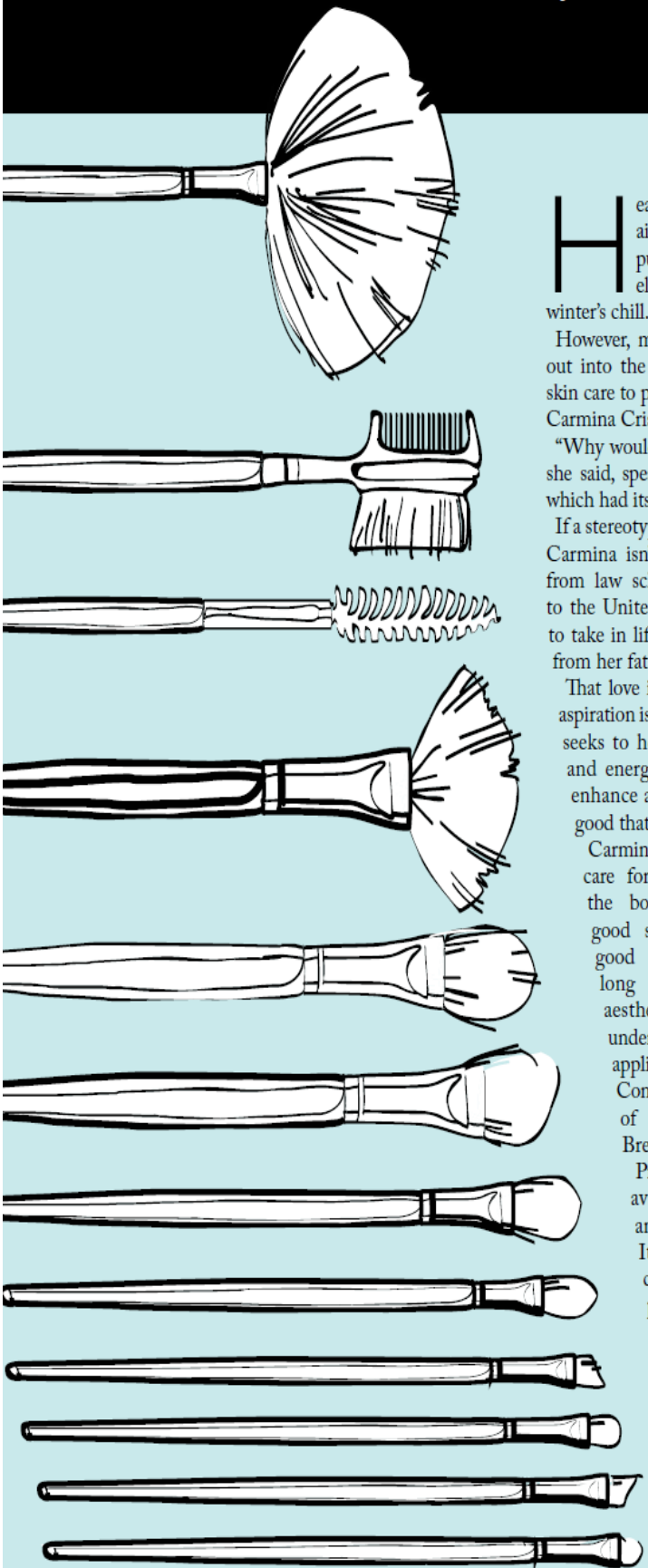


# MIDSTATE MAKEOVER

*Carmina Cristina brings out the beauty of central PA.*

BY SUSAN RYDER



Heading outside into the frigid January air, most women would never forget to put on their coat, scarf, hat and anything else that would insulate them against winter's chill.

However, many women think nothing of going out into the cold without applying some type of skin care to protect their face. That sends shivers up Carmina Cristina's spine.

"Why would you not do the same for your face?" she said, speaking from her Camp Hill boutique, which had its grand opening in November.

If a stereotypical professional makeup artist exists, Carmina isn't it. Romanian born, she graduated from law school, met her husband and headed to the United States. While deciding what route to take in life, she received some inspiring advice from her father-in-law: "Do something you love."

That love is makeup and skin care, but her true aspiration is to bring out the beauty in women. She seeks to help women feel attractive, confident and energized. She desires to use makeup to enhance a woman's features, to emphasize "the good that God put on your face," as she puts it.

Carmina also argues that women should care for their features by first tending to the body's outer layer. She states that good skincare provides a foundation for good makeup and will determine how long makeup will last. A licensed aesthetician, her expertise in the understanding of skin and makeup application came from her education at Completions International Academy of Makeup in Canada and Kruger-Brent Makeup Academy in Romania.

Products to provide this care are available through her signature skincare and cosmetic line, Carmina Cristina. It includes cleansers, moisturizers, eye cream and multitasking products. Most products are simple—fragrance-free, paraben-free and hypoallergenic.

The skincare and makeup line come together to allow women to "look spectacular every day of your life," Carmina said. She also stated that women in their 40s and 50s often "have a youthful soul" that isn't

always reflected on their faces.

Her boutique offers tools to allow that youthfulness to blossom. Women also can learn about skincare and makeup through her workshops and seminars.

Lasting three hours, workshops offer a live camera, close-up view of makeup demonstrations. Participants then practice the skills themselves with complimentary tools, brushes and products and receive Carmina's input, which, she said, is "very honest." Topics include teenage makeup; over 40; skincare; day and evening looks and more.

She conducts shorter, more focused lessons through her seminars. Lasting 90 minutes, they are suitable for larger groups and include lessons on subjects such as brows, blush, lips and trends. Private group seminars and workshops also are available.

Cheryl Garman of Lewisberry described Carmina as an "excellent educator" and added that she makes applying makeup easy for anyone.

Most events are held in the Camp Hill boutique, which Carmina describes as "cozy, cute and an intimate place." The shop features large front windows that fill the space with natural light, essential for good makeup application. Outside of her store, she offers makeup services for commercial clients, special events, weddings and individuals.

Amy Youtz of Harrisburg, who has participated in Carmina Cristina's seminars and private makeup sessions, said that her products rival more expensive lines at a much better price.

"Why would you go to Sephora or Macy's?" she asked, stating that you can have local, knowledgeable, affordable and personalized service from Carmina Cristina instead.

Carmina had a bit of a makeover herself when she decided not to practice law. The decision did not make her law education irrelevant, however. That schooling has bolstered her business skills, she said, adding that higher education "affects goals and thinking" in a positive way.

Though the boutique just opened, 2015 already promises new things for customers. Carmina said she plans to add "beauty memberships," yearly memberships that include makeovers, discounted products and free seminars, supporting her belief that continual skin maintenance is paramount.

Her goal is to dress women's skin every day and to help the women of central Pennsylvania look and, more importantly, feel beautiful.

"I want to have a nice place for ladies to care for and enjoy themselves and draw out the beauty in them," she said. **B**

*Carmina Cristina is located at 2209 Market St. in Camp Hill. Boutique hours are Tuesday to Friday, 11 a.m. to 6 p.m., or by appointment. For additional information, visit [www.carminacristina.com](http://www.carminacristina.com) or call 717-343-2805.*

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