

Beauty "Shop" Talk

You don't have to wait until your next trip to New York or Los Angeles to shop like a star! Premiere cosmetics line BECCA and eyelash extensions XTREME LASHES worn by such top celebrities as Cameron Diaz and Ivana Trump are now available right in the Madison area.

Australian makeup artist, Rebecca Morrice Williams, founded BECCA cosmetics out of her own frustration "Why is it impossible for women to find products that could conceal, look natural, feel weightless on the skin and last all day?" BECCA is the first cosmetics company to provide a solution for ALL complexions and skin types. And BECCA National Makeup artist Lynne Furge has gleaned her expertise from working runway shows with top modeling agencies such as Elite and Ford, to share the following advice for the busy modern woman.

With women's toiletry bags being downsized to a small, clear zip-lock baggie, the glamorous days of misting, spritzing and moisturizing on the plane are impossible. Those selecting automobiles as their form of mobility cannot possibly be hands-free enough to contour a cheek bone, so picking the ultimate travel essentials are a must for every gal-on-the-go.

Start off by protecting and nourishing your face with BECCA Luminous Skin Colour. Packed with vitamins A,

B, D, and E plus a UVA/UVB block of 20+, this product is your sunscreen, moisturizer and makeup in one bottle. It tightens and evens the most sluggish traveler's skin and fits the airline regulations in a sleek airtight bottle with a pump dispenser.

To oblige the 1 oz liquid rule, pack BECCA Beach Tint (available in delectably scented Watermelon and Peach), a buildable, oil-free cream stain that works perfectly on both lips and cheeks. This easy to apply formula can be applied with your fingertips or a brush for a quick pop of color!

And let's not forget the eyes. The best way to go from day to evening in any destination is with the double ended Line and Illuminate Pencil. The small liner end smudges perfectly into the lash line for definition and the chubby shimmery end makes the most excellent crème shadow with just enough glitz to compliment any skin tone and eye color. It's available in several shades, my favorite being the warm golden Madagascar.

But realistically every woman has one product that they cannot live without and this year it happens to be Eye Tint. Waterproof, sweat proof, streak proof... this gel-based shadow is the perfect taupe to take the red out of tired eyelids while looking like wearing nothing. It sets the cream Line and Illuminate Pencils if worn



Before / After

it turns in to the most immovable cream eye shadow around.

Another secret of the stars comes from a revolutionary new product that provides longer, thicker, luscious and natural looking eyelashes. Imagine long, luscious and beautiful eyelashes without the hassle of applying and removing mascara. XTREME Lashes are not your traditional fake eyelash strips—they are semi-permanent individual eyelash extensions. XTREME Lashes are applied directly to individual eyelashes for a natural look and feel and are available in various lengths and colors.

XTREME Lashes are semi-permanent. With proper application and simple, common sense care, they will last indefinitely, with touch-ups required every two to four weeks. The life cycle of most individual's natural eyelashes varies between 60 to 90 days. During this period, eyelashes naturally shed in intervals and are replaced by new eyelashes. Touch ups are quick and inexpensive and many XTREME Lashes professionals offer a package which will include touch ups at a competitive rate. ☺

Travelhost of Greater Madison acknowledges Beverly Davidson at Salon's For You 608-643-7800 for information on Xtreme Lashes and Lauren Frank at PREP Cosmetics, 608-442-3366 for information on BECCA cosmetics.