling Mascara [right, £16; 0870 034 25660]."



Almost Lipstick in Flirty Honey, £16, Clinique (0870 034 2566)

\* "I prefer sheer colours for spring – they won't bleed or fade."



Nail Polish in Happy Birthday, £16, Deborah Lippmann (020 7003 4000)

\* "Have fun with nail polish colours and textures. If your lip colour is matte, go for a metallic nail."

Make-Up Sponge, from £14.50, Beautyblender (cultbeauty.co.uk)

\* "To get an evenly applied base, work foundation outwards. To clean the sponge, just pop it in the wash."



Lid Smoothie in Seventh Heather, £17, Clinique (0870 034 2566)



\* "This is so versatile. Wear alone or apply a powder shadow in a similar shade on top. Using a brush will give thicker coverage."

\* "Radiance-boosting foundations can make skin sweaty in warmer weather, so find one with a matte finish. If you want a touch of shimmer, just avoid your T-zone."



Stay-Matte Oil-free Make-Up, £21.50, Clinique (0870 034 2566)

\* "A good pair of tweezers is essential! Always clean with shampoo under warm water and be sure to use Tweezerman's free sharpening service."



Tweezers, £20, Tweezerman (0845 262 1731)

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# Jenna Menard

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# Art Department



EXCLUSIVO DESDE LONDRES

## Clinique presentó a JENNA MENARD

La primera Global Colour Artist de la marca fue la protagonista de un glamoroso evento internacional donde se entrevistó con corresponsales de las principales revistas de América Latina, Asia y Medio Oriente.

Por: LORETO HERMAN, CORRESPONSAL

**J**enna Menard es la primera Global Colour Artist de Clinique y la marca la presentó al mundo en un evento global que se realizó en varias etapas en la ciudad de Londres. Editoras de belleza y corresponsales principalmente de América Latina, Asia y Medio Oriente, tuvimos el privilegio de conocerla y compartir con altos ejecutivos de la marca. Todo se realizó de modo que las invitadas tuviéramos un recuerdo imborrable. El día del cocktail-presentación de Jenna Menard, llegó a mi casa una limusina enviada por Clinique para llevarme a la muy chic y modernista Galería Phillips de Pury, una de las más prestigiosas de arte moderno en

Londres, ubicada en el barrio de Victoria. Una hora antes había llegado, a través de un mensajero, un hermoso regalo acompañado de una cordial tarjeta del equipo global de marketing de la marca: "Esperamos que disfrute de esta velada. Aquí, un recuerdo del tiempo que pasó con nosotros". Era una bolsa de "goodies", como llaman en Londres a los regalos pequeños y finos: los más recientes lanzamientos de Clinique que consistían en su máscara de pestañas y los fabulosos "chubby sticks", revolucionarios lápices labiales con última tecnología para mantener los labios frescos, humectados y con el color adecuado para cada tez. Por supuesto, todo antialérgico. Y como toque especial, un enorme pañuelo de seda de la famosa casa Liberty, en blanco y azul, con un diseño muy moderno y floral del Union

Jack, la bandera británica.

Cual celebrity llegó en mi limusina a la galería de arte cuyos grandes espacios estaban repletos de periodistas y ejecutivos de Clinique: en su mayoría hermosas mujeres elegantemente vestidas. Las amplias paredes blancas habían sido decoradas con sistemas audiovisuales, mostrando los diversos productos de la marca. Decenas de garzones nos ofrecían a probar diminutos canapés y otras tentaciones aún mayores: sombras para los ojos, labiales... la belleza de Clinique en bandeja.

Al día siguiente, nuevamente chofer y gran limusina a mi puerta, esta vez para llevarme a la entrevista con Jenna Menard en una luminosa sala en el West End. Allí, la talentosa Global Colour Artist compartió con las corresponsales de América Latina su filosofía profesional: el maquillaje debe com-

plementar la belleza natural de cada mujer.

Jenna Menard triunfó en Nueva York gracias a su talento, habilidad y la pasión que pone en su trabajo. Ha realizado producciones para revistas, también trabajó en la famosa Fashion Week de esa ciudad y entre sus clientas se encuentran Kate Winslet, Uma Thurman y Sofía Coppola. En junio de 2011 debutó en el cargo que actualmente ocupa en Clinique, en donde trabajará en colaboración con el equipo científico que desarrolla los productos de la marca: ellos a cargo de las fórmulas y Jenna, aportando su perspectiva artística, su inspiración y conocimientos.

Nos contó que a muy temprana edad comenzó a apreciar el poder de transformación de la mujer. Su madre era dueña de un salón de belleza en Pennsylvania y allí comenzó a darse cuenta cómo las clientas salían del lugar felices

y con más confianza en sí mismas gracias a sus nuevos "looks" en peinados. Intrigada por esta observación, la joven Menard llegó a la conclusión de que el maquillaje podría tener ese mismo poder extraordinario de transformar sutilmente a la mujer y complementar su belleza.

Jenna nos habló también de la "Mujer Clinique", el concepto eje de la marca que se refiere justamente a la consumidora que visualizan como seguidora de sus productos: una mujer que no se maquilla en exceso, pero se ve siempre elegante y a tono con su personalidad. Nos dijo que ella identifica a la Mujer Clinique con su propia madre: siempre hermosa y elegante, sabía lo que le gustaba y le quedaba bien, y siempre fue leal a Clinique. Recuerda que como siempre vio esos productos en su casa, pensaba que eran los únicos que existían en el mundo.

"La Mujer Clinique es elegante y discreta, cuidadosa de su piel, sabe lo que quiere, lo que la hace sentirse regia", nos dijo, y agregó: "Cuando maquillo a una mujer, sé que ella quiere verse y sentirse estupenda, por eso yo quiero que, de algún modo, se convierta en la Mujer Clinique".

Nos despedimos y recibimos otro lindo regalo, esta vez los productos favoritos de Jenna Menard en Clinique: la crema hidratante Moisture Surge Intense, el suero para los párpados All about Eyes Serum, la sombra para ojos Lid Smoothie 8 hr. eye colour, un "gloss" labial, un delineador y la nueva Bottom Lash Mascara con un minúsculo cepillo creado en Japón para las pestañas del párpado inferior, un producto muy nuevo sumamente práctico.

La limusina y el chofer me esperaban para llevarme de regreso a casa. Una gentileza típicamente Clinique: refinamiento puro. ■

## Jenna Menard

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ELLE BEAUTY INSIDER



## LENS CRAFTER

With flaw-blurring skills that could put Photoshop out of business, Jenna Menard has both Hollywood and the fashion world covered. *By Brill Aboutaleb*

introduced her to his fashion-world colleagues, his celebrity fan club, and, most importantly, his just-wash-it-off philosophy of life: "He would always say things like, 'It's just makeup; it comes off. We can always change it,'" Menard says. "When someone tells me I do skin better than anyone, I still call him up to thank him."

**What's the major difference between runway and red-carpet makeup?**

For runway, it's a matter of looking good for 15 to 20 minutes, whereas for the red carpet it's a matter of hours. So, for example, using hard-to-remove waterproof mascara backstage on the models isn't fair to them, since they have to run from show to show. For the red carpet, I try to avoid anything with too much slip—any Vaseline-like or greasy product—which could travel on the face and end up in a spot where it's not supposed to be.

**Has HD technology changed the way you approach celebrity skin?**

My trick is layering cream under powder to create a look that is natural enough to the eye but just as stunning through the paparazzi lens. A cream blush topped with a powder blush in the same shade lets the natural texture of skin show through. And for dewy skin, I'll hit the top of the cheekbones, the bridge of the nose, and the bow of the lip with a liquid high-

lighter and then follow with translucent powder above the brows, along the sides of the nose, and on the chin to get rid of extra shine. If you over-powder, just mist your face with a water spray or pat your skin with a damp sponge.

**And for eyes?**

There's something so simple that anyone can do to make the eyes look bigger and more awake. Use a shimmery shadow one shade lighter than your skin tone above the lash line, then load up on the mascara. It makes your lashes pop and really opens up the eyes.

**Clinique is known for its three-step system, but I hear you think four are necessary?**

If you wear foundation or concealer, or even if you just live in a city, you'll have a lot of build-up on your skin, which means you need to take off your makeup before you use cleanser. If you just throw face wash on and work it around, everything won't come off.

**Clinique Black Honey has gotten more mentions in ELLE in the past 25 years than any other lipstick shade. What's the secret to its success?**

It gives just enough color to show on every lip tone but doesn't make anyone feel uncomfortable when wearing it. It just looks like you've done something but not in an "Oh my gosh, that's so done" sort of way.



What Jenna Menard remembers most about her mother's basement hair salon in Philadelphia are the women who left "with a little hop in their step," says the NYC-based makeup artist, who was recently tapped to be Clinique's new global color artist. Although Menard graduated college with a psychology degree, she now practices color therapy on celebs including Kate Winslet, Sofia Coppola, and Uma Thurman: "The best part of makeup is just how good people feel in it." After an internship as a makeup assistant on the set of 2004's *The Stepford Wives* remake (a crash course in "corrective beauty," she says; "They were Stepford wives, so they had to look perfect"), Menard started an apprenticeship with makeup guru Dick Page, who

"I have a CLINIQUE Chubby Stick in my possession 24-7," Menard says—"The color is buildable, starting as a tinted balm and reaching a lipstick finish"; to create the "widest eyes ever," hit hard-to-reach inner corner lashes with CLINIQUE Bottom Lash mascara's microsize brush; CLINIQUE Cream Shaper For Eyes in Black Diamond is Menard's everyday essential; for "texture with little to no effort," Menard spritzes BUMBLE AND BUMBLE Surf Spray on her wet hair before air drying—"The grit helps me achieve that 'sleep-on' look."

Menard: Shannon Heim; still life: Steven Krause

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## Jenna Menard

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# Art Department

## BEAUTY HEALTH

simply more prone to arthritis. There are other types of faulty scaffolding besides my dysplasia. Many people have another abnormality called impingement: a bump on the ball or the socket that, in sports requiring lots of repeated crosswise kicks and mobility—gymnastics, ice skating, and soccer, for instance—can shear the cartilage down to where bone meets bone.

**F**ortunately, new strides in orthopedics aim to offset the development of both injury and arthritis in young athletes and ultimately reduce the need for surgery. Some hospital orthopedic departments have devised stretching regimens tailored around the knee to help girls prevent ACL trauma. For hips, aided by new arthroscopic techniques and cutting-edge imaging, doctors have begun to identify abnormalities in people who are bedeviled by premature pain. Now surgeons can repair the cartilage, remove the bony bumps, or fix dysplasia early on, so that the person can compete with a normal ball and socket.

One of the pioneers in identifying and correcting these deformities is

Marc Philippon, M.D., who, as an orthopedic surgeon at the Steadman Philippon Research Institute in Vail, Colorado, has treated the hips of many elite Olympic and professional athletes, including gold medalists Julia Mancuso and Tara Lipinski. "In our

TITLE IX USHERED IN AN ERA IN WHICH ATHLETIC GIRLS HAVE MORPHED INTO WOMEN WHO CAN SMASH A KILLER OVERHEAD... BUT OUR WOMANLY ARCHITECTURE HASN'T COMPROMISED

generation, hopefully we'll be able to have an impact on joint preservation and reduce the number of people who need hip replacement at an early age." Surgery is an option, but so is finding ways to adapt to the unlucky anatomy. "If I had seen you when you were

eighteen," Philippon says, "I might have said, 'If you want to keep this hip for the rest of your life, you need to focus more on biking, swimming, on stuff that maybe you can learn to like.'" In yoga, he advises stretching to the point of tension but not into pain—going for 70 degrees of flexion instead of 90.

I'm avoiding yoga for the moment because my other hip is running on empty. The surgery is an ordeal, and so is the recovery. Last time, I needed a blood transfusion, and when I left the hospital, I inched around with a walker, nauseated on painkillers, weepy off them, freaked out by the alien hardware that was fusing to my flesh. Most hip patients endure months of physical therapy and a grueling road to walking, driving, or climbing the stairs again. My doctor subscribed to the do-it-yourself method of rehab and prescribed a strength-training exercise and walking program I did at home. After six months, I felt almost as limber as a newborn. One more surgery on the other side, and my body, my life, and those power hips will be back where they belong—on the beach, walking strong. □

## PHENOMENON BB CREAMS



**IF YOU DON'T ALREADY** have a BB cream tucked inside your makeup bag, it's likely you will soon. First conceived by a German dermatologist as a panacea for sensitized post-procedure skin, the all-in-one "beauty balms"—equal parts tinted moisturizer, sunscreen, mattifier, anti-ager—made their way to South Korea in 2001, introduced by Dr. Jart, the popular skin-care brand directed by a collective of Korean dermatologists. The do-it-all BBs spread like wildfire, quickly dominating the beauty markets in Japan, Southeast Asia, and China. "If you go to a drugstore in Asia, you will barely see any foundation—we don't use it anymore," says Dr. Jart's Sena Kang. Finally, BBs are heading to the U.S., with brand-new introductions from Dior and Estée Lauder, Garnier, Boscia, 3Lab, and Dr. Brandt. Sensing the imminent demand, Sephora has devoted an entire section to them in their stores. "There's a lot in a BB cream that makes it different from just a tinted moisturizer, like the fact that you can conceal blemishes, soothe irritation, control oil and shine," says makeup artist Jenna Menard, who has been using Clinique's new Age Defense BB as a primer beneath foundation to give it better grip. "Everyone wants one product that does everything." —FIORELLA VALDESOLO

**MULTITASKERS**  
FROM FAR LEFT: BB CREAMS FROM DR. JART, ESTÉE LAUDER, GARNIER, CLINIQUE, AND DIOR.

VOGUE.COM

## Jenna Menard

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STYLE SPY

COMEBACK

## LIPSTICK LEGEND

*Why Clinique's '90s breakthrough Black Honey still inspires fervent devotion.*



**M**Y FIRST LIPSTICK WAS MY MOTHER'S, and it was Clinique Black Honey. My mom is a natural beauty, a total foundation-phobe who subsists on just a bit of mascara and a lot of barely there lip color. When I was growing up, she never went anywhere without Clinique's unforgettable chrome tube, and there was a deep curve in the bullet (the lipstick itself) from ceaseless use.

Certain beauty products require no introduction: Crème de la Mer, Maybelline's Great Lash Mascara, Elizabeth Arden's Eight Hour Cream. Clinique's Black Honey belongs in that group. Its cult status is well deserved. The balmlike texture makes it soothing on the lips, and its raisin hue is subtle and flattering on virtually everyone, the sort of sheer shade that, should you be without a mirror, can be reapplied without risking disaster.

Lipstick has experienced a renaissance of sorts over the past few years. Whether or not this is related to the trying economic times, as the so-called "lipstick index" suggests, there has been a push to start wearing

the product again. It was long a runner-up to gloss, but once the trend gained momentum even the most timid makeup users could be seen flaunting painted pouts. For spring, however, the palette is a bit more subdued, earthy almost, which means that the high-maintenance lip—richly pigmented and liner-requiring—is losing its cachet.

Clinique's latest add-ons to its Almost Lipstick line offer the ideal antidote. Each of the seven new variants of the classic Black Honey, from the berry-tinged Chic Honey to the hot pink Flirty Honey, is as wearable as the original. "Just like Black Honey, these new shades look amazing on everyone," Jenna Menard, Clinique's Global Colour Artist, says. "They're sheer, and they work with your natural lip tone to create a custom color."

I dutifully tested out the entire range, but, thanks to my mother's enduring influence, Black Honey is the shade I return to again and again. Now I too am never without that polished chrome tube. **KATHERYN ERICKSON**

### CULT CLASSICS

Clinique's latest Almost Lipsticks (\$15) are available in a variety of hues at [clinique.com](http://clinique.com).



FEBRUARY 2012

T&C/50

CHRISTOPHER COPPOLA/STUDIO D, STYLED BY JOHN OLSON, © IAN NOLAN/ALAMY (LIPS)

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# Art Department



JENNA MENARD

Makes your mascara pop!

*best trick ever:*  
**SEXY LASHES!**

We could listen to Clinique global colour artist Jenna Menard talk about makeup for hours, but her tip for making lashes pop is the greatest: "I like to dab a bit of light, shimmery shadow right on the middle of the lid, as if you had just pressed your pinkie finger there. Then, when you put on mascara or curl your lashes, your lashes stand out like crazy because you have a little bit of lightness behind them."

Clinique Color Surge Eyeshadow Soft Shimmer in Iced Mauve, Clinique High Lengths Mascara in Black, \$15 each, [clinique.com](http://clinique.com)

Jenna Menard

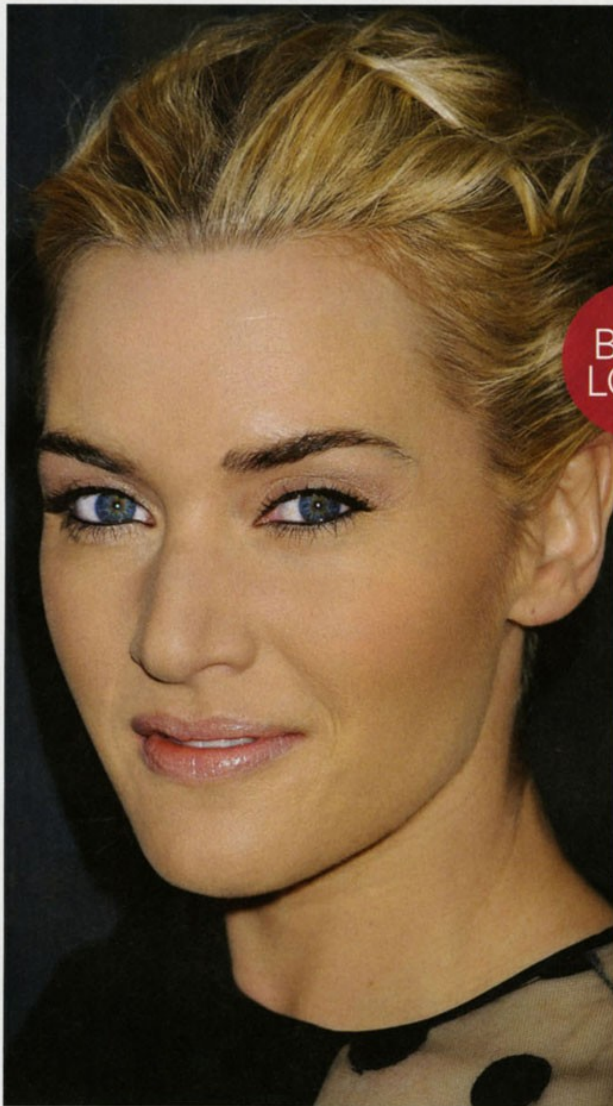
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# Art Department

## Beauty



Your guide to getting gorgeous, from head to toe



BEST LOOK



1. **CLINIQUE** Colour Surge eye shadow in Desert Sun, \$15; [clinique.com](http://clinique.com). 2. **LANCÔME** Artliner Precision Point eyeliner in Noir, \$29; [lancome-usa.com](http://lancome-usa.com). 3. **LANCÔME** Le Stylo waterproof eyeliner in Noir, \$26; [lancome-usa.com](http://lancome-usa.com).

### Inner-Rim Eyeliner

#### KATE WINSLET

The hottest beauty-insider secret? "Reversed black liner," says makeup artist Jenna Menard, who layered Winslet's inner lash lines with black pencil and liquid liner, leaving lids nearly naked with just a touch of pink shadow. "It gives nice definition without looking harsh." For a clean, even sweep, Menard recommends pulling your temples up while thinly sketching in the line. Use a pointed Q-tip to clean up any imperfections.

## Jenna Menard

# Art Department



## jenna menard.

Lives: New York City

Occupation: Make-up artist

"Jenna's been the make-up director on many of our shows in New York, including the last two. Jenna's a really gifted make-up artist with an approach to her work that fits beautifully with our style. She creates fresh, modern looks that are un-laboured and never look 'done'. You don't see make-up when you look at Jenna's work - you see the girl." KW

**If you had 24 hours to show the best of your city to a friend, where would you take them?**

"I would show them the New York City that I love. It's not always about Times Square, Canal Street, Rockefeller Center and crowds. I would like them



to see that it's about the diversity, tree-lined blocks, The Highline, Hudson River Park, the ease of getting around, views of the iconic skyline, neighborhood coffee shops, amazing restaurants ..."

**What do you love about New York?**

"New York City is a special place ... there is not much I don't love!"

**Which fictional character would you like to be for 24 hours?**

"I'd have to say an Avatar."

**Who would you cast to play you a movie?**

"Eva Mendes or Rachel McAdams."

**Where did you last fly to and why?** "To Florida with my

mother, three sisters, and niece!"

**If someone gave you \$1,000, what would you spend it on?**

"If I had to spend it I would, but I'd prefer to save it!"

**What's your best beauty tip?**

"Less is more sometimes. And beauty rest is important!"

**Who was the last celebrity you met?**

"I have the pleasure of working with celebrities. Recently I was working with Kate Winslet on the set of a Paris Vogue shoot and also met Penelope Cruz."

## Jenna Menard

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# Art Department

## BE sexy

Barely there bronze on eyes and skin naturally enhances your prettiest assets.



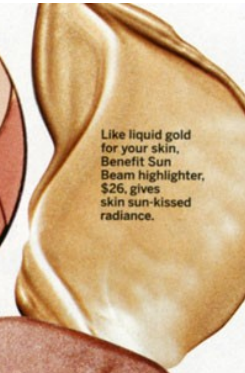
Super creamy Shiseido Makeup Shimmering Cream Eye Color in Sunshower, \$25, makes it simple to swipe shadow over eyes with your fingertip, and the intense finish stays put all day.



With its blend of gold and bronze, Estée Lauder Pure Color Illuminating Powder Gelée in Topaz Chameleon, \$40, creates natural-looking luminosity.



If you're so pale you can't bare the thought of bronzer, use a pink and tan combo à la Rimmel London Match Perfection 3 Tone Blush Light/Medium, \$5.



Like liquid gold for your skin, Benefit Sun Beam highlighter, \$26, gives skin sun-kissed radiance.



Never second-guess your color matching again! Tarte Maracuja Blush & Glow in Candlelight, \$32, has a cream cheek tint and a highlighter so you can customize your glow.



Stila Smudge Crayon Waterproof Primer + Shadow + Liner in Antique, \$22, lets you smooth a little shimmery copper right along lash lines. Add extra on lids before happy hour.

## BE HAPPY

Liven up your makeup with vibrant, look-at-me pink on lips and cheeks.



Inspired by the spring fashion shows, CoverGirl BlastFlipstick in Vixen, \$9, has two totally wearable options—cool burgundy plus pearly pink.

Get the benefits of a balm (moisturizing hyaluronic acid) and all the perks of classic pigment-rich lipstick with Wet n Wild MegaLast Lip Color in Cherry Picking, \$2.

Dual-sided NYC New York Color City Duet 2-in-1 Split Lipstick in The Cherry Blossoms, \$3, lets you play mix master with your lipcolor—put shimmer on top or underneath, or skip altogether and just go for straight-up pink.

Mineral-based and saturated with color, Tigi Glow Blush in Brilliance, \$20, easily fakes a feel-good flush.

Shiny, see-through E.L.F. Studio Glossy Gloss in Merry Cherry, \$3, was made for those who love the idea of full-on color but need a little hand-holding to dive in.

Sweep a large blush brush over every sunset-inspired shade in Blush Horizon de Chanel Glowing Blush Harmony, \$58, or single out the deeper color to contour cheekbones.



INSETS: CHRIS CRAYMER, STILL LIVES: CLAIRE BENOIST.

Jenna Menard

www.art-dept.com



# Art Department

## BE creative

Break out of your polish rut and experiment with a multicolored mani.



Think of Zoya Nail Polish in Kennedy, \$8, as the lined version of your favorite nude lace bra—you get the perks of coverage without the downside of full-blown see-through.

More bubble gum than neon, Duri Cosmetics Nail Polish in Forget Me Never, \$5, is for those who crave a slightly paler version of the vibrant shade.

Not into glitz on nails? Try electric pink CND Nail Colour in Raspberry Parfait, \$9, a high-shine glitter-free color.

Lilly Pulitzer–like hot pink but with a mega dose of shimmer, Butter London 3 Free Nail Lacquer in Disco Biscuit, \$14, is the mature way to rock sparkly polish.



Slightly peachy Orly Nail Lacquer in Prelude to a Kiss, \$9, looks good on all skin tones. It's a neutral complement to a bold counterpart.

Various sized sparkles in Deborah Lippmann 3D Holographic Nail Lacquer in Sweet Dreams, \$18, give the exact light-reflecting effect its name implies.

## BE GURLY

Channel your inner Holly Golightly with sweet peach lips and dark, sultry eyes.



The tiny brush of Black Opal Liquid Eyeliner in Black, \$5, makes the cat-eye thing effortless. We promise.

A notch above nude, Sally Hansen Moisture Twist 2-in-1 Primer & Color in Mixed Up Mauve, \$5, is like ChapStick 2.0 with hydrating skin sensation Moroccan argan oil plus color.

Choose your fringe weapon! Keep lashes naturally defined or all-out with the half-skinny, half-full wand of Firt! Agent Lash Mascara in Agent Black, \$16.

Love the look of liner: hate the thought of smudges? We hear you. Clinique Quickliner for Eyes Intense in Intense Black, \$15, boasts 12 hours of perfect payoff.

Subtly iridescent pink Nars Lip Gloss in Greek Holiday, \$24. Need we say more? J'adore!

Sugar molecules in Chantecaille Brilliant Gloss in Lucky, \$32, create a temporary plumping effect; elasticlike molecules and luxe oils provide shine without stickiness.

Jenna Menard

# Art Department



Beauty

## Transformation Kate Winslet

She may be known for taking on risky roles, but off-set, the Oscar winner prefers to keep things simple. "Kate doesn't like her hair overly done," says stylist Renato Campora. The same philosophy applies to her face. "We usually do opalescent skin, pinkish lips, and lots of mascara," says makeup pro Jillian Dempsey. "And she's great with makeup. If she ever wants a second career, there's a job waiting!"



**NOW**  
"She has amazing, strong features: sparkly green eyes, high cheekbones, and full lips."  
—JILLIAN DEMPSEY



**1997**  
"Red hair and lips—this was around the *Titanic* era."  
—CAMPBELL MCAULEY, hairstylist



**2002**  
"We didn't want her hair to compete with her red dress. I pulled it into a loose bun."  
—CAMPBELL MCAULEY



**2005**  
"This is a cool kind of '70s look. I used an extra-large iron to create these curls."  
—CAMPBELL MCAULEY



**2006**  
"She rarely does sleek hair, but for this event I gave her a low bun with a deep part."  
—RENATO CAMPORA



**2007**  
"We did a strong berry lip to contrast her ivory skin and light blond hair."  
—PATI DUBROFFE, makeup artist



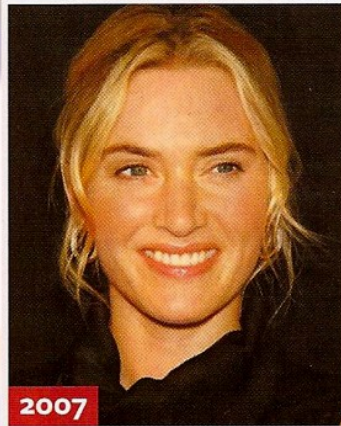
**2007**  
"Clean makeup with touselled hair—she wanted to look like she got herself ready."  
—JENNA MENARD, makeup artist



**2008**  
"Scrunch-dried waves—Kate's staple—for the *Revolutionary Road* premiere."  
—CAMPBELL MCAULEY



**2009**  
"I paired luminous skin with Popsicle-stained lips and icy shades."  
—JILLIAN DEMPSEY



**2007**

"Clean makeup with touselled hair—she wanted to look like she got herself ready."  
—JENNA MENARD, makeup artist

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Beauty  
Products  
Flatter  
everyone  
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## Jenna Menard

# Art Department



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# Art Department

**YES! SEXY-STOMACH SHORTCUTS P. 59**

**Carrie Underwood**  
What She Eats for Clear Skin and 12 Other Secrets

**YOU AT YOUR BEST**

**SELF**

**LUXE LOOK**  
**Shimmer head to toe**  
Enhance your skin tone with a touch of luminosity. Worried about looking a tad too glittery? We'll show you how to light up a room in a subtle way—think candies, not disco balls.

**Complement your coloring.**  
Tinted body lotion does for your arms, legs and shoulders what your favorite foundation does for your face—it evens out imperfections while allowing a healthy glow to show through. The payoff: an almost undetectable but still sexy gleam. If you're fair, try varying shades of pink; deeper gold or peachy hues work best on medium to dark skin. "The point is to accentuate your natural assets," says Jenna Menard, a makeup artist in New York City.

**LUXE LOOK**  
**Gleaming eyes**  
A close look at brilliance on the eye is the key to shimmer. The small flecks in today's metallic shadows tend to adhere to lids better than larger particles do, so you won't lose your gleam before the night is done.

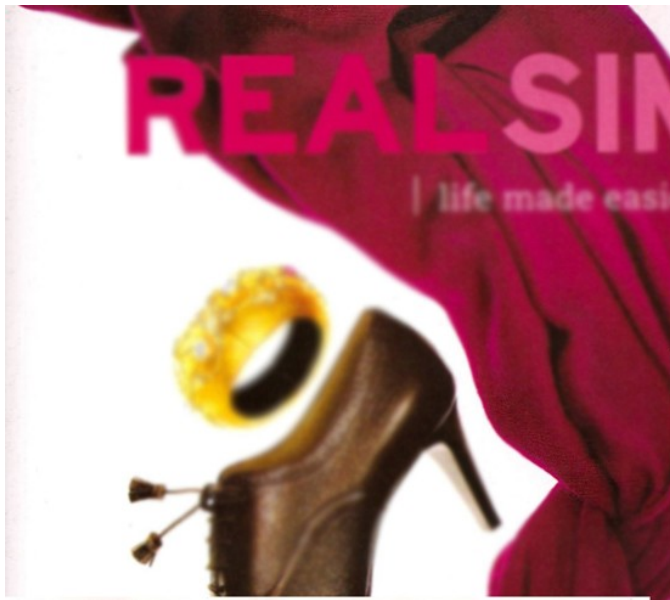
**Master your metallics.** Sure, the sterling eyes shown at left aren't for every day, but the extra effort can light up your night. To replicate: Brush on shadow until color fades into your lids' crease. (Try pearl or silver if you're pale; gold or bronze for dark skin.) Shy about shimmer? Use an eyeliner brush to trace a thin swath of color close to your upper lash line. Crave more bling? Dab a cotton swab in petroleum jelly and coat lids, then add a touch of glitter, Menard says.

**THIS MONTH**  
**Get Slimmer Every Day**  
The Simple 6-Gym Plan Designed Just for You

**Make 2010 Your I Did It! Year**  
Start on p. 84

Jenna Menard

# Art Department



Great style you



## making faces

Must-have mascaras, foundation that fools the eye, and a tutorial on the fall looks you'll actually try—this makeup artist opens her bag.

“A good face is a letter of recommendation.”  
Proverb

GROWING UP, MAKEUP ARTIST JENNA MENARD thought it was normal to have a beauty salon in the basement. “It wasn’t until I went to friends’ homes that I realized it was weird,” she says with a laugh. She would see women come down the stairs frazzled, then leave transformed—thanks to a coloring and a haircut from her mom. College and a psychology degree happened first, but beauty beckoned and Menard went to New York City, where she learned the art of makeup. Today she perfects skin in seconds and creates looks for fashion shows and photo shoots. Here she shares her go-to cosmetics, techniques, and trends.

WRITTEN BY ELIZABETH GRAVES PHOTOGRAPH BY DITTE ISAGER

beauty | EXPERT ADVICE: MAKEUP

### Menard's fall looks to try

An essential habit, along with that ever-famous glow, Menard suggests switching up your makeup routine. “There is a great time to explore deeper shades,” she says. “Whether you like to play up your eyes, cheeks, or lips, for wear a little bit on them all, but we’re here for those easy picks.”

#### try slightly smoky eyes

“There is no all-time favorite color for this season,” says Menard. “It works on everyone.” She can only think of one: a soft haze of color around the eyes. For a subtle look, use liquid or gel. Menard likes L.’Oréal’s Eye Sketches in Tawny Taupe, \$3.99 at drugstores. L’Oréal’s Lashings Lash Eye Color in Slate (\$9.99), \$7.99, [loreal.com](http://loreal.com).  
A Chanel Fall Touch Eye Shadow in Magic Night, \$38.50, [chanel.com](http://chanel.com)



HOW TO DO IT: Use a soft eye shadow brush to apply color to the inner and outer corners of the eye. Then, using the same brush, apply color to the inner and outer corners of the eye.

#### use brighter blushes

Get a little blusher for nose and cheek blush to give your face a healthy volume. Shiny, vibrant pink adds up the look, says Menard. Fall lips should go for lighter pinks. Blush with color tones should be deeper shades. Her picks: L’Oréal’s Blush in Strawberry Sunkissed (\$9.99), \$9.99, [loreal.com](http://loreal.com).  
L’Oréal’s Blush in Love Thing, \$11, [loreal.com](http://loreal.com).



HOW TO DO IT: Use a brush to apply blush to the apples of the cheeks. Then, using the same brush, apply blush to the bridge of the nose and up toward your hairline.

#### switch to berry lips

To a lip shade in a new or berry color, it will be a little more subtle, says Menard. Pick a shade that’s longer than a gloss. Menard likes L’Oréal’s Lipstick in Berry Kiss (\$9.99), \$9.99, [loreal.com](http://loreal.com).  
L’Oréal’s Lipstick in Love Thing, \$11, [loreal.com](http://loreal.com).  
L’Oréal’s Lipstick in Love Thing, \$11, [loreal.com](http://loreal.com).



HOW TO DO IT: Use your index and middle fingers to apply lipstick to the lips. Then, using the same fingers, apply lipstick to the inner and outer corners of the lips.

beauty | EXPERT ADVICE: MAKEUP

### Menard's essentials for the face

“Working in fashion shows has been great as a makeup artist,” she says. “There are rules, some are easy. Other way, you need to be ready for.” She relies on these quick picks.

#### moisturizer

Menard likes the Moisture Multi-Action Cream, \$21, [loreal.com](http://loreal.com).  
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#### concealer

Menard likes the Concealer, \$11, [loreal.com](http://loreal.com).  
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#### FOUNDATION

Menard likes the Foundation, \$11, [loreal.com](http://loreal.com).  
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#### POWDER

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#### EYELINER

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#### MAKEUP REMOVER

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# Jenna Menard

# Art Department



Jenna Menard