

MAGAZINE salon

THE BUSINESS OF BEAUTY AND STYLE

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STRATEGIES

MAXIMIZE SALON PROFIT
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RED LIPS

WHEN TO WEAR THEM:

"Red is to cosmetics what black is to a wardrobe," says Debbie Bondar, president and CEO of Faces Atelier. According to Bondar, the J.Lo-dewy neutrals of the last few seasons have been replaced by different hues of red lipstick that can be worn anywhere from the boardroom to the Christmas party.

Giancarlo Intini, creative director for Pash Makeup, raves about the femininity of red. However, he does note that "people look at your mouth when you speak, and red

HOW TO WEAR IT:

"Lips are like an outfit, the best ones are layered," says Bondar who suggests changing the look and depth of red through pencils and glosses. Help clients pick a lipstick that suits their colouring and then add on: red pencil for a bold look, brown pencil for depth, clear gloss for daytime and shimmer gloss for evening. For the younger set, a clear pink or orange gloss over their favourite red adds a playful shine. For the older client with dry skin, prep the lip to avoid feathering. Intini suggests setting the lip with powder or foundation. Bondar likes using liner over the entire lip and lightly applying the colour.

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ed's **HOT**

by Nancy Davis

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