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# allure

SEPTEMBER 2015

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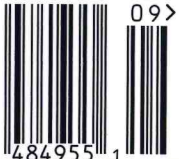
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# Allure's Experts

For the latest skin, hair, and makeup news, *Allure* turns to the ultimate pros in their fields. A closer look at this month's lineup:



## Sherry Pagoto

To address tanning beds on college campuses in "Harsh Light," *Allure* turned to Pagoto, an associate professor of medicine at the University of Massachusetts Medical School in Worcester and the lead researcher in a CDC-funded study on tanning and college students.

**What's the most surprising thing you discovered in the study?** "How often you can tan for free. When you think about other things that cause cancer, like cigarettes—we would be completely outraged if there were places where young people could get them for free."  
**Have you ever used a tanning bed?**

"Before my prom. I thought I would look better in my cheesy dress with puffy shoulders. I didn't know better—it was the '80s. Now I wear sunscreen daily."



## Jeanine Lobell

If you've used a Stila Smudge Pot, you know makeup artist (and Stila founder) Jeanine Lobell. She created Jessica Alba's soft, sultry makeup on *Allure*'s September cover.

**What is your earliest memory of makeup?** "My mother was a model in New York City in the '50s, and she was pretty foxy. I remember her sitting at her vanity getting ready to go out, putting on her Clinique."

**Do you have any makeup rules for your three daughters?** "No rules. They are all very minimal with makeup and have good taste. But hey, if they have a special occasion, they have live-in help."

**You've sold Stila. Do you still use the products?** "I use the liquid liners and cream blushes all the time!"



## Ayami Nishimura

Nishimura, a self-taught makeup artist, has a real love of color—which made her the perfect person to create the audacious beauty looks in "Boldly Go."

**How did you get your start?**

"I started off as a hairdresser. People were asking me to do the hair on test shoots and small jobs, and back then nobody was doing makeup, so I just started doing both."

**What's always in your kit?** "For base, I like the tones of Chantecaille. For vibrant color, I really like Make Up For Ever and M.A.C."

**What about in your personal makeup bag?** "I like my eyes emphasized and full-on. I use lots of black mascara and black liner inside the top and bottom. And I always do red lips—M.A.C. pencil in Cherry and Ruby Woo lipstick."



## Orlando Pita

A major beauty influencer and backstage presence at fashion shows, Pita, the owner of Orlo Salon in New York City, styled Jessica Alba's hair for the cover.

**When did you first cut hair?** "I was 14 years old, and it was my brother. We hated our haircuts, so we thought we could cut each other's. But it came out really badly."

**You do hair at fashion shows, photo shoots, and your salon; what's different?**

"You have to please somebody else but still somehow put your stamp on it."

**How do you style your own hair?** "I have very short hair right now, so I don't use products. But I miss my long hair, so I'll probably grow it now. Last time I did that, I didn't cut my hair for three years."

I do hair every day—I can easily not worry about mine."



## Charlotte Cho

In "Splash!," Cho, a cofounder of the Korean lifestyle and beauty website sokoglam.com and the author of *The Little Book of Skin Care* (William Morrow), shares the best way to use skin essences.

**How do you decide which products to sell?** "I look for brands that have a huge following in Korea."

**What's one Korean product you love now?** "Cushion compacts were in every Korean girl's makeup bag back in 2011. Now they're big here."

**What's your skin-care routine?** "I'll start with an oil cleanser, then a water-based cleanser. Then toner, an essence, a sheet mask if there's time, and finish with a moisturizer. I used to just use cleanser and moisturizer before I lived in Korea for a few years."



# SPLASH!

**They're thin and clear, and they promise softer, brighter, better skin. And they look suspiciously like water. Yet essences are the hot trend in skin care, and it may be time to dive in.** By Elizabeth Siegel

If a skin-care product were ever worthy of side eye, it's the essence.

Thin like water and pricey like a serum, even the name (defined as "the quality that makes a thing what it is") sounds sketchy and evasive.

But to some women, essences are as essential as water. "They're the heart of Korean and Japanese skin-care routines for a reason," says Charlotte Cho, the author of *The Little Book of Skin Care: Korean Beauty Secrets for Healthy, Glowing Skin* (William Morrow). "They're the anti-aging step." So what exactly is in these bottles, and why are Americans so late to crack them open? "Some essences contain anti-aging ingredients in higher concentrations than you find in serums," says Boston dermatologist Ranella Hirsch. There are brightening essences (with vitamin C), firming essences (with peptides), and redness-reducing essences (with niacinamide). "They're like a wheatgrass shot that you can add to your skin-care routine to make it work better," says Hirsch. What they don't contain is alcohol—at least not the kind that strips skin. "We grew up on Sea Breeze, so we often assume liquids are toners that are full of alcohol," says cosmetic chemist Ni'Kita Wilson. "But essences actually load up skin with moisture." It's time to discover the essence of essences.





# 5 THINGS TO KNOW ABOUT ESSENCES

**1 They may be the only moisturizer you need.** Containing high levels of glycerin and sodium hyaluronate, “essences hydrate without the waxes and emollients that make creams and lotions thick, so they don’t clog pores or feel greasy or heavy,” says Wilson. (If you have dry skin, you’ll still need to follow with a moisturizer.)

**2 They’re easily layered.** “You can customize your skin-care routine by wearing an essence that suits your needs, like brightening or smoothing, under your moisturizer,” says Wilson. And because they hydrate and soften dead skin cells, everything you put on top will penetrate better. They’re a lot like serums, but essences tend to be lighter and nontacky and won’t pill.

**3 They introduce yeast to your skin—and that’s a good thing.** In Asia, essences traditionally rely on nutrient-rich fermented ingredients, like yeast, ginger, and rice. “The idea is that fermentation naturally produces enzymes and amino acids that speed up skin-cell turnover,” says Hirsch. A handful of essences with fermented ingredients are already available in the U.S.

**4 Applying them is kind of relaxing.** Skip the cotton pads (which soak up too much) and don’t even think about rubbing them on (the motion lifts the formula away). “You get the most benefit if you press it on your clean, dry skin,” says Wilson. Cho explains that in Korea, “women dampen their fingertips with essence and tap it on until it’s fully absorbed. It’s more than skin care; it’s a ritual.” If you don’t have time to get all touchy-feely, many of the new essences come in mist form.

**5 If the ingredient list includes ethanol, it’s not an essence.** Ethanol is the type of alcohol that strips skin, and “toners are notorious for astringent ingredients like that,” says Wilson. Most essences are entirely alcohol-free, but some contain denatured alcohol (a.k.a. “denat”). “Alcohol denat is often used to make formulas dry quickly on the skin and remove some of the skin’s surface oils that block other ingredients from absorbing,” says Wilson. “A little bit of alcohol can be a good thing, but it should be low on the ingredient list if it’s there at all.”

## Pick Your Potion

They may all look—and hydrate—like Vitaminwater, but the beauty of essences is you can get one that’s specialized for your skin’s issues.

### Dryness

The best hydrating essences contain hyaluronic acid, sodium PCA, or glycerin. We like **Clinique Turnaround Revitalizing Lotion** (with hyaluronic acid), **Giorgio Armani Acqua Pantelleria** (with glycerin), and **Chanel Hydra Beauty Essence Mist** (with glycerin and hyaluronic acid), which don’t contain even alcohol denat. “If you have dry skin, check that there’s little to no alcohol on the ingredient list to be on the safe side,” says Wilson.

### Wrinkles

Fine lines are often caused by dehydration, so putting any essence under a moisturizer makes skin look smoother. “This layering works particularly well around the eye area,” says Doris Day, a clinical associate professor of dermatology at New York University Langone Medical Center in New York City. Some essences also contain collagen-boosting ingredients, like peptides (try **Dolce & Gabbana Aurealux Essence**), or fermented ones (try **SK-II Facial Treatment Essence**, **Estée Lauder Micro Essence Skin Activating Treatment Lotion**, or **Boscia Cool Blue Hydration Essence**).

### Brightening

Tried-and-true brightening ingredients include vitamin C, licorice, and exfoliating acids. We like **Fresh Peony Spot-Correcting Brightening Essence** (with licorice extract and vitamin C) and **Kiehl’s Iris Extract Activating Treatment Essence** (with lipo hydroxy acids).

### Acne

Some essences contain ingredients that reduce oil production, like witch hazel and willow-bark extract. We like **Tata Harper Hydrating Floral Essence** and **Murad Hydrating Toner** (don’t let the name fool you—it’s alcohol-free). Both come in spray bottles, so you can reapply late in the afternoon, when skin’s oil production peaks, to reduce shine (instantly) and breakouts (in the long run).

### Redness

Soothing essences are packed with anti-inflammatory ingredients, like vitamin E and niacinamide. Use one to calm redness or layer it under an acne spot treatment to prevent irritation. Our favorites: **Clarins Toning Lotion With Camomile** (with calming vitamin E) and **Olay Active Botanicals Moisturizing Toner** (with niacinamide).

“Essences are like a wheatgrass shot that you can add to your skin-care routine to make it work better,” says Hirsch.