

Entertainment

Beauty Tips From The Oscar Suites

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Frederic Fekkai

The Academy Awards Show has aired, in this case, the skinny lady has sung and Hollywood Blvd. is open to traffic again. What is left but to wait for next year?

Salons that opened their doors and hosted suites in the days preceding the award show generated lots in the way of beauty and style and things to think about that can fill the interim void until next award season. Watch the video.

Salons and Suites are set up to offer Award nominees and others who negotiate the Red Carpet, a chance to shine up their best side, re-tool their rougher edges and accessorize, accessorize, accessorize in exchange for product or service exposure.

Media is invited to share a bit in the glamour and excitement through opportunities to try services, firsthand. It doesn't matter if she's a crane operator, every woman enjoys pampering and beauty products, press included.



Liz Ferguson: Stylist



Barbie Laurino: Makeup Artist

Frederic Fekkai offered the "The Ultimate Red Carpet Beauty Experience" at his salon in Beverly Hills, partnering with Laura Mercier for Makeup, OPI for Manicures, Eyebrows by Paul Siqueira and Eyelash Extensions by Xtreme Lashes.

The Fekkai Salon is a beautiful, light-filled arrangement of rooms that open onto a lush garden balcony. The ambiance is relaxed, unpretentious and inviting.

Across the board, Frederic Fekkai, Laura Mercier, OPI, Paul Siqueira, and Xtreme Lashes lived up to all the promotional claims and provided excellent services and products.

Filmmaker **Charlene Shih** agreed to have her makeup done for our cameras. Socal had the added good fortune to be assisted by

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Laura Mercier's gifted Makeup Artists **Jerry Johnson** and **Barbie Laurino**, skilled Fekkai Hair Stylist **Liz Ferguson** and **Frederic Fekkai**, himself.

Award season is fantasy season. It stays exciting as much because of the people who watch as the few who participate. It makes great business sense to draw regular folks into the experience.

LINKS:

<http://www.fredericfekkai.com>

<http://www.lauramercier.com>

<http://www.opi.com>

<http://www.paulosiqueira.com>

<http://www.xtremelashes.com>

<http://www.myspace.com/charleneshih>



Charlene Shih: Filmmaker



Jerry Johnson: Makeup Artist

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