

THE BEAUTY EXPERT

# allure

FEBRUARY 2013

## Pucker Up!

*The Sexiest New Lipstick Looks*

## Thicker, Longer Lashes

Mascara Innovations and Tricks  
**PLUS: When to Go Waterproof**

## Awesome Curly Hair

Bouncy Cuts, Beautiful Styles,  
And Editor-Tested Frizz Fighters

**Carrie Underwood**  
Lets Down Her Guard  
(Finally!)

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02>



**Sparks Will Fly**  
Lusty Secrets of Seduction



Smell THIS

## Italian Stallion

Designer Roberto Cavalli isn't known for subtlety (read: animal-print everything). But his new scent, *Just Cavalli*, with neroli and tiare flower, is surprisingly understated. Three fragrance experts weigh in. —ALEXANDRA OWENS



*"There is a real delicateness at the end, like light orange blossom without the greenness—just the softness of the flower."*

—Laurent Delafon, cofounder, United Perfumes



*"This is an updated version of the retro big white floral scent. It's really creamy and woody."*

—Paul Austin, CEO, Austin Advisory Group



*"I like the balance between the floral and the oriental. In the beginning it's strong, but not overpowering."*

—Sheherazade Chamlou, VP of sales and marketing, SGD North America

## BRIGHTS IDEA

Ziggy Stardust eye shadows, lip gloss so vibrant it could stop traffic, a blue mascara that actually looks blue on your lashes—makeup this bright is common at fashion shows, but not so much at your local beauty counter. Now Bellápierre, a mineral-makeup line from the U.K. that's newly available here, offers color kits that include pigments in a rainbow of high-wattage hues plus clear lip, eye, and nail bases so you can mix your own shades. A few pointers: The colors are intended to be intense, so for a refined result, use a very light hand; mixing can be messy, so work over a paper towel; and always clean your brushes with makeup remover between pigments to prevent everything from turning muddy. Pot of gold sold separately. —CATHERINE Q. O'NEILL

# 50%

of women say they feel sexier the moment they apply eye makeup.

—ALLURE.COM POLL

THE SCOOP

## Grow Getter



**THE NEWS:** Elizabeth Arden partnered with Miami's Bascom-Palmer Eye Institute to develop Prevenge Clinical Lash + Brow Enhancing Serum. Their joint study posted impressive results: 70 percent of participants experienced denser, silkier lashes and fuller brows after six weeks of daily use; 100 percent reported improvements after the full 16 weeks.

**HOW IT WORKS:** Sweep the clear serum, spiked with peptides and vitamins A, E, and C, along the base of the lashes or on sparse areas of the brows using the microfine brush. The complex is said to augment the natural growth cycle of the hair follicle. The formula also contains fortifying conditioners and botanical extracts to prevent breakage and improve hair flexibility.

**THE VERDICT:** "The full study hasn't been released yet, but their synopsis shows impressive results in regard to length, density, and thickness of the lashes," says ophthalmologist Marguerite McDonald. "Most notably, though, there's no concern about iris darkening as there is with prostaglandin-based lash serums."

—HANNAH MORRILL

**SHOPPING GUIDE:** Bellápierre, [bellapierre.com](http://bellapierre.com). Elizabeth Arden, [elizabetharden.com](http://elizabetharden.com). Roberto Cavalli, [macys.com](http://macys.com).