



Lori Rubin and Katherine Schwarzenegger

The Real Mom's Guide to a **RED CARPET MAKEOVER**

Photos by Benny Haddad



Long time makeup artist Lori Rubin has been getting celebrities ready to hit the red carpet for their big award and movie premiere nights for years, as well as many brides for their glorious day.

Important as the evening events are, Lori does not want the moms and working women of the world to feel left out. She works hard to show women how to make themselves look 10 years younger instead of the unintended (but often achieved) 10 years older. Makeup applied the wrong way can do just that.

As a Beverly Hills makeup artist for many years, she has worked on all types of women, men and teens to get their look right for whatever the occasion might be. For men, it is mostly working with their eyebrows.

Spring is here and summer is around the corner. Therefore, Lori has taken time out of the red-hot season to help WM readers prepare for the change in weather with tips on the latest beauty trends.

Lori Rubin guides the way:

I have found the “best of” in different lines of makeup and skin care to create a palate of products to work perfectly on the masterpiece that is YOU.

Of all the things I have learned, the most relevant seems to be that while makeup enhances the beauty of our faces, it’s ultimately washed down the drain while our skin is here for life. It is best to have a canvas (skin) that will shine all on its own.

To maintain healthy skin, have an age appropriate skin care regimen. For skin over 35, a good high quality glycolic skin care line works best. I think some of the best results come with Jan Marini and Peter Thomas Roth. Jan Marini has an Age Intervention Regeneration Facial Mask that really helps with your skin’s texture.



Peter Thomas Roth has a facial skin tightener called Instant Firm X which you can feel working within a minute.

Before applying your makeup:

1. Apply Instant Firm X
2. Leave on around 3 to 5 minutes
3. Rinse, moisturize and you are ready to get your makeup started.



A PUNCH OF VITAMINS

Jan Marini has an unbelievable skin vitamin packet called C-estamins. They are pre-packaged for daily use for 30 days. I personally feel the skin on my face is tighter when I take this product consistently.



PROTECTION

We've heard it over and over... “Don't forget the sunscreen.” Peter Thomas Roth has many different kinds of face protectors. I personally love his Unwrinkle Day SPF 20. Pricy? Yes, but it’s also a skin treatment. (There are many different formulas that are cost affordable.) Remember your neck is part of your face. I am also a huge fan of Jan Marini’s Antioxidant Daily Face Protectant SPF 30. It is waterproof and smells fresh.

THE BODY

Many often overlook the skin on the body, but as you get older you will realize how important it really is. Take care of it before it’s too late! I use Jan Marini Bio Glycolic Resurfacing Body Scrub for a super clean buffing of the bod. IT’S SUPERIOR!



SPRING AND SUMMER IN A NUTSHELL
BRONZER, PINKS, AND CORAL COLORS
SHIMMER AND GLOW!



I use either Dollface or Flush Natural cheek stain by tarte all over the cheekbone. I also love Stila’s Eye Prime Pot in Carmel for the eyelid, followed by eye shadows from tarte.



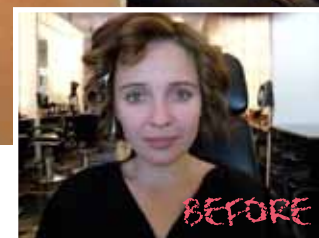
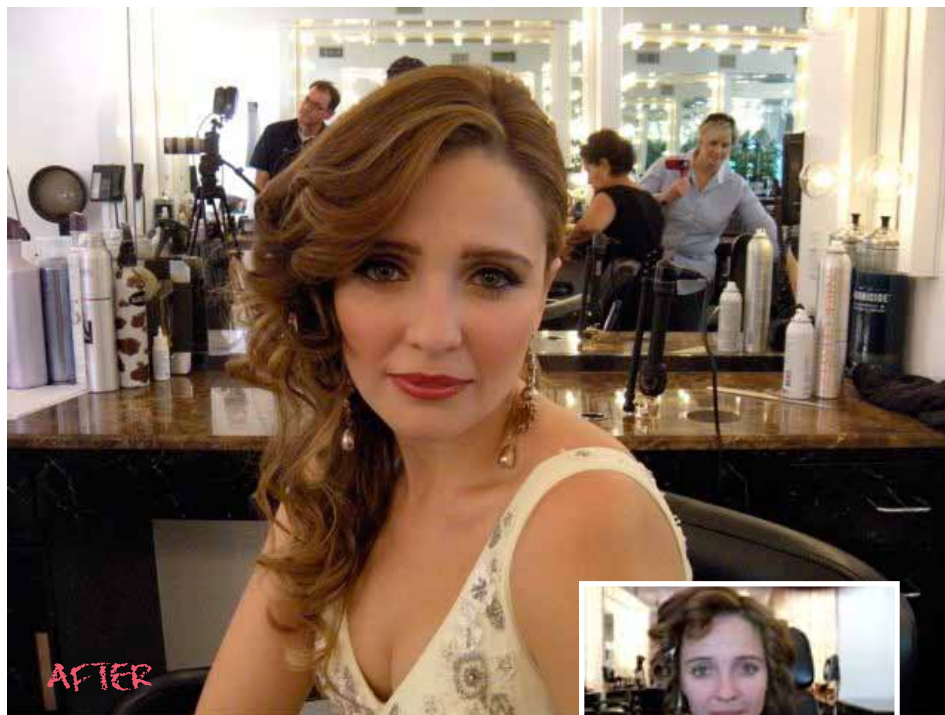
FROM START TO FINISH

In the Red Carpet makeovers, I used a combination of tarte, Stila, Peter Thomas Roth and Cover FX. Start with Conceal FX under eye concealer with their #110 conceal brush. Then use Brite Prep FX, which is a skin primer for the rest of the face. This primer has a glow-y sheen and the added bonus of SPF 50. If you do not appreciate the glow, you can use their Clear Skin Prep product to make your makeup last all day. Cover FX also offers a variety of foundations and powders that feel light and lovely on your skin.



Peter Thomas Roth's Unwrinkle Foundation with SPF 20 is gorgeous on the skin and acts as a treatment. Then use tarte's bronzer in Park Ave. Princess on cheekbones, across the nose, forehead and chin for a "breezy summery, not trying too hard, but I'm a goddess" look.

Next, I am crazy about tarte's Smooth Operator Amazonian Clay Illuminating Serum on top of the cheekbone and onto the apple of your cheeks. This will give you a youthful glow, especially at night out on the town. When the light hits your face the serum lights up those cheekbones.



I then use either Dollface or Flush Natural cheek stain by tarte all over the cheekbone. You can stop there for a gorgeous, fresh, dewy look, or use one of tarte's Amazonian Clay 12-hour blushes that come in eight different shades, to keep your blush on for a long lasting effect.

If you want to tame the shine, dust your face with tarte's Smooth Operator Amazonian Clay Finishing Powder. It actually makes your pores and wrinkles look smaller and makes your skin feel silky soft.

Tarte just came out with a bronze colored Amazonian Clay Finishing Powder just in time for summer. These powders can be used on dry, normal, and oily skin.

For eyes, I used Stila's Eye Prime Pot in Carmel for the eyelid, followed by eye shadows from tarte.

There are a number of shadow kits and colors that are so perfect for the spring and summer season. Colors range from matte to shimmer and the consistency is easy to work with! I especially love to use their bronze shades. Tarte also has an amazing Amazonian Clay

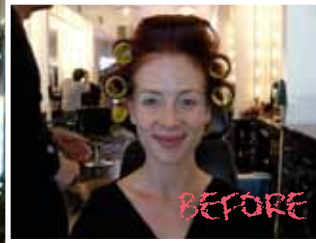
Liner. It comes in a pot and is packaged with an eyeliner brush on one end and a smudge brush on the other. BRILLIANT!!! A perfect line on the top lid is essential. Extend the line a bit past your eye and up to give your eye a slight lift. For the underline, they also have a bronze liner and brush.



I AM A FAN OF BIG LASHES

To make your lashes LOOK bigger use mascara, to MAKE your lashes bigger—there's Neulash. It works! I have used many other lash growing serums and this worked the best. They also just came out with a brow growing serum that will thicken up your brows called Neveau Brow. Exciting!





illumination Lip Gloss. This gloss is made with medical-grade lanolin to cure dry lips. It has an LED lighted wand and mirror on the side for convenient application in any light. Pure Illumination can be found on www.CozyFaux.com For a shimmery glossy lip, Stila has a gloss called Sunlight. The name speaks for itself.


CLEAN UP

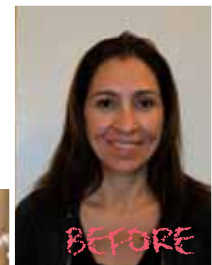
It is the end of your big night out. After cleansing your face, treat your skin to the silkiest feeling you will ever feel: PURE MARACUJA OIL. Tarte has developed this oil that will rejuvenate and restore any and all skin types.



tarte can be found at Sephora, QVC or tarte.com.

Most of all, have fun and shine. Lori can be found at the Nick Chavez Salon in Beverly Hills. For an appointment, call 310-247-1838. You may also reach Lori Rubin at www.LoriRubin.com.

In "The Red Carpet Makeovers," hair done by Nick Chavez. 



I use tarte's multiEYE natural lash enhancing primer and multiEYE natural lash enhancing black mascara. The primer is white and goes on first. Then you put the black mascara over it and your lashes become huge.

If two products for your lashes are too much, tarte also has a single mascara called Gifted Smart Mascara which will make your lashes big and beautiful. Having said that, I can't deny that Maybelline, too, is up there with the best. One on One and Falsies mascara are neck and neck compared to most others.



One Step. Use either Pop of Pink or Coral all over your lips. This base will keep color on your lips long after the lipstick wears off. They also have brown shades for a more natural look. Tarte offers a variety of their LipSurgence natural lip tints and mattes. They can be used as a pencil and a lipstick. Let your

natural beauty shine. If you have dry or chapped lips, you will love Pure



LipSurgence Natural Lip Tints & Mattes by tarte

REMEMBER YOUR BROWS

Have them professionally shaped. If you are tweezing at home, try doing it after a hot shower. The hair will come out easier.

- ▶ For lighter brows fill in one shade darker.
- ▶ For darker brows fill in one shade lighter.
- ▶ Or simply match your hair color.

PUCKER UP

I cannot say enough about lips. Start out using tarte's fRxTion, a natural sugar exfoliate and lip balm in one. Follow up with Stila's lip base with a color called

