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**Benefits of
mid-career
degrees**

25

Dream

**WHAT WOULD YOU
DO IF YOU COULD
DO ANYTHING?** PAGE 40

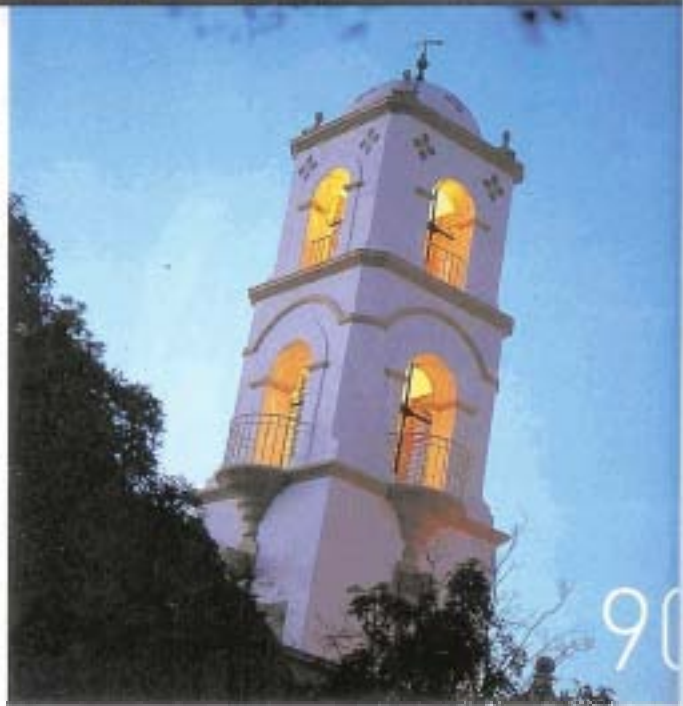
JOBS

**PACSUN'S CEO: KASAKS
SHARES HER PLAN TO
TURN THINGS AROUND**

**7 SMART WAYS TO KICK
YOUR METABOLISM
INTO HIGH GEAR**



83



90

OC Life

SHOPPING

The business of beauty 83

Makeup: How much is too much at work?
By Sheryll Alexander and Rev. Joanne Tucker

MOVIES

'No reservations'

Kitchen romance lacks key ingredients.
By David Dickstein

STAGE

'Menopause the Musical' 88

It's all about "the change."
By Kris Allen

TRAVEL

The road less traveled 90

Take a break in sleepy Ojai.
By Elizabeth Arrighi Borsting

DAYS & NIGHTS

Two weeks of sizzling summer fun 94

Theater, sports, music and more.
By Tracy Bennett

DINING REVIEW

Ti Amo 96

A feast for the eyes as well as the palate.
By Patrick Mott

LUNCH BREAK

Thanh Restaurant 100

Home-cooked Vietnamese.
By Julissa McKinnon

HEALTH

What to eat 110

The best, and worst, menu choices.
By Linda Melone

FITNESS

Kick up your metabolism 114

Seven ways to boost your burning power.
By Linda Melone

TRACTION

Kia Sedona 118

A minivan worth another look.
By Kim Reynolds

CLICK

Virtual house hunting

Find your house on the web.
By Kim Komando

BEACH BUZZ

A dream job

Four ways to find yours.
By Kedric Francis

Special Sections

Commercial Property

Education & Careers

Dining Guide

Neighborhoods

Inland Empire Spotlight

Image & Success

Marketplace

Ad Index

OCC LIFE



SHOPPING

Business makeup

How much is too much, too little and just right?

By Sheryll Alexander and Rev. Joanne Tucker

29 Cosmetics are made with a unique "grape seed age-protecting formula." Grape seed oil is known to protect skin from free radicals, environmental toxins, and aging (29cosmetics.com).

Makeup can be a sensitive subject for business-women. Societal beliefs say, "Apply too much and you may be seen as clownish or promiscuous. Apply too little and you don't care about yourself and your looks." So, what is the right amount of makeup for work?

Three makeup specialists – one from a famous wine family and another a makeup artist to A-list stars – come together here

to share their thoughts on how to get the perfect business look with ease, trendy colors and a bit of technology.

"When you utilize makeup to enhance your natural beauty, you can wear makeup daily in every environment," says Lydia Mondavi, who designed 29 Cosmetics (29cosmetics.com) after a decade formulating luxury spa and beauty products.

"We believe knowledge is beautiful and every product in your cosmetic bag should be beneficial to your skin," says Mondavi,

who is married to Rob Mondavi of the Napa Valley wine clan. 29 Cosmetic products are made with a proprietary "grape seed age-protecting formula." A byproduct of the winemaking process, grape seed oil is known to protect skin from free radicals, environmental toxins and aging.

"When applying your makeup for work, think classic, think stylish, think natural," says Mondavi. "It is important to take pride in your natural beauty."

We tried a few products from the 29



Rosie Jane cosmetics were created specifically to make daily makeup applications simple.



Bare Escentuals' "swirl, tap and buff" technique results in an all-day, natural looking glow.

line with excellent results. Although every product has the slight smell and taste of a good Chardonnay, we found the lipstick, lip gloss, eye shadow and lip pencil went on super smooth and imparted the ultimate in moisture, definitely erasing lines and wrinkles. 29 Cosmetics can be found at Neiman Marcus in Fashion Island.

Aussie native Rosie Johnston, an L.A.-based makeup artist for A-list celebrities, says makeup is "absolutely necessary" as part of a business wardrobe. She says going to work without makeup is "kinda like not having on shoes." But don't think she spends lots of time and uses tons of products to have a professional look.

In fact, her Rosie Jane cosmetics (rosiejane cosmetics.com) line was created specifically to make daily makeup applications simple with just four products: eye defines (liner), cheek gloss (blush), eye hints (shadow) and lip dew (gloss).

Johnston recommends starting the day by washing your face and applying some tinted moisturizer. Then, it just takes a few seconds to add some color with her cheek gloss gel, which can also be used as lip color. "Color makes you look like you are actually awake," she says, chuckling. Next, she says, curl your lashes and throw on some mascara. "That's all you need."

We were pleased and surprised to find all four products in the Rosie Jane line are

made with working women in mind. The dual purpose cheek/lip gloss and eye hints shadow gives lots of color without being too audacious. They also go on using just your finger and each one includes a tiny mirror for on-the-go applications.

Ever have problems getting your eye liner just right? Rosie Jane's "eye defines" are technical marvel. The slanted tip gives soft, subtle color and is most easy to apply. For extra gloss, try Rosie Jane's "lip dew" in elderberry. This brownish-pink gloss is subtle enough for professional occasions.

All Rosie Jane products are small and light enough to carry around in your purse. Rosie Jane cosmetics can be found online and at Anthropologie in Fashion

Island and the Irvine Spectrum Center.

And what about foundation? Ever wonder about those TV infomercials pushing natural mineral makeup? We decided to give mineral makeup a test by trying out a Bare Escentuals kit (bareescentuals.com), which has been making foundations with 100% natural minerals since 1976.

What's the verdict? We love it. The "swirl, tap and buff" philosophy of applying transparent and naturally-tinted minerals from the Earth is a quick, easy, even a healthy way, to get all-day face coverage.

"Business women need to know natural mineral makeup actually looks better 5-7 hours after applying," says Christina Choi, the company's national makeup artist. She says that while traditional liquid foundation congeals on the skin after a few hours, mineral makeup actually works with the natural oils in your skin to continue looking soft and subtle.

We agree. After swirling, tapping and buffing on several layers of the powdered minerals, we were impressed with the natural-looking coverage. Several female friends noted how "relaxed and good" we looked that day even though they didn't know we just tried a new makeup. **OCM**

Mother-daughter team Sheryll Alexander and Rev. Joanne Tucker are lifestyles writers from Costa Mesa.

Get a "makeunder" at South Coast Plaza

Mineral makeup company Bare Escentuals is hosting a grand opening at its new South Coast Plaza boutique on **Saturday, Sept. 15 from 11 a.m. to 5 p.m.** Three of the company's professional makeup artists will perform "makeunders" on participants and demonstrate Bare Escentual's fall makeup collection. Bare Escentuals,