

4 New Names To Know

Trendsetters in the worlds of health and beauty, these CA pioneers infuse their brands with global awareness and homegrown spirit

BY JENNY MURRAY HOOKS

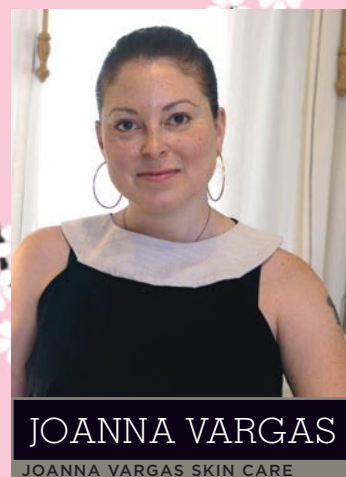


A fifth generation Atlantan, Lydia Mondavi moved to Napa Valley after meeting her winemaking husband, Rob. Founder of The Abernathy Group, a spa consulting firm, Mondavi has spent a decade formulating beauty products, and developing spas and resorts around the world. **EUREKA MOMENT** Realizing every product in our cosmetic bag should be beneficial in protecting skin from aging while enhancing



natural beauty. **SECRET WEAPON** Grapeseeds, one of the most concentrated antioxidants. **OBSESSION** Hint of Honey

Lip Treatment. **SIGNATURE LOOK** Classic. My makeup wardrobe consists of brown and champagne shades. **HAD ENOUGH OF** Nude lips. Lips always look better with a touch of color. **BEAUTY ICON** My mom, Anita Wilbanks. She represents the truth in beauty, inside and out. **PRICE RANGE** \$22 to \$52. **AVAILABLE** Neiman Marcus; 29cosmetics.com.



JOANNA VARGAS

JOANNA VARGAS SKIN CARE



Best known in New York for her Triple Crown Facial, aesthetician Joanna Vargas has been servicing those in the know one week of each

month at L.A.'s Chateau Marmont.

She's rumored to be moving westward in the new year. **TRIPLE CROWN FACIAL**

A three-step facial combining microdermabrasion with a diamond-tipped wand; a mild electric current to drain excess puffiness, tone the muscle and tighten the skin; and a 98% pure

hyperbaric oxygen facial. **WHAT'S NEW** Double Happiness—a full-body microdermabrasion and oxygen

treatment. **HAD ENOUGH OF** Neutrogena. **OBSESSION** Phyt's Fluide Contour eye

cream—eliminates dark circles and puffiness. **SIGNATURE LOOK** Laura Mercier tinted moisturizer and mascara.

BEAUTY ICON Diane von Furstenberg. She radiates happiness; she's beautiful and really embraces who she is.

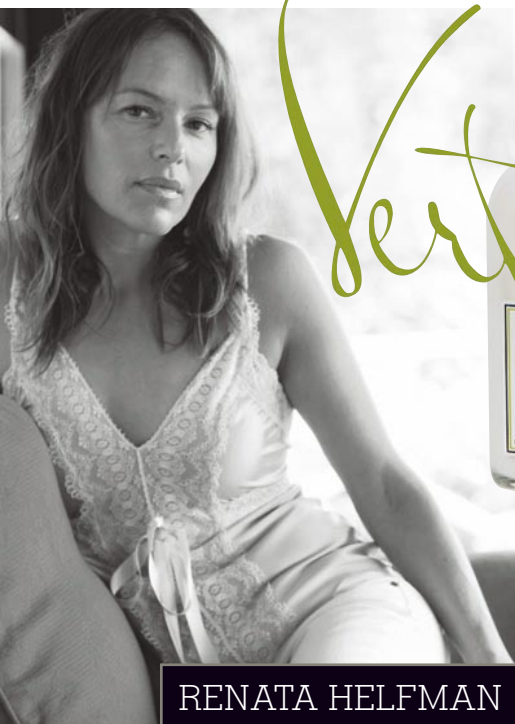
PRICE RANGE \$200 to \$900. **AVAILABLE** Los Angeles, last week of each month; 212-949-2350; joannavargas.com.

JOANNA VARGAS: GIGI KALIKA

LYDIA MONDAVI

29 COSMETICS





RENATA HELFMAN

VERT, ECO BEAUTY BOUTIQUE

Vert



Hollywood makeup artist Renata Helfman's eco-friendly outpost, Vert, brings conscious beauty to Venice's Abbott Kinney. Offering uncompromising high-end skincare, homecare and petcare, her goal is to educate (not overwhelm)—and will soon be hosting monthly classes. **WHY ORGANIC** It's made from pure love. **SIGNATURE LOOK** Simple, sexy, dewy skin and bee-stung lips. And very black shiny mascara with a smoldering eye for evening. **SKINCARE STAPLES** Sandalwood Rose Mask from Pratima, Bare Escentuals makeup, Jane Iredale under-eye concealer, Desert Mist from Arcona (never do makeup without it) and Stella McCartney's entire line. **SECRET DESIRES** Coyuchi's 600-thread-count organic sheets, Sarah Perlis' jewelry and L'Artisan scents. **WHY CALIFORNIA** Bare legs, blue skies and beach walks. **LOCATION** 1121 Abbott Kinney Blvd., Venice, 310-581-6126; vertlosangeles.com.



JOSIE MARAN

JOSIE MARAN COSMETICS

As *Sports Illustrated Swimsuit* model and former face of Maybelline, Angeleno Josie Maran has graced national magazine covers as well as the big screen (*The Aviator*). But in all that time in the makeup chair, the CA native and spokesperson for Global Green USA

says she never heard about healthier makeup alternatives functional enough to be used by professional artists. **EUREKA MOMENT** Having a daughter has led me to a whole new "eco-awakening." **OBSESSION** Argan Oil—100% organic moisturizer for skin, hair and nails. **SIGNATURE LOOK** For day—brown eyeliner and black mascara, and I always carry my Finger Paints, Lip

Gloss and Lipstick. **SKINCARE STAPLES** Epicuren Protein Mist, goji berries and lots of water. **BEAUTY ICON** Audrey Hepburn—a class act and an international Goodwill Ambassador for UNICEF. **PRICE RANGE** \$16 to \$42. **AVAILABLE** Barneys New York, S.F.; josiemarancosmetics.com.

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