

SELF



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2017

**IT'S
ON!**

**NEW YEAR'S
CHALLENGE**
28 DAYS OF FUN
WORKOUTS
+ EASY EATS



Jan/Feb 2017

THE LOOK OF
THE MOMENT IS
LAID-BACK
AND CAREFREE,
LIKE YOU DIDN'T
EVEN HAVE TO
TRY. BUT HERE'S
THE FUNNY
THING ABOUT
"EFFORTLESSLY"
GORGEOUS:
IT CAN MEAN A
LOT OF WORK.

BY BEE SHAPIRO

To see fashion publicist Lola Rykiel, 31, is to witness healthy, easygoing beauty. She has glowing skin (thanks to Katresha Divine Face Oil, \$68), a lithe form (from regular gyrotonics sessions), a hint of a tan (courtesy of her go-to Nars bronzer in Laguna, \$39), and gently tousled blonde locks—which might seem like the ever-so-slightly windblown result of regular runs along Manhattan's West Side Highway. But they're not. "Actually, I go to a hairdresser for a blowout twice a week," Rykiel admits with a laugh. "After she's done, I tell her to mess it up a bit so when people ask, I can say I did it myself. It's so silly."

These days Rykiel is far from the only woman to embrace the breezy, minimalist look. Especially within the fitness and wellness community, the fresh-faced aesthetic is everywhere: no-makeup-needed complexion, hair as sun-kissed and glossy as a toddler's, and an implied rejection of effort. By that definition, obvious makeup and perfect coifs are shunned like processed carbs.

But as anyone who's ever posted a #NoFilter selfie will attest, achieving an effortless appearance can take more time (and products, and treatments) than a bold going-out look. The truth is, "less" often requires a whole lot more, even as some of us downplay that last part. Just as six-pack abs don't happen without significant commitment and consistency, natural-looking beauty involves attention and dedication.

For many, it starts with skin care, which might mean anything from skin-plumping serums to small amounts of Botox. Marisa Yeres Gill's aim is radiance: The Brooklyn, New York-based film producer, 38, dabs on illuminating products such as SK-II Cellumination Cream EX, \$160, plus a swipe of Bobbi Brown Blush in Desert Pink, \$28,

natural beauty

(what it really takes)

and Paula Dorf Bronzer, \$32. “The bronzer has a tiny bit of glimmer, which gives my pale skin some life,” Gill says. Meanwhile, for an instantly dewy complexion, fitness influencer Lindsey Calla, 32, swears by Éminence Strawberry Rhubarb Masque, \$52. “It plumps within minutes,” she says. Others, like Deirdre Maloney, 38, a creative agency founder in New York City, have turned to more involved endeavors. Maloney gets deep-cleansing facials twice a year and microcurrent facials at least monthly. “I can’t miss my treatments—they allow me to go makeup-free for days,” she says.

Fans of the natural look have found that investing time up front can pay off in the long run. It’s especially true for women working in health and wellness. “In the boutique fitness world, looks matter,” says trainer Katia Pryce, 33, founder of the DanceBody studio and workout in New York City. (She notes that many classes, including her own, are held in front of mirrors.) “My gut reaction is to say, ‘Oh, I’m pretty low-maintenance,’” she says. “But I am totally the person who has high-maintenance habits in the name of trying to look as if I do less.”

Because she spends most of her day getting sweaty with her clients, Pryce thinks about her hairline, which is prone to frizzies. The solution? Two-hour-long, \$275 keratin hair treatments every four to six weeks. For similar reasons, Jenn Seracuse, 34, the director of pilates at Flex Studios in New York City, relies on monthly eyelash extensions: She wants to look doe-eyed while instructing. “The irony is that I do it so I can go without wearing makeup,” she says.

It’s easy enough to assume that being low-maintenance concerns only products and treatments. Not so, says Los Angeles nutritionist Kimberly

Snyder, who works with Drew Barrymore and Olivia Wilde. While some women may be wearing less makeup, she says they’re seeking those glowy results through lifestyle choices. “Beauty really does build from the inside out,” she says. Healthy hair, bright eyes, and strong nails are all created from within, she notes: “Outer beauty is a reflection of inner health. You can’t cheat that.” For her own part, Snyder takes probiotics, makes green smoothies, meditates every morning, and practices yoga. Celebrity aesthetician Joanna Vargas echoes the link between lifestyle and looking your best: “If you’re eating and sleeping well, and if you have a good skin-care routine, it will pay off.”

Happily, now that the laid-back aesthetic is so popular, there are more ways to achieve the look than ever before. Shiny, healthy-looking hair is eternally in style, but it’s key to making even the most tousled ’do sexy. NYC makeup artist and colorist Michael Angelo says a great cut makes styling easier, and he also suggests sleeping in braids or buns for easy texture. To help damaged hair reach its full potential, an at-home renewal treatment such as Shu Uemura Instant Replenisher Full Revitalizing Serum, \$58, can deliver stronger, glossier strands in minutes.

Color, too, plays a role. “Most of my clients want a natural look, but I like to call it naturally unnatural,” says NYC colorist Rita Hazan. “Sometimes I’ll do highlights that blend in so well, you’d never guess haircolor is involved at all.” Consider balayage (a painted-by-hand technique) or subtle, ultrafine “babylights,” which are achieved with foils. At home, a monthly gloss treatment will restore shine to dull hair; Hazan’s own True Color Ultimate Shine Gloss, \$26, revives color at the same time.

easy does it

HIGHLIGHTER

The easiest shortcut to dewiness: Use on eyes, Cupid’s bow, cheekbones—anywhere you want to glow.

RETINOL

The gold-standard ingredient for antiaging and clear skin. Apply it at night, then wear sunscreen every day.

AT-HOME

ALPHABET CREAM

BB and CC creams instantly smooth skin and add all-over radiance. Some even have SPF built in.

HAIR SERUM

Healthy, shiny strands FTW! Seek out formulas with ceramides to keep hair at its strongest.

AT-HOME PEEL

Glycolic or lactic acid will reveal a fresher complexion. Have sensitive skin? Fruit-enzyme peels can be gentler.

To maintain a glowing complexion, Vargas encourages her clients to start with a nourishing, healthy diet. But truly flawless skin—the kind that can stand up to minimal makeup—can mean several visits to the aesthetician a month, she says. “Great skin doesn’t have to be something you’re born with,” she adds. “Anybody can achieve it, but it does take work.” She has clients who may run around town without a stitch of foundation but who visit her once a week for her LED light bed and who book regular microcurrent facials, oxygen treatments, or exfoliation therapies.

A dermatologist can provide an even bigger assist by helping to lift, tighten, smooth, or otherwise perk up a tired complexion with in-office treatments. “I see a lot of women who are into yoga and wellness, but then they incorporate a little laser, filler, and Botox,” says Amy Wechsler, M.D., a Manhattan-based dermatologist. “It’s all part of a healthy lifestyle, and I don’t think they’re opposed to each other.”

This lifestyle might mean some women will visit the derm earlier than their mothers, or even their big sisters, might have considered. “It’s not about eliminating lines and wrinkles,” says NYC dermatologist Paul Jarrod Frank, M.D., “but about skin quality.” In his practice, he refines texture and tone with a variety of lasers, including Exilis (to tighten), Laser Genesis (to repair), and Clear & Brilliant (to minimize pores). “With the advancement in laser procedures, you’re able to accomplish many things in one treatment,” he says. Thanks to the combined effects of these lasers, he adds, the results bring out your best possible complexion, with a natural aesthetic. “People don’t want to look like they’re in my office all the time,” he says, “even though they are.”

NYC dermatologist Dendy Engelman, M.D., says that when it comes to injectables, subtle tweaks are the way to go. “People aren’t coming in for an overhaul,” she says. “It’s just a touch in the lips or smoothing over that hint of a line. Honestly, it’s a better approach.”

Or maybe in-office regimens aren’t for you—in which case, Los Angeles-based Shani Darden, the go-to facialist for Jessica Alba and Chrissy Teigen, says there are treatments you can do at home. Start with a good cleanser such as Garnier SkinActive The Gentle Sulfate-Free Cleanser, \$12, then add retinol at night. “Retinol is a multitasker,” she says of the antiaging, antiblemish ingredient; her own Resurface Retinol Reform, \$95, uses aloe vera for gentleness. Under eyes, try RoC Retinol Correxion Sensitive Eye Cream, \$23, for minimal irritation.

Want an immediate pick-me-up? Darden suggests using an at-home peel. Lactic-acid-based varieties are usually a good bet, she says, but find the one that’s best suited to your skin. (One to try: Omorovicza Copper Peel, \$85 for eight tubes.) For makeup that provides skin-care benefits, look for a tinted moisturizer with sunscreen, such as IT Cosmetics Your Skin But Better CC+ cream with SPF 50+, \$38, to minimize imperfections while guarding against future damage.

The idea of effortless beauty may be an oxymoron, but it’s one that deserves a wink and a laugh, not judgment. “We all want to keep up this idea that we’re defying genetics or nature by aging beautifully and gracefully,” says Dr. Engelman. “People don’t want to be seen as vain! But a bit of vanity is what helps us make healthy choices, like going to the gym instead of eating a bag of candy. Putting in effort can be a good thing.” ●

INTRODUCING THE EFFORTLESS BEAUTY TOOLKIT: FROM AT-HOME PRODUCTS TO IN-OFFICE SESSIONS, THESE TREATMENTS MAKE NATURALLY GORGEOUS HAPPEN.

LASH EXTENSIONS

Go mascara-free with fuller, elongated lashes. Wide-eyed results typically last three or four weeks.

“BABY BOTOX”

One secret to looking well rested: Small amounts erase frown lines while allowing for facial movement.

IN-OFFICE

HAIRCOLOR

Understated highlights, done at home or in a salon, can recapture the sun-kissed hue you had as a child.

LASER TREATMENTS

For a smooth, radiant, and practically poreless complexion, laser therapy is an effective (if pricey) option.

FILLER

Not just for plumper lips and cheeks, today’s injectables can even minimize dark under-eye circles.