

## Kicking the natural trend



Bold blue eyes are right on-trend this Autumn/Winter

Model Ksenia Kahnovich (IMG) backstage at the Derek Lam show and (inset) Tom Pecheux with Liu Wen (Marilyn). Photos Courtesy of Estée Lauder.

Lauren Esplin

**B**old blue eyes, copper lips, matte skin, bare cheeks and neutral nails ruled the catwalk at the Derek Lam Autumn/Winter 2010 show.

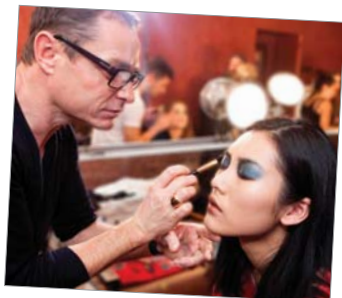
I was so excited to see this look, which strays from the minimal, natural make-up trend, while simultaneously managing to be both high-fashion and wearable.

Estée Lauder sponsored the beauty look witnessed at the runway show, which was held on 16 February this year during New York Fashion Week.

Estée Lauder's new Creative Make-up Director Tom Pecheux used some of the brand's unreleased Pure Colour Fall 2010 products to create the look.

Pecheux led a team of 15 artists who were responsible for the models' make-up, while famed manicurist Jin Soon Choi and her team polished the models' nails.

"When Derek showed me the



fabrics that inspired his Autumn/Winter 2010 collection – bold and muted tones mixed with earthy pigments including terracotta, greens and browns – I thought the make-up shades should be complimentary. So we chose a blend of bold blue shadows on the eyes, shimmering copper lips, and flawless, matte skin created with a light foundation -- an on-trend beauty preview of what we will see for Autumn/Winter 2010," Pecheux said.

[email Lauren to make a comment](#)

## industrynews

### Aussies want to look better than they smell

A worldwide survey by Datamonitor has revealed the majority of consumers in the Asia-Pacific region prioritise looking good over smelling good when compared to consumers in other regions, such as the Middle East.

According to the market analysis company, consumers in the Asia-Pacific region also spend only half as much as the average global consumer on personal care items.

However, the survey also noted that the Asia-Pacific market was valued at just over US\$4bn in 2008, suggesting that things are far from dismal for industry players.

### MAC's video: must-see

Brand movement specialists, We Are Plus, and cosmetics conglomerate, MAC, have collaborated to create a compelling brand film.



The beautiful and artistic film titled, MAC's Spring Colour Forecast collection, runs for 3:35 minutes.

Creative Director Jeremy Hollister said of the film: "MAC is revered worldwide, and we feel that a great deal of credit goes to their diligent, innovative use of brand films in ways that make their marketing extremely effective."

I recommend people in the industry view the film, as it is both creative and inspirational.

Please [click here](#) to view the short video and let me know what you think.

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# A truly beautiful experience ...

Lauren Esplin



Yvonne Gemmell

When you combine a handful of eco-celebrities, including Miranda Kerr's personal yoga instructor, a weekend away in a gorgeous location and a leading natural skincare brand, you get *Your Organic Experience*.

*Your Organic Experience* encompasses a series of wellbeing retreats led by the Natural Green Chemistry Company (NGCco) and celebrities designed to showcase the benefits of leading an organic lifestyle.

NGCco founder, Yvonne Gemmell, and celebrity yoga instructor, Charlotte Dodson, believe in leading an organic lifestyle.

"We wanted to introduce a complete organic experience and educate consumers on what certified organic means. Our wellbeing initiative is for everyday living. We want to encourage guests to make healthier choices," said Gemmell.

Dodson agrees: "Yoga helps us to find that balance in life and make healthy choices."

According to Dodson, yoga can also make you more beautiful, and judging by her supermodel client Miranda Kerr, it must.

"Miranda truly understands the philosophy behind the practice



Charlotte Dodson

of yoga, knowing that it's about more than creating a body shape. Our true beauty comes from within, an inner joy and a radiant glow that starts from the inside and shows beautifully on the outside of our physical being," said Dodson.

Located on an old dairy farm in the picturesque Blue Mountains, the eco-luxe accommodation and amazing activities list are sure to encourage guests to make the right choices to improve both their inner and outer beauty.

Guests will take part in yoga classes with celebrity yoga instructor Charlotte Dodson, Shiatsu massages with Renee Zamel, interactive organic cooking with Annalise Braakensiek, hands-on aromatherapy and skincare workshops with NGCco founder Yvonne Gemmell, and performances by acclaimed choral singer Rachel Hore and famed musicians Nadav Kahn and George Byrne.

The aromatherapy and skincare workshops are designed to be involving, informative and fun.

"We plan on hosting three workshops on aromatherapy, physco-aromatherapy and cosmetics. In these sessions guests will learn the science of certified organic and plant derived oils, essential oils and extracts and their important use in therapy, memory, relationships and skincare. Our guests will be invited to experience with us the fun of making their own natural oil blend and massage oil together with a skincare product designed



The rustic eco-luxe accomodation in the Blue Mountains (above) and George Byrne. (below)



for their own skin type and aroma preference," Gemmell explained.

Dodson also believes that education is an important aspect of this relaxing retreat.

"I've been part of many retreats, but this is a unique and wonderful way to promote and educate the masses about healthy organic options that are readily available," she said.

Both Dodson and Gemmell use organic skincare products in the belief that the products improve the health and beauty of the skin.

"It is very important to the overall health of your body. Utilising, consuming or soaking up organics, reducing and/or eliminating man-made chemicals from your body as well as the environment is certainly a positive step by mankind," Gemmell claimed.

Furthermore, according to Dodson, leading an organic lifestyle, which can be achieved by practising yoga, also improves skin condition.

"With the skin being our largest organ, breathing techniques and postures in yoga helps to purify, cleanse and detoxify the whole body, above and beneath the skin. It also helps with anti-ageing and wrinkles!"

Gone are the days of quick fixes and naive clientele. *Your Organic Experience* takes a holistic and educated approach to beauty, which is something the modern consumer is demanding.

To book online or for more information [click here](#).



George Byrne

[email Lauren to make a comment](#)

## { Little Black Beauty Book

Featured Product

### FOR LIPS GOOD ENOUGH TO EAT

Lanolips Lip Ointment SPF has released a rhubarb shade to join its lip ointment range.

The product has a luxurious, hydrating finish and is made from medical grade lanolin, vitamin E, pure pigment and natural oils.

Since its launch in May 2009, Lanolips has grown a legion of fans including Miranda Kerr, Kristy Hinze and Catriona Rowntree



RRP \$13.95