

Makeup Trends: Natural Options

By Jane Iredale

Many factors inspire makeup artists when they create the next new look: pop culture, societal attitudes, new technologies, the economy and the fashion designers with whom they partner. Beauty, a \$20 billion industry, can't sit still but must reinvent itself each season in order to keep the consumer interested.

Recreating looks from Theda Bara in "A Fool There Was" to Clara Bow's Betty Boop, *natural* was not a word women wanted to hear in the 1920s. Hollywood continued to create the new ideals of beauty from the 1930s to the 1950s, from America's Sweetheart Mary Pickford, and her dramatic friend Lillian Gish, changed the fashion from exotic flapper to wholesome girl next door.

In the 1950s, television began its influence as the first soap operas were borne with their not "so subtle" blending of entertainment and retail—an influence that still continues. The decade was distinguished by the classic beauty of Audrey Hepburn and her mesmerizing cat-eyes. Her impact on the sale of liquid eyeliner still lasts today!

The glory days of the feel-good 50s gave birth to rock-and-roll, poodle skirts and bright colors. And when fashions change, so does makeup. Sweet, wholesome

cosmetic applications matched the wholesome ideals of the American political and social landscape. The chemise was the important silhouette of the Beatles in the '60s and was further distinguished by sounding the death knell to corsets and girdles. Heavy eye makeup and pale, *matte* lipstick were "very mod." Pancake makeup ruled.

In the '70s, women began to wear pantsuits on the street. Maybelline was all the rage—red lipsticks, the blackest mascara and liquid eyeliner. The Gatsby look was in, as was the hippie trend and then followed by Dorothy Hamill's look. Loud and clashing colors were now in everyday fashion prints, from conservative to wild. Drug-related motifs, such as mushrooms and poppies, were subtly added to prints.

The booming '80s mirrored the prosperous 1950s. Defined by angles, the decade saw geometric architecture, shoulder pads and wedge haircuts. Makeup was not blended; lines were left harsh. Blush was used to contour cheeks to create angular cheekbones. Eye makeup was heavy, and eyeliner was essential for defining the lower lash line. Popular colors for clothes and makeup were turquoise, fuchsia and everything neon. Super-size reigned from Brooke Shields' super-full eyebrows to super-rich models such as Cindy, Christy, Linda, Naomi, and Claudia.

The '90s saw a backlash as the economy slowed ... Hello to grunge and "heroin chic." Waif Kate Moss in her minimalist Calvin Klein ads was the face of beauty. The bright colors of the over-the-top 80s gave way to blacks, browns and neutrals. Bobbi Brown introduced a color palette that was wearable for the woman who didn't want to look made-up but wanted to enhance what she had. For the first time, the "natural look" was now available. Brown eyes and lips became the combination of the moment, a trend that is still very much alive.

"Now reigns an era of choice."

Shimmery makeup climaxed with the gilded, glittery calves of Britney Spears at the turn of the millennium. Body jewels, Gwen Stefani's Bindi and glitter were popular not only with adolescent girls but with the 20-somethings as well.

So far in this very new decade, there is an edgy face of beauty with smoky eyes and top and bottom liner. Black and gray began the trend but plums, navy and green usurped their position. There are those who also favor makeup that is natural and sheer, with unlined eyes and mouth. Now, reigns an era of choice, where nothing looks out of date—except perhaps a pink poodle on a circular felt skirt. However, if

Chloe Sevigny wore one to an opening, fashion mavens would rave at her trendy vision.

Hollywood's influence will continue along with television and the print media. Salma Hayek, and her alter ego in the movie *Frida*, will put the Brooke Shield's eyebrow back into the spotlight. Many models at the spring 2003 shows were sporting a thicker brow, so look for cosmetic companies to promote pencils, brushes and brow gels to fill in sparse brows and to encourage regrowth.

Market Trends

Cosmetic companies are spending a lot of money in chasing emerging markets such as Central and South America. At the same time, darker complexion ethnicities in the United States, such as Hispanics and blacks, are growing and the demand for better ethnic skin tones are increasing.

Look for more cosmetic products that incorporate sunscreen and anti-aging benefits. "Anti-aging" will take over for hypoallergenic as the most sought-after benefit at the makeup counter. Ease of application and multi-tasking of products also will be prominent. The day of the "refillable" is ending as the consumer reaches for ease and convenience in a political environment that doesn't encourage

"green." Look for more lipstick pens and eye shadow sticks.

The teen market will continue to be hot. There are 13.1 million teenage girls who have approximately four billion dollars to spend. Cosmetic companies will continue to create products to help combat and conceal breakouts while bombarding them with color choices. But the kids won't be dictated to. They will choose what they like, and if they don't find it, they will make their own—hence, the creation of *Hard Candy* and the birth of green nail polish. Heavily influenced by their rock idols, it is the teenagers who are the harbingers of styles to come.

Glowing Skin

Spring 2003 fashion shows revealed a cosmetic forecast that calls for flirty, feminine looks that are soft and sexy. Gorgeous, glowing skin was seen on every catwalk thanks to light reflecting-technology infused in powders, creams and blushes. Cosmetic companies have successfully infused products with glimmer and glow without the glittery look fashionable a few years ago.

Many models sported tanned skin, as well. The famous story of Coco Chanel shocking the world when leaving a boat at St. Tropez and declaring that "a girl must be tanned" had ramifications that she couldn't have dreamed of. The "must-have tan" has taken a serious

toll on following generations. More than 50,000 new cases of melanoma are reported to the American Cancer Society each year and it's likely that many more go unreported. For those who want healthy-looking color but don't want to age faster than they have to or run the considerable risk of skin cancer, bronzing powder is back in a big way.

A trend that began in the late '90s, skin that looks young, fresh and healthy is key, and bronzers and self-tanners flew off the shelves. Luminescent makeup and glossy lips were in and still are. Everyone, even if chained to computers, wants to look as though she spent her day playing tennis.

Lips Smackers

Many designers at the spring shows added a healthy flush of color on the cheeks and complemented it with a nude mouth. Nude doesn't mean naked. Lips are still defined, but a natural color pulls focus to the eyes.

The other lip option is a pink pout from glossy to lip gloss dewy. Models looked as though they'd slicked on the Bonne Belle Lip Smackers from the 6th grade. The other "hot" pink shade is a light, muted fuchsia with a pearl finish. It's softer than Barbie but darker than cotton candy. Did I mention that pink is *in* this spring? At all costs, think pink. If you can't wear it, paint it on your nails or find a

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pair of shoes. You can't be left out because pink is the new black.

Red lips—sheer and a bit glossy—a homage to classic sirens like Marilyn Monroe, were also seen among others at Anna Sui and Helmut Lang. Red is always current and classic at the same time.

Anyone can wear it; it's only a matter of choosing between a warm or cool undertone.

“With new technology, it takes seconds to achieve coverage that used to take three products.”

Eyes Have It

The big news from the runways was big brows, so put down your Tweezermans, and pick up a short bristled, angled brush. Brows are the most important feature on the face because they frame the eye and balance its overall shape. It's worth spending extra time on them, even at the expense of something else. The perfect frame for the eyes is essential because the eyes have it again this year. Eyes are still lined but look more 1960 than Goth. Everything should be soft and smoky, with no hard edges and by all means avoid black. Very, very few people can wear it without it looking artificial and harsh. Sweep a shimmery, pastel shadow all over the lid to mute the lines. Shades

such as sheer lavenders and pink will be hot.

If you weren't born with the perfect brow—few are—here are some tips. Hold a brush from the outside wing of the nose to the outside corner of the eye and follow the diagonal up to the brow. Where that line intersects is where the brow should end. It can be longer for a thin, narrow face and shorter for a full face, but this will give you a good guide. A longer brow gives the illusion of widening the face and a shorter brow, narrowing it. Comb the hairs of the brows down so you can see where you need to fill in. Rather than use a pencil, use a brush and choose a powder that harmonizes with your hair color, a shade or two darker for very light hair and a shade or two lighter for dark hair. Don't just use one color and don't use black. Brows that are too dark are harsh and aging, and they will take focus away from the eyes. Use the powder not only to create a fuller brow, but also to extend the brow. Then use a brow gel to deepen light hairs or cover gray. As you are applying the gel, brush the hair into place. Always apply brow gels with a dry mascara brush in the other hand so you can smooth out any blobs. If needed, use a clear mascara or brow fix to keep any unruly hairs in place.

Face of Beauty

The face of beauty in 2003/2004 is luminescent, healthy skin. And I believe it's here to stay. I can't imagine, except perhaps for the few remaining geishas, there will ever be a time again when we opt for pasty white matte. Is there anybody alive who doesn't want to look more youthful? The wrong kind of makeup is aging. The right kind can take years off of a face. Makeup that looks like skin, eyes that are soft and alluring, cheeks bronzed, and lips pouty and glossy is a look that just doesn't miss.

It used to take longer to get the “natural” look than the “made-up” look. Now, with new technology increasing at a breakneck speed, it takes seconds to achieve coverage that used to take three products. And a few seconds is about all the average woman has in the morning to apply her makeup. The relatively new micronized mineral powders now available, for example, are four products in one: a foundation, powder, concealer and sunscreen. The mineral particles that comprise the powders are coated to increase sun protection and light diffusion. It takes very small amounts and easy application to get the much-desired and current runway look.

Good mineral powders are pure pigment and contain no fillers that dilute coverage and often impart a matte look. Most mineral powders have eliminated the top three

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sensitizers: fragrance, petroleum dyes and lakes, and synthetic preservatives. Application is easy. On a clean, moisturized face, dip a good quality and medium-size powder brush into the powders. Knock off any excess and begin application at the center of the face first. Work out toward the perimeter, and finish with downward strokes. Minerals will even look better as they begin to absorb the natural body oils. You can hasten this process by rejuvenating with a facial spritz. The dewy, healthy, youthful skin look will be yours in seconds.

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Consumer demands

Despite the influences of society, from pop culture to fashion and the economy, consumers have been assiduously educating themselves in what products work for them and why. At no other time have ingredient lists been read so avidly. Consumers have built a confidence in their own judgment. It's going to be difficult to persuade them to give up their glowing, healthy skin when it takes the years off and is so easy to achieve. Consumers are now dictating to the designer, and the “natural” look is going to reign for a long time.

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