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Holiday Glamour Makeovers

by Kristi Singer

With the holidays right around the bend, not only are you wondering what to get your loved ones who "never need anything" and those who "already have everything" - but you also may be thinking about how you will look this holiday season.

You want to put your best face forward - along with your best hair, best makeup and best holiday outfit ever - for everyone to see.

There's no doubt some holiday family photos will be taken - and you sure don't want to relive a bad hair day 365 days throughout 2007 - every time you walk past that family photo sitting on your mantle.

Focus on the Coast spent most of October working with area salons, stylists and makeup artists to learn about the latest beauty secrets and how to really glamorize yourself for the holidays.

We sent two of our friends - Kate Baynard, publisher Laurel Maultsby's friend and neighbor, and Kelly Wiggins, who works in sales and marketing for Focus - on a mission, a makeover mission, that is. With the secret beauty weapons, tips and tricks from some of our favorite area beauty experts, we were able to see the following transformations right before our eyes.

"I'm gonna look like Jessica Simpson!"

Kate Baynard, mother of two and Junior League member, already had the makings of a beauty queen naturally intact with her flowing blonde hair and bright blue eyes. And for Kate's holiday glamour makeover, the goal was enhancing - taking what you've got and making it work even better for you.

Kate's transformation began at Joseph Zell and Company - located at the Arboretum Center , 5917 Oleander Drive, Suite 100 - by stylist April Russell.

April first added an all-over color treatment to Kate's hair in a golden blonde shade then adding highlights where necessary. This process took care of any root growth Kate was experiencing with her blonde.

The next step was to add fullness to Kate's hair with hair extensions - one of the greatest evolutions in the beauty world - that many don't realize are even available, April revealed. April has been applying hair extensions for about four years. Even just a few extensions can make a noticeable difference in the length and fullness of one's hair.

For Kate's hair, April decided to add the extensions around the bottom layer of her head, not the entire head. She chose a natural blonde color that was "not too brassy or too ashy."

"We put a few hair extensions in where there's been damage," explained April. "The extensions add fullness where she's had breakage... Usually when you go to a salon you get it cut. But you don't have to. With extensions, you can add - then trim the ends."

A protein-based bond adheres the extensions (usually 100% real hair when purchased at fine salons) to one's natural strands with the press of what looks like a miniature flat iron. The heat softens the bond, which molds around the hair.

"It's a great idea," Kate chimed in regarding the extensions that were instantaneously giving her the look she's spent years trying to achieve on her own. "You wear your hair all the time. I've been trying to grow mine out for six years! I literally dread when I go to the stylist and they say 'we're gonna have to cut all this off.' But now you don't have to cut it - you can add! I'm gonna be an addict!"

Kate also had "Xtreme Lashes" eyelash extensions added while at Joseph Zell, a procedure that usually takes 2-3 hours. They use semi-permanent eyelashes that last up to two months with refills. Dawn Apple, the esthetician who applied Kate's lashes, describes the Xtreme lashes as "weightless with a natural feel." They are also water resistant so you can swim or shower worry-free.

After the hair was transformed, Kate was off to Blush Luxury Beauty Boutique - located next door to Monkee's at Lumina Station - where Melissa Levy enhanced Kate's natural beauty into a, sexy, glamorized version. Melissa has worked as a professional makeup artist for five years and regularly does freelance makeup artist work for Bobbi Brown, and has freelanced for Dior and Chanel in the past.

One of Melissa's goals for Kate was to "play up the eyes." To achieve this, she first filled in Kate's brows with a brow gel (Blonde Brow Gel by Paula Dorf). To enhance the "evening look," she then applied all over the eyelids "Fire Dance" shadow by Paula Dorf#. The pale, sandy, neutral color acts as an enhancing base. To get the "smokey" look, Melissa then applied Paula Dorf's eye color glimmer in Mambo, a deep shimmery green, close to the lash line in a "cat-eye" form. She then softened the edges with a lighter shade.

Kate's lips were lined with a neutral pinky-brown-colored lip pencil, "Hazelnut Brown" from Laura Mercier. Lipstick was then applied in "Copper," also by Laura Mercier.

To give her a more dramatic and striking look, Melissa dusted blush along Kate's cheekbones, using pure-pressed blush in "Whisper" by Jane Iredale Mineral cosmetics.

To soften the lips so they don't compete with the eyes, Melissa added a champagne-colored gloss by Laura Mercier. She also brought more attention to the eye area by highlighting underneath the brows with a light golden color.

And finally, the finishing touch: "The last thing for the evening - the final touch - is using the hottest new finishing brush with the "Golden Mosaic" product, which is brand new for the fall," Melissa shared. "Brush it along the cheeks for a luminous glow. It's the perfect finishing touch!"

As Kate watched her reflection evolve in the mirror, she couldn't help but exclaim excitedly, "I'm gonna look like Jessica Simpson!"

Naturally Glamorous

Kelly Wiggins, who works in sales and marketing for Focus on the Coast, is an active working mom with a natural look who wanted a more dramatic change with her glamour makeover and was open to new possibilities.

Her makeover began at Lavish Salon & Spa, located at The Renaissance, 1051 Military Cutoff Road, Suite 101B . The new full-service day spa, which opened its doors in late September 2006, features the expertise of Elisha Wendt, formerly of Bangz Salon & Spa. Spa-goers can experience an array of body treatments, signature facials, waxing, massages, nail care and a variety of hair services (chemical, straightening, conditioning, lengthening, etc).

"The heart of our corporation is the staff - to be happy - and for them to reflect that through the service they provide to our guests," said Lavish owner, stylist, colorist and extension expert Elisha Wendt. "We want Lavish to be able to teach people to recreate what we do here at home. Our mission is to create a spa experience in which the six senses of sight, sound, smell, touch, taste and perception are Lavish beyond belief. And of course - to bring out your inner beauty!"

Elisha wanted to give Kelly a "fall look" by turning her blonde-highlighted hair into a warm brunette with highlights.

"The new hair color will bring out her chocolate-colored eyes," Elisha explained. "Any time you have gold in your eyes - brunette helps to bring that out. I wanted her to have some blonde tones, too, because she was used to being blonde. We went for a multi-tonal sun-kissed look."

Elisha also wanted to create more fullness and length, or a "volumizing" extension, by applying extensions to Kelly's entire head. She chose a variety of shades to help the extensions blend in to Kelly's natural hair and "work the lighter colors in like the sun would."

"A lot of cuts this season have a lot of internal layers for a more tousled look," Elisha said. "Anything goes - lots of layers, lots of movement and lots of texture."

The "volumizing" extension takes anywhere between 3 to 4 hours and a "lengthening" treatment takes 5 to 7 hours.

Stylist, colorist and extension expert Hollis Drew assisted Elisha in the extension process, working on Kelly's sides while Elisha did the back (which takes the longest).

Lavish uses Great Lengths extensions, which require stylists to be certified. The hair is ordered from India because it's the "closest to our hair." The founder of Great Lengths worked in the textile industry and colors the hair the way cashmere is colored. There are usually about 60 colors to choose from and Lavish usually chooses more than one color to give a more natural result. The extensions can last 3-5 months, depending on hair texture, hair care and how fast one's hair grows.

"You'll forget what your real hair is like," Elisha said.

The next step in Kelly's makeover was Blush Luxury Beauty Boutique at Lumina Station and the expertise of Lindsey Bush, makeup artist, esthetician and eyelash specialist.

Lindsey applied Kelly's eyelash extensions first (a 2-hour process) before any additional makeup applications. She individually glued each extension to Kelly's natural lashes, using her "secret weapon," pharmaceutical grade glue that she has found through much trial and error to be the best yet (she wouldn't reveal her secret). Lindsey also uses a variety of lash companies to create the perfect lash extensions for each individual.

After the lashes were applied, the makeup application began. Lindsey started with Jane Iredale's Liquid Minerals for Face, a liquid mineral foundation that "photographs well" and contains lots of goodies for one's skin: Q-10 for firming, antioxidants and botanicals, Vitamins C and K for pigmentation, Vitamin A, Willow Bark extract - all

blended in a gel base with two moisturizing agents.

Next, Lindsey applied a bronzer by Cargo to give Kelly's face a warm glow.

"She wanted a sun-kissed look," Lindsey said.

For the eyes, Lindsey mixed Paula Dorf's "Tinsel" and "Gold Digger" with a Trio eye color palette from Jane Iredale called "Pink Bliss." As for a new technique, she applied Laura Mercier's brown copper eyeliner to the inside of Kelly's top and bottom lash line to make her eyes look even bigger. Thickening and Building mascara was applied on the bottom lashes only (no mascara was needed on the top lashes because of the extensions).

"She has brown eyes, so the colors I picked make her eyes pop - gold and plum colors bring out her eyes," Lindsey explained.

For the lips, Lindsey chose Paula Dorf's Antique lip liner with Laura Mercier's Garnett lip color. The finishing touch was Apricot Fizz lip gloss from Jane Iredale.

"She wanted a glamour look but also to look very natural," Lindsey said. "So I accentuated her eyes and features with darker shades, but didn't go overboard." It took Kelly a few hours to adjust to her new glamour girl look, but by the time her photo shoot was complete, she was ready to hit the town for Focus on the Coast's Girls Nite Out! (For more details, check out the story on page 112.)

Coordination & Styling by: Jess James

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