

THE
Twicy
ZINE



SPRING 2020

REALLY GREAT GLOSS IN EASY
PHOTOGRAPHY BY GELCREAM

SPRING 2020

THE *Juicy* ZINE

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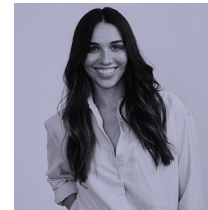
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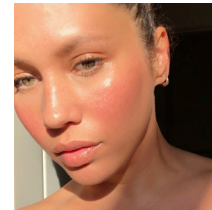
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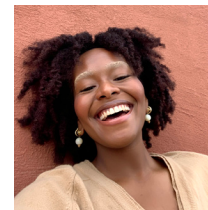
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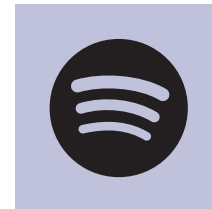
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REALLY GREAT GLOSS IN FRESH

WHAT makes a *really* great gloss?

This was the question we asked ourselves when we started to work on our latest launch. We knew we wanted it to be cushiony, effective and, of course, uber clean (read: no petroleum or petroleum-derived ingredients in sight). But most importantly, it had to be the best gloss we had ever tried. This is the benchmark we always set at Saie when creating something new—we ask ourselves, “Is this different from everything else out there? Is it use-every-day-worthy?”

The real “AHA!” moment came during the product development stage when an old lip gloss I was using kept gooping up on my chapped lips (hello, winter in New York City). We realized what we were looking for was really a gloss and a treatment—something that could slough away the dead skin and give shine. Like lip gloss... to the next level.

And just like that, **Really Great Gloss** was born. A true triple threat. The first exfoliating, moisturizing and plumping gloss that also gives you the most incredibly gorgeous, sticky-free shine. We like to think of it as your favorite fresh-pressed juice: it’s antioxidant rich, super hydrating and healing from the inside out with just a hint of green apple. As we continue to practice social distancing, we hope you enjoy this little escape as much as we do.

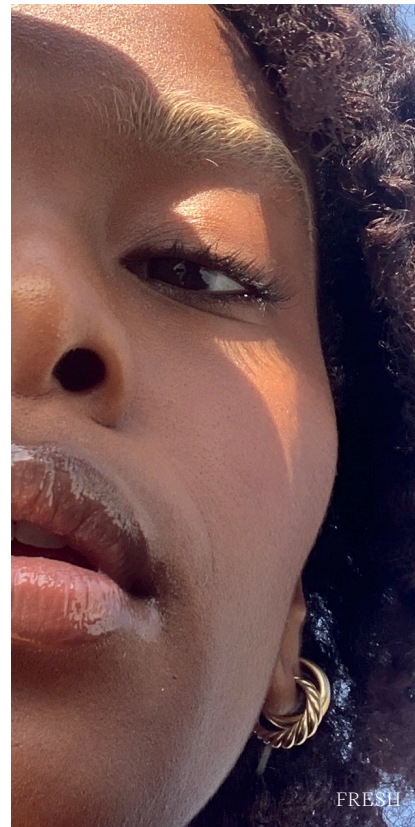
X
Laney

Founder, CEO



Easy.
Chill.
Fresh.
Cute.
Sweet.

OUR FRIEND ENGA SHOWS OFF ALL FIVE NEW SHADES



REALLY GREAT GLOSS goes to...



SAIE STORIES WITH...

PIA BARONCINI

The LPA creative director and eternal-cool girl who spends her time between her homes in Pasadena and Sicily speaks with our creative director Geri Hirsch to share about the importance of self care, positive conversations and not sweating the small stuff.



REALLY GREAT GLOSS IN SWEET

GERI HIRSCH: "Self-care" is a word that gets tossed around quite a bit these days. How do you personally define self-care and how do you try

to implement it into your life?

PIA BARONCINI: Anything that serves you! Drinking water, making sure you don't go to sleep with

make-up on, taking a walk to lunch to get away from your computer, having positive conversations, not looking at your phone in bed...

GH: When you've had a completely crummy day, what do you do to try and turn it around?

PB: A glass of wine and either my bed or couch on top of a medi-crystal mat and a Nancy Meyers movie. Jesus I sound like such a suburban housewife!

GH: Where do you hope to see yourself in the next 8 years?

PB: I'd love to be a mother first and foremost, hopefully aging gracefully, running companies with my husband, living between our home in Pasadena and Sicily. Eating a lot of real food...drinking a lot of wine and laughing a lot.

GH: What's the one piece of advice you would give to someone trying to start her own business?

PB: Everyday you're going to learn so much more than the day before. Don't have a meltdown over small stuff 'cuz it's just never going to end. You have to learn to train yourself to be calm, which is just a good quality to have in general. Also-you never know who or when opportunities are going to arise-this is where you having a strong network and being a nice person will come into play.

GH: What's your desert island beauty product?

PB: I'll figure out how to make something from coconuts...



REALLY GREAT GLOSS IN CUTE

LIP



SERVICE

Here to support, empower, and embolden—
Gloss just got a whole new meaning.



REALLY GREAT GLOSS IN FRESH





REALLY GREAT GLOSS IN CHILL

PHOTOGRAPHY BY



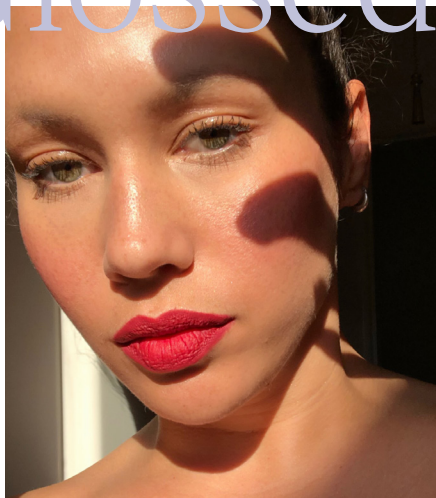
HANNA HILLIER

Three Ways To Get Glossed



Look #1: DEWY FOR DAYTIME

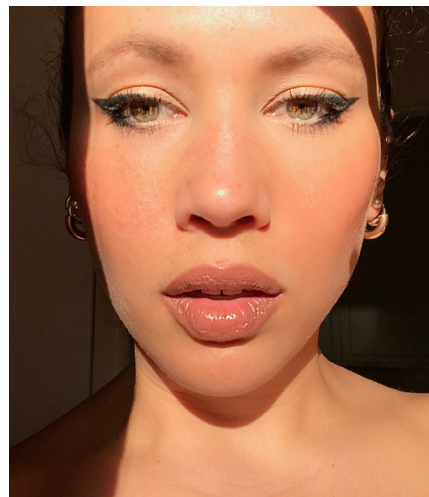
For this look, I wanted the skin to really sing so I skipped the foundation and applied one pump of Saie Glow Super Gel all over a clean and moisturized face with dabs of Natasha Deona concealer to blend any blemishes and under eye circles. Next, I warmed up my face and cheekbones with Givenchy Healthy Glow Power in 04 and used Saie Really Great Gloss in Chill as a blush across my cheeks for a fresh, flushed look. For eyes and brows, I kept everything light and clean with Saie Dew Balm Bronze Nectar on my lids, a single coat of Saie Mascara in Black, Chanel Crayon Sourcils Brow Pencil 30 and Saie Brow Butter in Medium. For highlight, I dotted Saie Dew Balm Rosy Gold to my cheekbones and bridge of my nose and finished it all off with Saie Really Great Gloss in Fresh.



Look #2: THE 5 P.M. REFRESH

Here's where my love for a red lip comes in: this one is a bright, summery pinky red that's an easy way to bump up any natural makeup look for a meeting or drinks with friends (remember that? That was fun.) The face makeup stays the same, with just a few tweaks. I lined all around my lips and filled in the edges (but not fully, to create dimension) with Charlotte Tilbury Lip Liner in Crazy In Love and topped with Sunnies Face Lip Dip in Obsessed lipstick – be sure to blot them together to blend it. Finally, I love a glossy eye, so I took Saie Really Great Gloss in Cute and put in all over my eyelids. Viola!

We tapped Matisse, the makeup artist-turned model to create three easy, everyday Saie-inspired looks that work for daytime, that Zoom cocktail date and beyond.



Look #3: NIGHT OUT GLAM

For a night out, I like to play with a dramatic eye depending on how I'm feeling and how much time I have to get ready. To get started, I repeated the same eyebrow and face prep steps from Look 1 but this time I used Pat McGrath Skin Fetish Foundation all over my face and down my cheekbones, forehead and jawline and blended it well for a healthy glow. A few swipes of Givenchy Healthy Glow Powder in 04 helped define where I applied the liquid bronzer while some Saie Really Great Gloss in Easy across my cheeks and Saie Dew Balm in Rosy Gold as highlighter helped keep things dewy.

To create a graphic cat eye, I like to start small and figure out my shape slowly so I use a waterproof pencil and small angle brush. Here, I used Pat McGrath Perma Gel UltraGilde Eye Pencil in XTreme Black and put some on the back of my hand to warm it up. Next, I applied the liner using my angle brush, starting at the middle of the lash line pulling outwards and towards the edge of my eye, with a final flick. I then used the same liner brush to rim the edge of my under eye up to the flick and connected everything for one flowing shape. Then I take the pencil and blend the outer and under corners of my eye together to get it super black, then add two more layers of Saie Black Mascara to create eye drama. For my lip, I used Charlotte Tilbury Iconic Nude filling in my entire lip and added Saie Really Great Gloss in Easy to finish. Now you're ready for bathroom selfies.

“Now you're ready for bathroom selfies.”

TEAM SAIE SAYS...

We talked with our product developer, Sarah Tallman about creating new things in the clean beauty space, the WFH struggle when chemistry is involved, and her love for tackling the tough, chemical-y problems like *hydrogenated polyisobutene* (try saying that three times fast).

What was your inspiration for Really Great Gloss? First and foremost, I wanted to create a lip gloss that I personally would want to wear and haven't found yet—especially in the clean space. I wanted it to feel super cushiony and amazingly addictive but also be filled with plumping and hydrating goodies. I wanted plumping but not that prickly feel that comes from ingredients made out of pepper. Just wanted it to feel like a soft, yummy cashmere blanket on my lips.

How is it different from other glosses? Really the texture and feel on lips is amazing but I think the biggest thing that sets it apart is the exfoliation through an apple extract. It totally works (my lips feel so much softer at the end of the day when I have been applying this throughout the day). I've seen exfoliation in lip scrubs but never before in a gloss.

What did you love the most about developing this product? I love product development so much. It's really cool to look back and think about the process: it started as a thinner, non-cushiony lip oil and grew from there. We added in the apple and then got to work on the texture. We set out to mimic an ingredient a lot of glosses contain called hydrogenated polyisobutene, which feels amazing but you need a lot of it to create the cushion



and it's made of petroleum, so we didn't want to use it. Once we got the texture, we needed to take care of a bitter taste which was coming from one of the raw materials. When our chemist realized she could eliminate it by adding the raw ingredients in at a cooler temp, we were golden. I'm so happy with how it turned out.

Working on shades must have been really difficult while WFH—how did you get there? It was difficult, but the chemist and I communicate very well together, and she really understood what I wanted...it's really so much easier for me to shade match in the lab next to her but through lots of back and forth we got there.

Do you have a favorite shade? It's hard to pick BUT I would say Cute and Chill.

Where would you wear them? Cute is a little more daytime (light peach) especially if I am wearing something summery like a sundress and Chill is a really pretty cool rose that I would wear at night—looks killer with black.

Any parting thoughts? I hope everyone loves this product as much as I do!

NOW PLAYING:

Bec Adams X Saie

Bec Adams, DJ and Co-Founder of Les Filles, made this “Getting Ready” playlist exclusively for Saie. Just open the Spotify app on your smartphone, click on the Search tab, and use the camera scanner on the code below:



EASY *Juice* RECIPE

5 INGREDIENTS

TIME: 3-5 MINUTES

SERVINGS: 1 GLASS

- 1 green apple
- 2 celery stalks
- 1/2 cucumber
- 4 romaine lettuce leaves
- 1/4 peeled lemon

Inspired by the exfoliating green apple extract and sweet taste, we had our friend Lily Kunin create an easy juice recipe that's super hydrating and healthy. You'll feel your skin glowing from the inside out. Which, if you ask us, is really great.

STEP 1: Chop 1 green apple, 2 celery stalks, 1/2 of a cucumber, 4 romaine lettuce leaves, 1/4 peeled lemon.

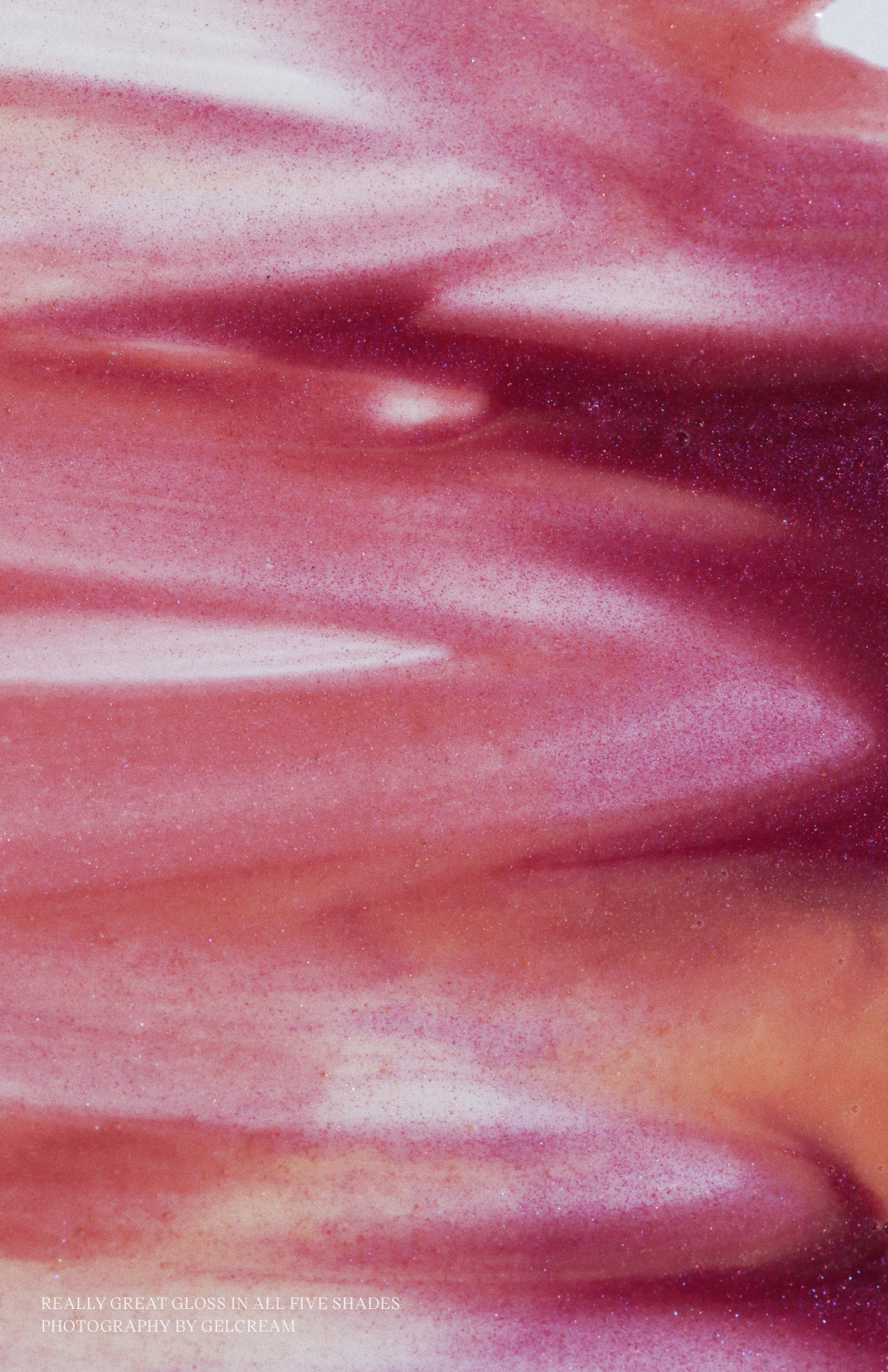
STEP 2: Put all of the above in to your juicer or blender. If you're using a blender you can drink it as a salad smoothie or strain it to make it into a juice.

STEP 3: Taste! If you want it a little sweeter, add some more apple.

STEP 4: Enjoy while sitting in the sunshine.



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REALLY GREAT GLOSS IN ALL FIVE SHADES
PHOTOGRAPHY BY GELCREAM