

SPECIAL ISSUE!

FALL'S GORGEOUS DRESSES, BOOTS, SWEATERS, AND COATS

# allure

THE BEAUTY EXPERT

OCTOBER 2010

**BEST OF  
BEAUTY**

**232**

**WINNING  
PRODUCTS**

WE TESTED EVERY LAST SKIN  
CREAM, MASCARA, DE-FRIZZER,  
LIPSTICK, AND MUCH,  
MUCH (MUCH!) MORE

**PLUS,  
CHEAP THRILLS:  
AMAZING FINDS  
FOR UNDER \$9**

**BLAKE  
LIVELY**

Loves the Gig,  
Hates the Game

**BIG  
BREAKTHROUGHS**

Proven Age Fighters, Hair  
Straighteners, Volumizers

**LOSE WEIGHT  
BY...SUNDAE**

The Hedonist's Diet  
(It's Shockingly Effective)

**THAT'S ONE  
SEXY  
HAIRCUT**

A Face-Flattering Style for Everyone



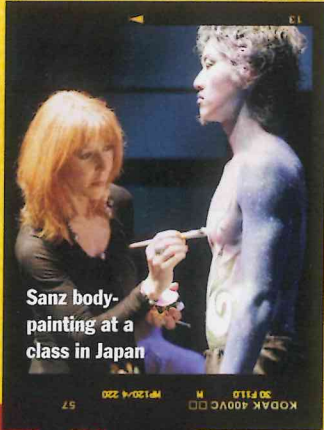
BEAUTIFUL PEOPLE

DANY SANZ

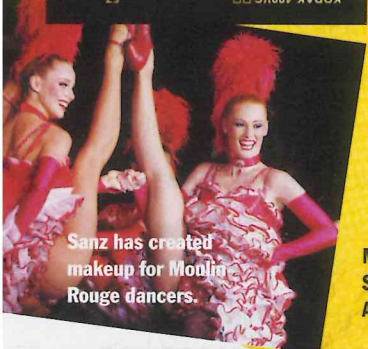
What do synchronized swimmers, cabaret dancers, and the Cirque du Soleil cast have in common? They all need striking makeup that stands up to bizarre challenges—and they've all flocked to Make Up For Ever founder Dany Sanz to get it. At art school, where Sanz focused on body painting, she began mixing makeup to satisfy her wild imagination. One pigment led to another, and Make Up For Ever was born in 1984. The line quickly became a hit among makeup artists (Sanz, who was born in Paris, started a makeup academy in 2002; she once taught rising stars Tom Pecheux and Stephane Marais). But the line wasn't a household name until 2008, with the release of HD Invisible Cover Foundation. Sanz spent four years perfecting it so that celebrities' skin would look flawless on high-definition TV and film. "I had no idea it would have a market past makeup artists," says Sanz. Today, the foundation accounts for 20 percent of sales, quite a feat considering the line's 1,399 other items. Sanz's favorite? The saturated eye shadows. "They were the first products I made, in colors no one else had," says Sanz.

—SARAH Z. WEXLER

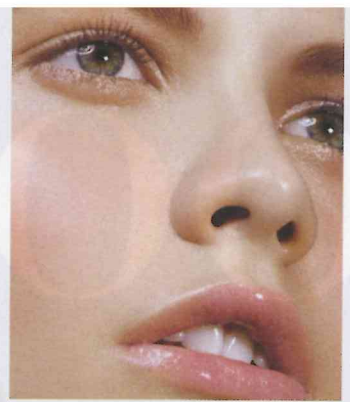
Make Up For Ever Eye Shadow in #2; below, Aqua Eyes in #0L



Sanz body-painting at a class in Japan



Sanz has created makeup for Moulin Rouge dancers.



SKIN SOLUTIONS

PEEL GOOD

When it launched in 2000, Dennis Gross's Alpha Beta Peel helped ignite the trend of at-home peels. Now, the dermatologist's Extra Strength Alpha Beta Peel has 40 percent more alpha and beta hydroxy acids to exfoliate, so it comes closer to a professional peel in two simple steps (step one is the peel; step two, the neutralizer—it's less intense than the original to further increase the potency of the acids). "The stronger peel gives better results, but also has a higher risk of irritation," says dermatologist Heidi A. Waldorf.

"However, it's well-suited for someone who has been using the original formula regularly and feels that the results have plateaued." We found that the peel's tingling bordered on uncomfortable, but it was temporary. Our skin felt softer and looked brighter afterward.

—ELIZABETH SIEGEL

MAKE UP FOR EVER PROFESSIONAL PARIS AQUA EYES

HOT PINKS

In October, beauty companies donate a portion of their sales to breast-cancer charities—Avon alone has raised a total of \$150 million; Estée Lauder, \$45 million.

—KAYLEIGH DONAHUE



**Avon Breast Cancer Crusade Sock and Foot Works Treatment, \$7.50.** A jojoba-oil foot cream that comes with socks to wear overnight.



**Clinique Great Lips Great Cause key ring, \$16.** Don't be fooled by their miniature size: The pink glosses and lipstick are as easy to use as the real things.



**Aveda Pink Ribbon Hand Relief, \$21.** Packed with eucalyptus oil, this rich lotion hydrates without leaving a greasy residue on your hands.



**Philosophy Shower for the Cure, \$20.** The shower gel produces a thick lather, and we love the crisp citrus scent that it leaves behind.



**Sonia Kashuk Brighten Your Day Cosmetic Sponges, \$5.99 for two.** Blend foundation with these sponges for an airbrushed finish, or fix midday smudges.



**Estée Lauder Pink Ribbon Collection: Elizabeth Hurley Lip Design, \$25.** Two double-ended glosses (berry and light pink in one; rose and peach in the other) that last.

**SHOPPING GUIDE:** Aveda, [aveda.com](http://aveda.com). Avon, [avon.com](http://avon.com). Clinique, [macys.com](http://macys.com). Dr. Dennis Gross Skincare, [dgskinicare.com](http://dgskinicare.com). Estée Lauder, [esteelauder.com](http://esteelauder.com). Make Up For Ever, [makeupforever.com](http://makeupforever.com). Philosophy, [philosophy.com](http://philosophy.com). Sonia Kashuk, [target.com](http://target.com).