

Mad Masks: A-Listers' Aid

The category overtakes moisturizers in popularity and promises instant results for screen time and the red carpet **By Merle Ginsberg**

HALLOWEEN IS OVER, BUT MASKS (OF the prestige skin-care variety) still are scaring up big sales — up 60 percent in the U.S. since 2013 — knocking moisturizers out of the top slot. “Facial masks have been the driving force behind skin-care growth for the past year and remain strong for the coming season,” says Kelly St. John, vp divisional merchandise manager at Neiman Marcus. Global market research firm NPD Group reports masks made \$65.5 million in 12 months in the U.S., and sales jumped 127 percent in one year for Amorepacific Corp., the largest cosmetic company in South Korea, whose market has been driving global skin-care trends for the past five years. U.S. and European brands have swiftly masked up: Dermatologist David Colbert just launched Illumino Anti-Aging Brightening mask, Epicuren sells masks that include probiotics and silver ions, and masks made of everything from black tea and ginseng to

rice and even broccoli are proliferating. Also popular: rubber masks (which started as a spa treatment and now are becoming an at-home option); splash masks (which are applied post-shower, then patted into skin); and sheet masks (paper, fabric or gel masks infused with anti-aging ingredients). This mask mass movement is why Estee Lauder bought four-year-old Hollywood-based mud mask company GlamGlow for reportedly upward of \$90 million. Neiman Marcus “placed us right next to Dior, Chanel and La Mer” in 41 of its stores, says Glenn Dellimore, who with wife Shannon created the formula in 2010 for actor friends craving a quick glow for onscreen and red carpets; now Jennifer Aniston and Jay Z use it. Explains Estee Lauder group president John Demsey about its purchase, “The mask market grows 5 percent per year, and it’s now a \$1.4 billion business globally.”

Colbert MD Illumino Anti-Aging Brightening Mask; \$110, colbertmd.com



of Grey. Was it worth it? Says Dubroff, “Dakota loved it, and social media went crazy over it!”

22 Felicity Jones' Persimmon Pout

WHEN *Palm Springs International Film Festival* on Jan. 3
WHY IT MATTERS An orange lip helped Jones transform from ingenue to edgy young player.

MUST-HAVE PRODUCT Dior Diorific Lipstick in Dolce Vita

... Dior celebrity makeup artist Sabrina Bedrani knew as soon as she saw *The Theory of Everything* actress' navy-and-black Monique Lhuillier gown that a bold lip was needed. She went right for Dior's Diorific Lipstick in Dolce Vita, which coupled with a textured French twist (courtesy of Alex Polillo) became a standout look. “The pop of orange-red was more fun and modern than classic red,” says Bedrani. She complemented the striking lip with shimmering pink shadow and fully lined eyes to make them stand out “without being heavy.” The look — a departure from the 32-year-old's pale pink lip and subtle smoky eye during awards season — was one of Jones' personal bests, according to beauty bloggers who compared Jones to Lupita Nyong'o for impeccable red-carpet style.

23 Emily Blunt's Edge

WHEN *Sicario's Sept. 14 New York City premiere*
WHY IT MATTERS Blunt, whose *Sicario* role is garnering awards buzz, consistently delivers unexpected red-carpet style choices, making her one to watch, both onscreen and off.

MUST-HAVE PRODUCT Bobbi Brown Rich Lip Color in Crimson

... To get a beauty look worthy of her avant-garde Ulyana Sergeenko quilted blue dress at the New York *Sicario* premiere, Blunt, 32, called upon L.A.'s three Streicher sisters, who own Striike salon in Beverly Hills. The goal for makeup artist Jenn and hairstylist Ashley was a “sleek and modern” look with “minimal hair and makeup to keep it fashion-forward,” says Jenn, who used a deep berry Bobbi Brown lipstick on her longtime client (they shared a cover of last year's *THR* Beauty issue). Says Blunt, “We always come up with something fresh and edgy.” Ashley pulled the star's hair into a knot at the nape, “but not a bun,” she says. “That would be too precious.” Brow guru Kristie perfected the actress' “strong, naturally beautiful” brows. The beauty of working with these three pros (Kiernan Shipka and Lily James are both clients), says Jenn, is that they offer a “similar aesthetic, and we can communicate very honestly about a look.”

faux lashes for the resulting “fluttery lash and sun-kissed skin” that had a “sweet, cool surfer-girl vibe.”

20 Kerry Washington

at the Emmys
WHEN *Sept. 20*
WHY IT MATTERS Soft, subtle hair and makeup allowed the *Scandal* star's Marc Jacobs dress to shine, creating the strongest look at the 2015 awards show.

MUST-HAVE PRODUCT Neutrogena Triple Moisture Silk Touch Leave-In Cream

... Makeup artist Carola Gonzalez explains that Washington's dress “called for simplicity” because of its intricate detailing. “So I kept the makeup to a bare minimum, especially on the eyes,” save for multiple coats of Neutrogena Healthy Volume Mascara on top and bottom lashes. Hairstylist Takisha Sturdivant-Drew took the same approach, opting for a faux bob that would show off the bold shoulders of the chainmail-inspired frock: “It was a modern twist on the Roaring '20s,” she says. To avoid a “forced” look, she left strands loose and kept the style frizz-free with Neutrogena Triple Moisture Silk Touch Leave-In Cream. She also gave Washington golden brown highlights to “be a great balance to the dress.” Says Washington of her team, “What's fun about a red-carpet moment is that we really work together to make sure that it works from head to toe.” Though the media buzzed, nothing topped the praise Sturdivant-Drew

received from Washington, 38: “She told me, and also sent a text expressing, how she loved her hair as she left for the red carpet. There's no better feeling than that.”

21 Dakota Johnson's

Eye-Popping Orange Shadow
WHEN *The Sept. 14 Black Mass premiere at the Toronto Film Festival*

WHY IT MATTERS Johnson's makeup artist, Pati Dubroff, drew inspiration from iconic '70s brunettes, using a bold peachy-orange shadow that wow'd.

MUST-HAVE PRODUCT Chanel Illusion D'Ombre Eyeshadow in Rouge-Gorge

... “I was looking at photos of brunettes from the '70s, specifically Jaclyn Smith and Anjelica Huston, and I kept seeing orange makeup,” recalls Dubroff about what prompted her to reach for a vivid peach eye shadow in her kit. She brushed Chanel Illusion D'Ombre Eyeshadow in Rouge-Gorge from eyelid to brow on the 26-year-old, who was wearing a floral Alexander McQueen gown. The pop of orange against Johnson's flawless complexion with a soft lip was an acclaimed “peaches and cream” moment. Says Johnson: “That was something new for me. Pati made me feel fresh and like I really belonged in that dress.” Dubroff, who usually accentuates the actress' mouth (“She likes her natural lip bumped up a few shades, so I had to convince her to go softer on the lip”), veered from what worked so well earlier this year while promoting *Fifty Shades*

