

# allure

12 WAYS TO GET MOTIVATED  
OUT OF THE FRIDGE, INTO THE GYM

JUNE 1998

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Just Hungry?

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Real Women Bare All

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MAKEUP?**

**FLUSHED CHEEKS  
HOT LIPS  
BEDROOM EYES**

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panzees and other primates gaze at enemies to threaten them; they look deeply into the eyes of one another in order to reconcile after a battle, too.... Baboons gaze at each other during courtship." The leap from the study of animal behavior to makeup technique may seem laughably big. But consider blush.

For a glistening, sexy effect, makeup artist Tom Pecheux uses a lot of it: first, a creamy texture rubbed high up

## Going For the Glow

Here are some pointers—besides wearing a high-cut bikini or hanging around buck naked—for sensuous style:

- \* For glowing skin, makeup artist Tom Pecheux prefers the gel form of moisturizers and sunscreens. "They give you some shine, but they're not greasy."

- \* Pecheux uses a brush to apply concealer very lightly on undereye circles or blemishes.

- \* According to Pecheux, waterproof mascara that has dried out makes a good brow groomer: brown for blonds and redheads, black for everybody else. "It gives a tiny bit of thickness and keeps them up a bit."

- \* Clinique Black Honey lipstick "brings out the natural lip color," says Pecheux. And it works on every complexion.

- \* Use bronzer only after vacation or when trying to prolong a tan. "Bronzer is more for the city," says Pecheux.

- \* A very fine pearl powder swept on the bosom with a big fluffy brush can create an illusion of volume. "Just put a lot on the roundness of the boobs," says Pecheux, who likes the version from M.A.C. "And a little on the collarbone and shoulders."

on the cheekbone and a bit on the nose, then a brownish pink powder blush swept over the area for a kind of flush. To achieve a "sensuous" look, he creates a cosmetic approximation of a natural human phenomenon—blood rushing to the cheeks—that anthropologist Desmond Morris, author of *The Naked Ape* and *Intimate Behavior*, says is a cue to courtship or sexual interest. At the same time, he affected the kind of postcoital glow for which we need no anthropological dissertation.

A sensuous look may not be available in a tidy package at the cosmetics counter. Nor is it confined to postcard images of bikinis and tropical beaches. "Sensuality is not about the makeup," says Pecheux, "but about the woman." Indeed, some would say confidence is the sexiest accessory of all. She can, however, raise her sensuous ante with a little makeup.

Red lips have long been construed as sexy—whether part of a proper coiffed-hair-and-Chanel-suit picture or the looser, more plentiful Marilyn Monroe image. Pecheux uses red in an insouciant, natural way and, again, he hits on a primitive notion. Red lips (along with breasts), according to anthropologists, signal a woman's constant sexual readiness. To be sensuous, "lipstick should be not so well done," says Pecheux. "It should be like lipstick after eating and drinking, or lips after eating strawberries, kind of stained in the center." He starts with a nongreasy lip balm for a moist base, then he applies a strong matte red lipstick, smudging it on with his fingers. "I leave it like that. It's more sexy to be less precise."

The same philosophy extends to the eyes: neat but not overly groomed eyebrows swept up with a clean mascara wand, greasy brown pencil smudged on the lid as subtle shadow, and lots of mascara. Enhancing the so-called copulatory gaze, Pecheux stumbles upon another theory. "Perhaps it is the eye—not the heart, the genitals, or the brain—that is the initial organ of romance," Fisher writes in her book *Anatomy of Love*. After all, "the gaze (or stare) often triggers the human smile." ●

## THE FIRM

The body is beauty's last frontier. On the market today, there are bust firmers and cellulite treatments and oatmeal packs and seaweed wraps. At spas there are polishes, salt scrubs, hydro-jets, and staffers who beat a paying client's unsuspecting flesh. Does any of it provide beautifying results? According to many dermatologists, the cosmetic effects are immediate, if temporary. An aggressive exfoliation after a long winter will get rid of the season's built-up dead skin. After that, says dermatologist Debra Wattenberg, anything more than gentle, weekly scrubbing can cause irritation. Massage and various forms of flesh-flagellation stimulate blood flow, say the experts, which can improve the look of the skin but only fleetingly. Topical creams for the bust and butt often contain a tightening ingredient that temporarily creates a tauter, smoother surface. The one proven tool for long-term maintenance of a sensuous body is, of course, exercise. Any personal trainer worth his weight in Gatorade will tell you that regular workouts keep things from sagging. For instance, routine lunges will shape the buttocks and thighs, faithful push-ups strengthen the back and arms, and constant crunches keep the belly from bulging. Besides, says Wattenberg, "exercise dilates the vessels and gives you a rosy glow."

*The body is the last frontier for makeup. Here, cleavage appears more ample when highlighted by a shimmery powder. Another option is body moisturizer flecked with iridescence. Makeup colors: A Glimmer of...Nude Beach powder mixed in Simply Naked Skin Perfecting body lotion by Bare Escentuals. Bra by Antonio Berardi. Details, see Credits page.*