

**PAT MCGRATH**

During a close tête-à-tête with Fashion week maquillage master Pat McGrath, she said we should all take a dip and never be afraid to try ANYTHING once: "Don't be afraid to experiment—you can get so creative with makeup. It's not permanent, so if you make a mistake, don't worry. It washes right off!"



*Don't be afraid to experiment*

**marie claire**

**KEY TO BEAUTY**

The best advice we've ever been given, collected over years of interviews: 21 messages straight from the biggest, industry-shaking, most revered brand founders, face painters and hair maestros in the beauty industry *By Shantila Lee*

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**GUIDO PALAU**

Inimitably simple yet profound hair advice that hair pro Guido Palau once told me backstage at Fashion Week, that styling your hair is so much more than dousing your tresses in hairspray: "Hair should be styled with more thought than product."



*Hair should be styled with more thought than product*



*"I don't believe in rules. Makeup is a temporary condition you adapt to your own ends"*

**DICK PAGE**

When I asked what the Marie Claire woman's approach to wearing colours should be, Shiseido's face painter Dick Page dished out a very liberating answer: "I don't believe in rules. Makeup is a temporary condition you adapt to your own ends. Wake up and go with your feeling; let the colour you choose express who you are at that moment. Play, experiment, have fun."



**PETER PHILIPS**

The word from Dior's Peter Philips, on the secret for applying makeup for photos: "It's all about highlighting and shading! I always make sure I'm facing the model straight on, and that I'm on her eye level. That's the angle of the camera during the shoot or catwalk, so that's how the face will be shot. I also talk a bit with the girl, so I see her face expressions when she talks or smiles. Makeup must look good on a "frozen" face as well as on a "moving" face."



*It's all about highlighting and shading!*



*You cut VERTICALLY into the bang*

**ORLANDO PITA**

Unmissable hair maintenance advice from Orlando Pita: out of all the hair pinning-styling-blowing tips he gave us, this the best EVER tip on bang-trimming that has saved fringes (and sanities) aplenty: "You have to know what you're doing. You don't cut horizontally [across]—you cut vertically into the bang. You start in the middle between your brows and as you move to the sides you make it a little longer. You can always cut more, so do it longer than you want at first. Especially if it's on wet hair; wet hair's very elastic so it's longer than when it's dried. Go in baby steps!"

*Diorshow Black Out Volume Mascara, Dior*



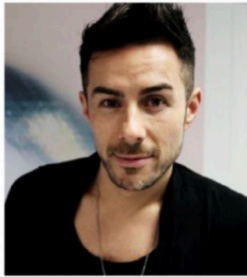
**CHARLOTTE TILBURY**

I once cajoled backstage queen Charlotte Tilbury to divulge her cat-shaped smokey eye trick that she always nails at shows. Notepads at the ready... "My signature feline smoky eyes make anyone look gorgeous! Smudge Elizabeth Arden's Smoky Eyes Powder Pencil in Smoky black or Espresso along top and bottom lashes, and pull the shape up and out slightly in the outer corner to create that elongated sexy lived-in look. To bring out the eye and to intensify the look, brush a few coats of Dior's Diorshow Black Out mascara on top and bottom lashes."

*"My signature feline smoky eyes make anyone look gorgeous!"*







### JAMES MOLLOY

During a sit-down pow-wow with MAC's Director of Artistry James Molloy, he said the one bit of advice he would give our readers (you) that is unmissable for this season, would be this: "Double the amount of time you spend on your skincare before even thinking about foundation. When your skin condition is at its absolute best, everything else will come into place."



### JAMES BOEHMER

At a one-on-one with NARS Global Artistry Director James Boehmer about the smashing Audacious lipstick collection, he mused about how choosing a shade to wear isn't just about the hue, but the jolt of audacity and confidence it evokes in you: "For [François Nars] makeup is really about dreaming, taking a journey and having inspiration. So it's not just, you should wear Dusty Rose No. 3 blush because it's nice for you, it's more like you should wear 'Sin' because it maybe makes you feel a little daring or adventurous."



### BENJAMIN RUIZ

At a recent shoot with Benjamin Ruiz, Laura Mercier makeup artist extraordinaire whom I love to bits, we talked about that extra pre-makeup step that makes ALL the difference: "To create a natural sun kissed look, start with Laura's Foundation Primer Radiance to really "wake up" the skin. Always take the time to pamper your skin because it's the only skin you will ever get!!"

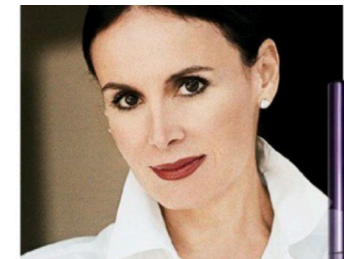


*Always take the time to pamper your skin*



### CAMILLE GOUTAL

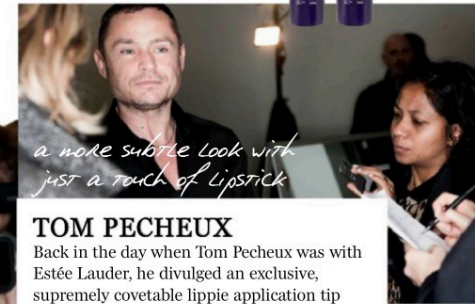
Once upon a phone interview with perfumer extraordinaire Camille Goutal, when I asked what is the numero uno thing about wearing perfume that most gals have no clue about, she had a couple of fragrance tips to live by: "For those who wear light perfumes that don't last as long, it's a good idea to use the body cream and shower gel that go with it, so the fragrance lasts much longer. You can also put perfume on pulse points, for example behind the knees, the ears or the wrists, on the neck or in the hollow of your arms. These places are extremely good vehicles for fragrance - a few drops are enough."



### TERRY DE GUNZBURG

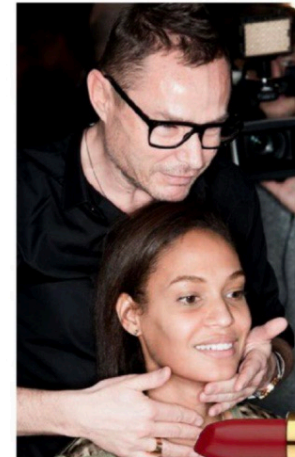
We would've never thought of it! When we chatted with Terry de Gunzburg her eyebrow bushy-fying tip had us floored. "Apply a nourishing balm to your eyebrows before going to bed. This will guarantee extra strength and growth—thicker eyebrows in two weeks."

*eyebrow Liner, By Terry*



### TOM PECHEUX

Back in the day when Tom Pecheux was with Estée Lauder, he divulged an exclusive, supremely covetable lip application tip that is so commonsensical yet defies most women: "It depends on the look you want to create. If you want to achieve a more subtle look with just a touch of lipstick, you should apply it with your finger and tap the color around your lips to make the color more transparent. When you want to create more of a statement lip, you should use a lip pencil in addition to the lipstick to reach perfection."



*Pure Colour Envy Lipstick, Estée Lauder*



### PERCY & REED

Our fave hair genius Brit boys, Paul and Adam from Percy & Reed, whom we try to catch every time they're in town, recently told me this simple yet profound bit of hair wisdom that EVERY gal should take heed of: "Your hair is your crowning glory, the only accessory that you cannot take off, your one true personality statement. Make sure that it looks like it!"

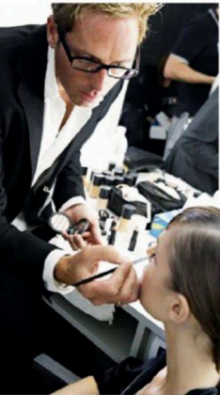




*"Be who you are"*

**BOBBI BROWN**

When Bobbi Brown emailed me this super liberating bit of advice on ageing, even as we were reading the email future hashtags like #livingit and #lovelymlines started popping into our heads: "The secret to beauty is simple - 'be who you are.' This means everything from learning to love your lines to appreciating your unique features. There's something incredibly beautiful about a woman with lines in her face and I think we should start using the phrase 'living' instead of 'aging'. Lines are proof that we've lived life. We get them when we show emotion, when we laugh, and when we express ourselves."



**TIM QUINN**

When I touched base with Tim, the most-revered guru of all things Armani makeup, and asked where women tend to go wrong, he said slathering on unnecessary gobs of makeup is really missing the point about beauty: "I believe that modern women need to wear half the makeup that they think they need. Beauty shines from within and needs little embellishment."



*Beauty shines from within*



*If you smoke, STOP*

**SAM MCKNIGHT**

Hair guru and runway tsuj'er-upper Sam McKnight once doled out the most sensible, no-nonsense hair tip when we asked what is the one thing every woman can do for healthy tresses: "When hair is dull and in poor condition it's usually down to your lifestyle. If you smoke, stop. It deprives your hair of nutrients. I can see a massive improvement in a woman's hair in as little as a year after she stops smoking. You need to eat a healthy diet if you want good hair. Processed food is full of garbage and packed with chemicals."



**FIONA STILES**

Makeup guru Fiona Stiles gave us her rich-girl, Park Avenue babe look in 3 steps flat: "A nude eye, bronzed but contoured cheeks, a warm nude lip. Using a color like Laura Mercier's Cafe Au Lait or Truffle in the socket of the eye gives definition without looking too heavy. Curl lashes with my favorite lash curler by Shu Uemura and finish off with my favorite mascara, Virtuose by Lancôme."



*Eyeshadow in Cafe Au Lait, Laura Mercier*

*mix your foundation with eyeshadow*

**NICHOLAS DEGENNES**

If you've ever applied foundation and found it made your skin look drab or dull, Nicolas Degennes from Givenchy has the 411: "For a luminous skin effect, mix your foundation with a golden or a pearly white eyeshadow. It gives your complexion a radiance beyond compare."



**MIKE INDURSKY**

Mike Indursky from Bliss gave us a very bliss-ful, refreshing view on ageing: "Do what your skin tells you and not what anyone else tells you to. For example wrinkles are going to happen, don't hate yourself, it's part of life, so do what makes you happy. Don't go for perfection and just look the best you can be."

**KEVYN AUCOIN**

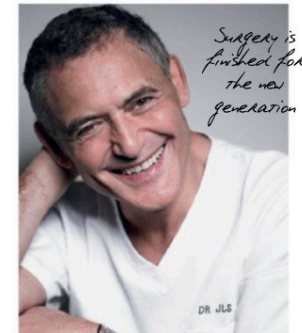
Face painter to the stars, the late Kevyn Aucoin (his cameo in that catwalk roadkill episode of *Sex and the City!*) had the best tip for wearing makeup for your age: "The same makeup cannot be worn at 60 as at 16. I'm not just talking about the aging process here, because one can look great at any age. But many things can change over time—choice of colors, haircut—and the choice of makeup should change, too. The same clothes aren't often worn 20 years later, and the same should be true of makeup."



*The same makeup cannot be worn at 60 as at 16*

**DR SEBAGH**

During an interview at his London office, Dr Sebagh said procedures like Botox are heading out the door, with the younger gen of women today being empowered to use the right skincare and take the utmost best care of their skin. "Surgery is finished for the new generation as long as you do regular maintenance. These 'girls' [his famous clients] are 46, 47, 51—they aren't teenagers any more but they don't seem to age!"



*Surgery is finished for the new generation*