



BEAUTY

WITH AMANDA BARRETT | ABARRETT@SUNTIMES.COM



MAGNOLIA MAGIC
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IT'S A BEAUTIFUL LIFE

Style expert talks latest products and trends

If you want the dish on the edgiest cosmetic products, there's no one hotter to quiz than Jenn Falik, a style and beauty expert who has dished advice on a slew of national talk shows ("The View," "Today").

A publicist at Allison Brod Public Relations in New York and with great access to beauty insiders, Jenn recently landed a high-profile gig as the "Beauty BFF" on *Msn.com*. Here she shares some up-to-the-minute tips:

Q. Tell us about your new show on *Msn.com*.

A. "Beauty BFF" is a look inside my world living and breathing all

things beauty (not a bad word to wake up in every morning). Talking to my favorite experts to learn their tips for mastering different makeup, hair and skin techniques, and each episode ends with my must-have product picks. I see so many new products every day, this is where I get to share the scoop on the ones I use and love. We just filmed an episode that will go up in a couple weeks about getting Sarah Jessica Parker's signature look—I did a complete makeover on myself and couldn't get over the result.

Q. What are some of the must-haves for summer?

A. A glossy bright pink lip—my

favorite is Nars Easy Lover. And for a quick fix, temporary faux glow, I love L'Oréal Paris Sublime Bronze One Day bronzer for face and body. It doesn't rub off on your clothes, and you can customize the perfect shade every time. Darphin Hydraskin Essential is an amazing new potent yet lightweight moisturizer. And Stila Smudge Stick Waterproof Eye Liner pencils are the best. I am obsessed with liner right now—and these glide on nice and soft, but they don't budge.

Q. What is the biggest makeup mistake women make?

A. They forget to wear blush! We have all been so obsessed with bronzer for the past few years, we forget how important blush is to polish off the look. It is amazing how much of a difference a dab of blush can make on the apples of the cheeks. You look younger instantly. I am loving Jouer Cosmetics Blossom blush—It is a coral-y, peachy pink that looks good on everyone.

Q. It seems to me that if you have great-looking skin you are halfway home in terms of making your makeup look great. How important is skin care and what are some great products you've tried lately?

A. Taking care of your skin definitely makes it much easier to do your makeup flawlessly in a few minutes every morning. I recently discovered the wonder of Retinol—I love SkinCeuticals Retinol .5. When I put it on before bed, I wake up with the softest skin ever. I also love the 3Lab Perfect Cleansing Foam—it has just the right balance of exfoliation and hydration—I used it every day in the shower. Right now, I am loving Priori Idebenone Eye Serum.



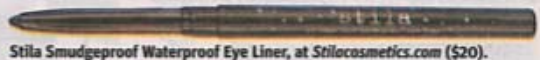
Jouer Cosmetics Blossom Blush is perfect for summer. It's \$24 at Jouercosmetics.com.

Darphin Hydraskin Essential, \$50 at Darphin.com.

Blow Faux Dry, a dry shampoo, \$20 at Beauty.com.



NARS Easy Lover lip gloss, at Narscosmetics.com (\$24).



Stila Smudgeproof Waterproof Eye Liner, at Stilacosmetics.com (\$20).



Cle de Peau Concealer (\$70) at cledepeau.beaute.com works wonders.

It has an AHA, idebenone and vitamin A complex that gives you results in a matter of weeks.

Q. This summer: matte or dewy foundation?

A. Somewhere in the middle, I would say. Because often when women hear "matte" they go way too heavy on the foundation to get that opaque finish. I have always been a tinted moisturizer girl—my go-to is from Jouer in Golden. Then if I think I need a little more coverage, I will layer Tarte ReCreate Silicone-Free Primer underneath.

amassed quite a collection of dry shampoos. My favorites right now are Blow Faux Dry (the perfect lightweight refresher), Oscar Blandi Dry Shampoo (the most amazing Lemon Verbena scent) and recently I became enamored of an old drugstore classic, Passast.

Q. Which products do you use to achieve a flawless face?

A. First up, Tarte ReCreate Primer. Then, Jouer Luminizing Moisture Tint in Golden. I use YSL Touche Eclat on the "marionette" lines on either side of my mouth and in the inner corners of my eyes for



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