

Makeup Trends: Go Eco-Friendly, Ayurvedic

By **SHALINI NARANG**
Special to **India-West**

The stress of wedding planning and anxiety about a new life after the nuptials can take a toll on anyone's appearance, and though

one wishes to look the very best on this very special day, it's not easy to maintain good looks under pressure.

Skin breakouts such as rashes, acne and pimples are some of the many by-products of worry and

tension. While easier said than done, the secret is to relax and let go of the strain by exercising, meditating, doing yoga, or via any of the myriad means that promote mind and body calm.

Besides the relaxation tech-

niques listed above, commence a skin care regimen and start working on your look a month or two before the big day. Last-minute solutions a week or two before the wedding are not as effective (see separate story by Ziba Beauty CEO Sumita Batra).

Speaking about the latest makeup trends, 'green' makeup artist Paige Padgett, known for her eco-friendly beauty expertise, told **India-West**, "More and more clients are interested in products with a natural heritage. Products and ingredients from the east with ancient roots such as Ayurveda and traditional Chinese medicine are experiencing resurgence in both their native lands and throughout the world."

Padgett said she tells her clients to look for some Ayurvedic ingredients of herbs and plant extracts



'Green' makeup artist Paige Padgett



Sumita Batra (right), CEO of Ziba Beauty, seen here with her company's Ziba Girl 2008, plans on launching a face pack with nine additives that are Ayurveda-based. This will allow clients to experience and maintain a healthy skin regimen.

in products and to incorporate herbs such as turmeric, Alma fruit (Indian gooseberry), and Neem in their diets.

"These products address certain skin problems and are great for their anti-aging properties. Turmeric is excellent for acne and other skin conditions. I often suggest bathing in it to impart an overall glow. It also helps to reduce inflammation. Neem leaf, too, is great for acne and inflammation. Neem oil will soften dry chapped skin. Smooth it on under makeup to prepare the skin before applying the foundation," she suggested.

Padgett praised the wonders of alma fruit: "The Alma fruit is being touted as the new super fruit. It has tons of vitamin C and other antioxidants. Alma fruit oil is outstanding for the scalp and as a hair serum. Emulsify a dime size drop in your hands and run your fingers through your hair about half way down to the ends. It seals the ends and gives the hair a glossy shine. Alma fruit extract for skin care is rejuvenating and anti-aging and

Alma fruit powder is a powerful dietary supplement."

"It is also important to know what one puts on one's body," said Padgett. "Stay away from face and body products with parabens and petro-chemicals, talc, fragrance and triclosan. They are toxic and have been linked to a myriad of health and mental problems," she added.

"Two trends that I like for brides right now for non-traditional Indian weddings are crimson lips with pink cheeks and lots of lashes and black mascara. It is classic and sexy. The second is an all-over peach glow. This look is fresh and modern.

"However, the most important thing is the makeup should complement the feel of the dress and the setting of the wedding. For traditional Indian weddings, most women still prefer the Bollywood style makeup of smoky eyes and a pale lip, which is classic and perfect for the setting."

Lavina Shah, a San Jose-based

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beauty artist, agrees with the trend toward natural and holistic ingredients. "I recommend items that are natural and holistic," Shah said. "In high-end skin care, ingredients like pomegranates and grape seed oil are very good for the skin for their anti-oxidants ingredients. Vitamin C is wonderful to brighten and restore skin health. Olive is another upcoming product for skin care and hair care products."

Shah added that mineral make-up is much better for the skin as it is non-clogging and provides an SPF to protect the skin from the sun. Many skin care experts prefer this kind of make-up pre- and post-surgery.



An Indian trader stands behind a display of Amala fruit in a market of Ahmedabad. Amala extracts are mainly used in shampoos and hair oils, and is one of the most often used herbs in Ayurveda. (Getty Images)



Lots of lashes and black mascara is classic and sexy. (Stylist: Sumita Batra; Hair & Make Up: Ziba Beauty; Photo: Yogi Patel/Global Photography.)

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"For weddings I have used air-brush makeup," said Shah. "It is lightweight, yet waterproof, and has an amazing way of making the skin look flawless. It works for all skin types and makeup looks fresh for many hours."

Shah agrees with Padgett and Sumita Batra that brides should maintain their skin with facials a few months before the wedding day and exfoliate.

"Other important regimens for skin are sleep and water," said Shah. "Lastly, one of the most important products to apply on the face everyday is a sun block/with moisturizer. This will save you money in the future from buying creams for wrinkles and age spots. Prevention is the key in skin care."

To sum up the beauty care advice from the experts, here is a quick run down:

- Exercise, meditate and/or do yoga to stay calm — mental peace and happiness reflects on your skin.
- Always remove make-up before sleeping, no matter how late you have come back home, and use a good quality nutrient-replenishing night cream.
- Drink lots of water and eat plenty of fresh fruit and vegetables of different colors (at least five servings a day).
- Plan laser hair reduction for facial and body hair well in advance. If a reaction occurs, apply ice and then calamine lotion and Elocan lotion. Consult a dermatologist as soon as possible.
- Try out all new makeup at least ten days prior to check for allergies.
- Make sure that your makeup artist uses the best quality products.
- Do not get your eye-brows threaded or waxed down to a fine line. Full brows are in.
- Use a sun blocker with a moisturizer.