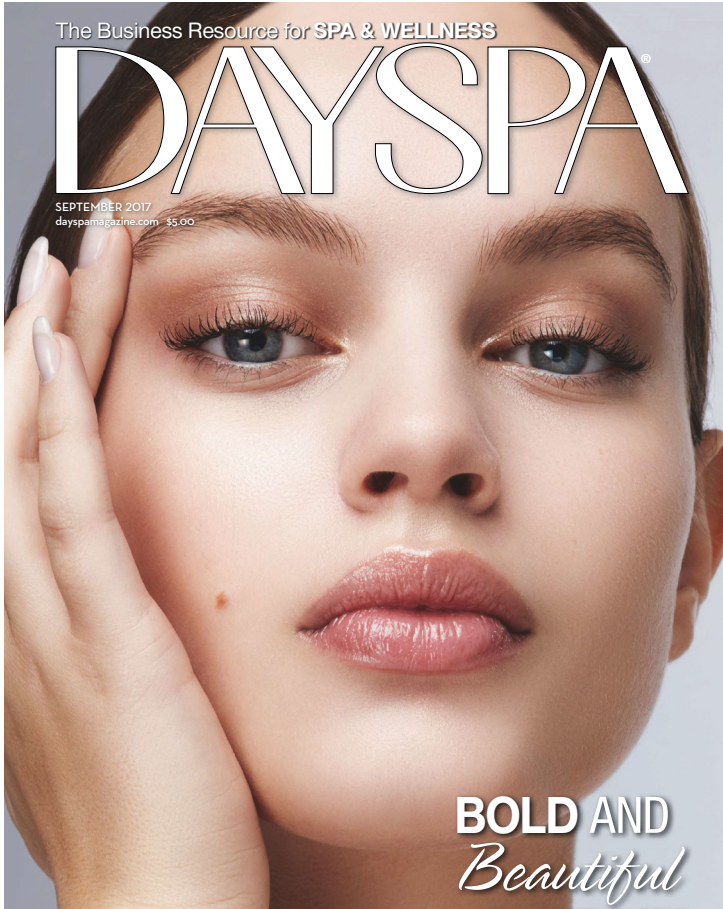


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BOLD AND
Beautiful



Finish First



Every type of lip finish appeared on the runway, with stains, glosses and satins pushing matte lips out of the limelight (though they're still very much on the scene). Modern lip glosses' innovative formulas make them a more palatable choice. "Gloss has transformed over the years from tacky and sticky to hydrating, plumping and nourishing," says Swaab. She recommends applying gloss directly to the center of the lip and working it lightly outward with a wand or lip brush. If your clients desire lasting color under that gleaming finish, Ardell educator Mae Manalo says, "Apply a stain before the gloss. This adds more color and pop to the look."

1. Colorlab Cosmetics Lipstick in Calm
2. Colorlab Cosmetics Lipstick in Temptress
3. Jane Iredale PureMoist Lipstick in Gwen
4. Morphé Liquid Lipstick in Gypsy
5. Morphé Liquid Lipstick in Kamikaze
6. Smith & Cult The Tainted Lip Stained Flatte in Demon Dazed
7. Grande Cosmetics GrandeLips Hydrating Lip Plumper in Dusty Taro
8. Repêchage Perfect Skin Conditioning Lip Gloss in Mantra
9. Aveda Nourish-Mint Rehydrating Lip Gloss in Mulled Plum
10. Ecco Bella FlowerColor Good For You Gloss in Power
11. Palladio Beauty 4Ever+Ever Intense Lip Paint in Myth
12. Ardell Beauty Forever Kissable Lip Stain in Sneak Preview
13. Glo Skin Beauty Cream Glaze Crayon in Praline

Speaking of lip stains, Glazer recommends these fade-resistant lip products to individuals with busy lifestyles. Because stains can be tricky to apply, you'll need to give some direction. "Advise the client to press the stain on the center of her mouth using her fingertips and lightly feather it out around the edges. Then, blot with a tissue, buff out the edges and press in a little more stain on the center of the lip," says Geason.

For conservative clients, the runways' best satin finishes bathed lips in creamy, dreamy color—think magenta, chocolate cherry, even terracotta. The central theme to every last one: bold color—which might make some clients balk. "Not all customers like to wear the trends, so encourage these clients to try something new by pointing out how it will brighten up their features and wardrobe," suggests Glazer. Or, dial down the intensity. "A wash of these vibrant colors is a great way for conservative clients to be on trend without stepping too far out of their comfort zone," says Soto-Carlisle. To temper saturation, she shares this tip: "Instead of gliding on a lipstick as one naturally would, lightly tap the lipstick on and then have your client press her lips together."



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glo
SKIN
BEAUTY

CREAM GLAZE CRAYON

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