

ASK AN EXPERT

Some of the beauty industry's most in-demand names share advice on how to look as flawless as their star clients

By Samantha Tse

Holt Renfrew's Colour Studio recently played host to an array of celebrity make-up artists, as well as the creative minds behind some of the hottest niche beauty brands on the market today. From "Eyebrow King" Damone Roberts, to Poppy King, founder of luxury lipwear line Lipstick Queen, cosmetics royalty held court and offered their takes on what makeup trends we can expect this spring. *WE* was there to collect these exclusive tips.

BROWS with DAMONE ROBERTS

"I definitely think people have a tendency to over-pluck the brows," says Damone Roberts, the renowned "Eyebrow King" who has sculpted the brows of megastars Beyoncé and Madonna. "Less is definitely more — that's less plucking, not less eyebrow!" he says, laughing. A budding television celebrity thanks to his role as makeup guru on TLC's *10 Years Younger*, Roberts has launched an exclusive line of brow tools originally conceived to help his celebrity clients with their at-home maintenance. "A fuller, more natural brow makes the person look younger and happier, whereas a thin brow ages a person and makes them look mean," he explains. "The trend for brows is going to be more natural — natural with a high arch." While we aren't quite ready for the *au naturel* look (think supermodel Carol Alt in 1989), we've taken note and diligently put away our tweezers.

METALLIC SHEEN with BEAU NELSON and DAN THOMPSON

Beau Nelson, creative director of Beauté Cosmetics, is a natural charmer. The Western Canadian native and internationally acclaimed makeup artist launched a line of luxury beauty products only a year ago, and he's already making waves. Beauté's lip glosses have frosted the lips of many an A-list, and its series of high-end make-up brushes have beauty editors, including those at *W* magazine, trying to come up with new words for "exquisite." When it comes to this season's trends, Nelson advises bold colours and metallics for the spring because, as Nelson notes, with a nod to fashion history, "We're in a recession, and that means there'll be metallics. It happens every time."

Dan Thompson, creative director of TEYE International, a Canadian mineral-make-up line, is at the forefront of the new wave of mineral-cosmetics companies. "We have the neutrals and they're amazing, but we also have great products that reflect what's on the runway," says Thompson. "This season, there was the safari theme on the runway, so we translated that idea [into our product]. The new spring palette has zebra stripes running through it as a motif, and has the vibrant shades of spring in our colour choices." A particular favourite (and in keeping with Beau Nelson's prediction) is the Mineral Sheer Veil, inspired by shimmering lamé fabric, to add a bit of luminosity to the face, neck and décolleté.



Poppy King

LIPS with POPPY KING

Regular readers of *Vogue* already know of Lipstick Queen's Poppy King. Her Sinners and Saints collection — the same shade of lipstick in both a matte finish (Sinner) and a sheer (Saint) — has garnered a cult following that includes celebs like *Grey's Anatomy* and *Knocked Up* star Katherine Heigl. A petite blonde, King was already sporting her take on this season's look, with minimal make-up, barring her brightly hued lips. "This season, it's all about pop art," says King, "but it's being reinterpreted in a post-modern way. Women are wearing bold-statement colours in isolation — either strong lips or strong eyes, not both." King goes on to caution women about making too much of a statement. "Women shouldn't be wearing head-to-toe strong

colours — they should pick one item and stick to it."

SKIN with ALISON RAFFAELE

The founder and creative director of Alison Raffaele Cosmetics has created a makeup range that is close to our West Coast hearts: paraben- and sulfate-free cosmetics. The small boutique collection, based on concealer and foundation, also holds to a strong commitment to the environment in its conception and packaging. Raffaele's motto? "Flawless skin is timeless; it transcends all other trends." As for her tips for summer, she believes the key is to "keep your makeup light and dewy, and always wear sunscreen".

SMOKY EYE with billy b

Renowned make-up artist billy b's clientele list reads like the who's-who of Hollywood. (His most recent coup was Tina Turner's look for her duet with Beyoncé at the 2008 Grammy Awards.) A need for greater control and detailing had him tweaking make-up brushes with cuticle scissors in order to make them more efficient, until he developed his own personal line of professional brushes that were shorter and with smaller brush heads. "There were all these really huge brushes out there, which didn't fit into the corners by your nostrils. And when doing beautiful makeup, it's all in the details," he says.

This spring, billy, who abhors even the notion of trends, suggests that women look to a new twist on the classic, timeless smoky eye. "Smoky eyes [are] usually associated with rock 'n' roll and goth because of the dark colours, but it also works with pastels for the spring. The technique for the smoky eye remains the same: just change up the colour, like greens and purples for the spring, to give it a different look." *WE*

'Wow! You look amazing!'

'I'D COME SUCH A LONG WAY to hear those wonderful words last week; I felt like a time traveller. I hadn't heard such compliments like that in years. How did you do it? Proving that she was truly interested in the change in me in the short two months since we had last met.'

- Sandra

SANDRA'S STORY IS NOT UNIQUE. She had always watched her diet and even exercised regularly, but no matter how good she was, she was losing the battle with the effects of time. Having heard of LPG Endermologie when it was first unveiled on the Oprah show, Sandra chose to go to Rufina's as it was the first clinic to introduce LPG to the Lower Mainland. They had the most experience and a success rate Sandra could trust. After only three short treatments the improvements to the body were

evident. A new sleeker look was emerging, but her skin had remained loose in the places where she had lost the most weight. With over 35 years experience in the health and skin care industry, Rufina has long realized that every body is unique, and requires an individual solution for each case. Armed with the latest non-invasive medical technology from around the world, Rufina was able to use different treatment methods in concert to produce amazing results. For Sandra, Rufina prescribed Vela Smooth. Vela Smooth is a medical device that reduces the appearance of cellulite and safely and effectively re-contours the skin's surface and body shape. By using these two treatments in collaboration, Sandra was delivered excellent results, far beyond her expectations. Her skin was visibly firmer with restored elasticity. Any doubts about effectiveness are quickly laid to rest as anyone glances through the dozens of testimonials found in the guest books in Rufina's reception area.

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