

Star Treatment

Fresh-faced Latinas share fall and winter beauty tips

BY LAURA CASTAÑEDA

BEAUTY MAY BE in the eye of the beholder, but a little lipstick never hurts.

Perhaps no one knows this better than Latinas, the “foundation” for U.S. sales in the health and beauty category that includes cosmetics, soaps, lotions, facial cleansers and moisturizers, as well as hair care accessories, personal care appliances and shaving needs.

Although sales across several of these categories have declined nationally overall, they have grown within Hispanic households in these seven key areas year over year, according to a 2015 Nielsen report.

And there's no end in sight. Latinos now represent about 17 percent of the U.S. population, and their purchasing power is expected

to reach \$1.7 trillion in 2019, according to the Selig Center for Economic Growth.

“All women want to look and feel their best. That's when we shine! Whether you're rocking a fierce cat eye or just swiping on your favorite lip (color) before leaving the house, feeling confident and beautiful changes how you show up in the world,” says Golden Globe-nominated actress Jessica Alba.

Alba, who is also founder of The Honest Company and Honest Beauty, is one of many Latina entrepreneurs developing beauty products for her community and women of all races.

With the dry fall and winter months on the way, here are some tips for staying beautiful from four Latina women who are also prominent beauty experts.

ALBA MAYO

Mayo, 27, has a huge following on YouTube, Twitter, Instagram and her website (thebeautyjam.com), thanks to her video makeup tutorials and past collaborations with the bareMinerals line, among others.

Mayo stresses the importance of sunscreen to protect skin from damaging sunrays. In fact, she keeps it in her car to use on her hands and face, and she makes sure all her makeup and lotions are SPF-rated. “Think ahead and do the things that will slow down the aging process,” she says. “It's never too late to start.”

Along the same lines, Mayo recommends using a face mask once a week and eye masks twice a week, to moisturize and prevent signs of aging. “You'll see a huge difference in your skin. It's a good part of any regular skin regimen,” she says.



THINKSTOCK, ALBA MAYO



SALMA HAYEK

The actress-producer-director-activist introduced the Nuance Salma Hayek beauty and makeup line in 2011 at CVS Pharmacy with more than 100 skin care, cosmetic, hair care and body products. It was relaunched this year with exotic botanicals.

Hayek, 50, suggests washing your face before going to bed. She recommends her chamomile cleanser, which is gentle, but still removes all makeup and other impurities. But she warns against washing your face in the morning.

"Your skin regenerates all the things that you lost during the day when you're sleeping — restoring the right pH balance, producing the right oils, collagen — everything comes

back to the skin," she says. "Then you go and wash it off? Why? My grandmother taught me this."

As someone who regularly flies between Los Angeles and Europe (she is married to French businessman Francois-Henri Pinault), she uses her AM/PM Anti-Aging moisturizer at takeoff. "It uses tepezcohuite, which is an ingredient that is used in Mexican hospitals for cut and burned skin, so it's really regenerative," she says.

Hayek also uses her Flawless Finish Contour and Illuminate Duo as a liner on her upper lip, then applies one of her True Color Moisture Rich lipsticks. "This brings the lip to the attention more, and it's a very sexy trick," she says. »

Try this!



bareMinerals
Pure Plush
gentle deep-
cleansing foam,
\$22 for 4.2 oz.,
sephora.com



Nuance Salma
Hayek AM/
PM Anti-Aging
Super Cream,
\$14.99 for 1.4
oz., cvs.com



Nuance Salma
Hayek Flawless
Finish Contour
And Illuminate
Duo, **\$9.74**,
cvs.com



Nuance Salma
Hayek True
Color Moisture
Rich lipstick
comes in nine
shades. **\$7.49**,
cvs.com



Honest Beauty
Magic Balm,
\$18 for 0.17
oz., ulta.com



YVONNE NIAMI

Actress and philanthropist Niami's motto for n:PHILANTHROPY, an apparel line made from vegan leather, faux fur, knits and denim, is "Apparel with a purpose. Fashion with a mission." In fact, 10 percent of net proceeds are donated to pediatric cancer research and animal welfare.

But she's also big on skin care and uses sunscreen, even on cloudy days, and gets monthly facials that include microdermabrasion. "This exfoliates the dead skin cells and makes your skin look radiant," she says. "Plus, it makes your moisturizer work more effectively."

She's become a big fan of face oil. "I used to think that face oil was much too oily, but the new face oils on the market absorb quickly and leave your skin hydrated, more than a regular moisturizer can," she says.

Niami, 37, has started working with a Los Angeles chemist to start her own skin line called n:P Skincare that will debut early next year with a rose-scented face oil that has twice as much natural retinol as argan oil.



JESSICA ALBA

Alba, 35, launched The Honest Company in 2012 with a line that includes diapers, sunscreen and cleaning products. Last year, an 80-piece makeup and skin-care line called Honest Beauty was introduced and is now available at Ulta stores, ulta.com and honestbeauty.com.

Alba recommends starting with a "canvas" of clean, healthy skin. "I can't speak for others, but I know as I get older, I love fresh, dewy skin and makeup that looks natural, not cakey. That means drinking lots of water, keeping skin moisturized and avoiding heavy (cosmetics) that sink into fine lines around eyes, lips and eyelids. My favorite trick is to take our Magic Balm and apply it on the c-curve around eyes to soften smile lines," she says.

Once your skin is looking good, it's time to have fun with color. Alba says the company worked with makeup artist Daniel Martin to develop two fall kits. One is a makeup palette with metallic shadows, different shades of blush and rich lip shades. Several hair products also will be introduced.

"The looks were dramatic (when presented) on the runway, but completely achievable everyday," she says, referring to the bold lips and lids. "I also love the fresh-faced look with gorgeous pops of pink on cheeks. It's super easy but gives you that instant healthy-looking glow." ●

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— JESSICA ALBA

THINKSTOCK; TYLER WILLIAM PARKER; JONATHAN DAVIS