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# The right beauty products can help you attain this year's trendy look

By Michelle LaFrance

## Special to NWSOURCE

When it comes to updating your beauty regimen this year, experts agree that now's the time to put forth a simple, feminine look with pops of color. It's all about letting your inner confidence shine through soft hair and makeup in natural tones, highlighted with a splash of fresh color.

### Enhance your eyes

Makeup artist Michael Bride says that bright is back and advises using just a pop of color, like a purple or fuchsia eyeliner under the eye. Bride also recommends intensifying a classic look with Shu Uemura Flare Lashes [1] (\$16) or Jan Marini [2] eyeliner (\$160), which you apply at the base of your natural lashes to enhance them (also available in a mascara, \$80).

### Go with a bold lip

Bride advises that a big, vivid color on the lips is the right decision. If you're used to maintaining a red lipstick, try a fuchsia, says Bride, but if you're active and looking for a bold lip that's easier to maintain, get a gloss in vivid red or magenta. For a truly standout lip, try Fusion Beauty LipFusion [4] in "Bloom" (\$38), which, Bride says, is still the best lip plumper he's used. "It's kind of the perfect lip balm for every woman."

### Choose natural hair

When it comes to hair, think natural, says Gene Juarez [4] senior stylist Leigh Dawson, who says subtle colors, clean cuts and wearing your hair off your face is the thing to do. If you're thinking of hair color, Dawson says it's most important to go with a color that works with your skin tone. Brown shades, she says, are the glamorous way to go right now.

### Care for your skin

For radiant, fresh skin every day, Bride recommends moisturizing daily; his choice is Giorgio Armani Luminous Silk Foundation [5] (\$58), which "photographs beautifully." Bride advises caring for your skin by wearing sunblock every day and recommends pairing Clinique Superdefense SPF 25 [6] (\$42.50) with a serum that includes hyaluronic acid, which will plump and smooth the look of your skin. To finish off your face with a pop of color, pick up a cheek stain, like Sonia Kashuk's cheek stain (\$9.99 at Target) in "Peony," and apply it sparingly with a brush.

### Translate low-maintenance hair into savings

This year's simpler cuts are not heavily textured or layered, but more about following a woman's facial features so they'll grow out beautifully. Color, as well, is easier to grow out, since it's more about balayage (hair painting) at the ends of your hair or an overall color that's natural and low maintenance. However, Dawson recommends that instead of saving money by skipping full appointments while growing out your cut, talk with your stylist about scheduling a maintenance appointment between full haircuts (she schedules 15-minute appointments throughout her day). Here, you can address the "trouble" areas of your cut -- bangs or excess weight -- so your cut can last longer while looking great. Another great way to save, advises Dawson, is to find one hair product that will achieve your everyday look on its own. She loves using **Gene Juarez Amplifying Spray** (\$24), **Curl Forming Crème** (\$21) or **Sheen Paste** (\$24) to create hydrated texture, buoyant curl or polish, respectively.

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### Article photos



**Photo:** Clinique

Clinique Superdefense SPF 25 (\$42.50) paired with a hyaluronic acid serum plumps and smooths the look of your skin.

**Photo:** Jan Marini

Jan Marini eyeliner (\$160) enhances your natural lashes.

**Photo:** Gene Juarez

Gene Juarez Amplifying Spray (\$24), Curl Forming Creme (\$21) and Sheen Paste (\$24) create hydrated texture, buoyant curl and polish, respectively.

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