

IS ISSUE FOR MORE NICOLE!

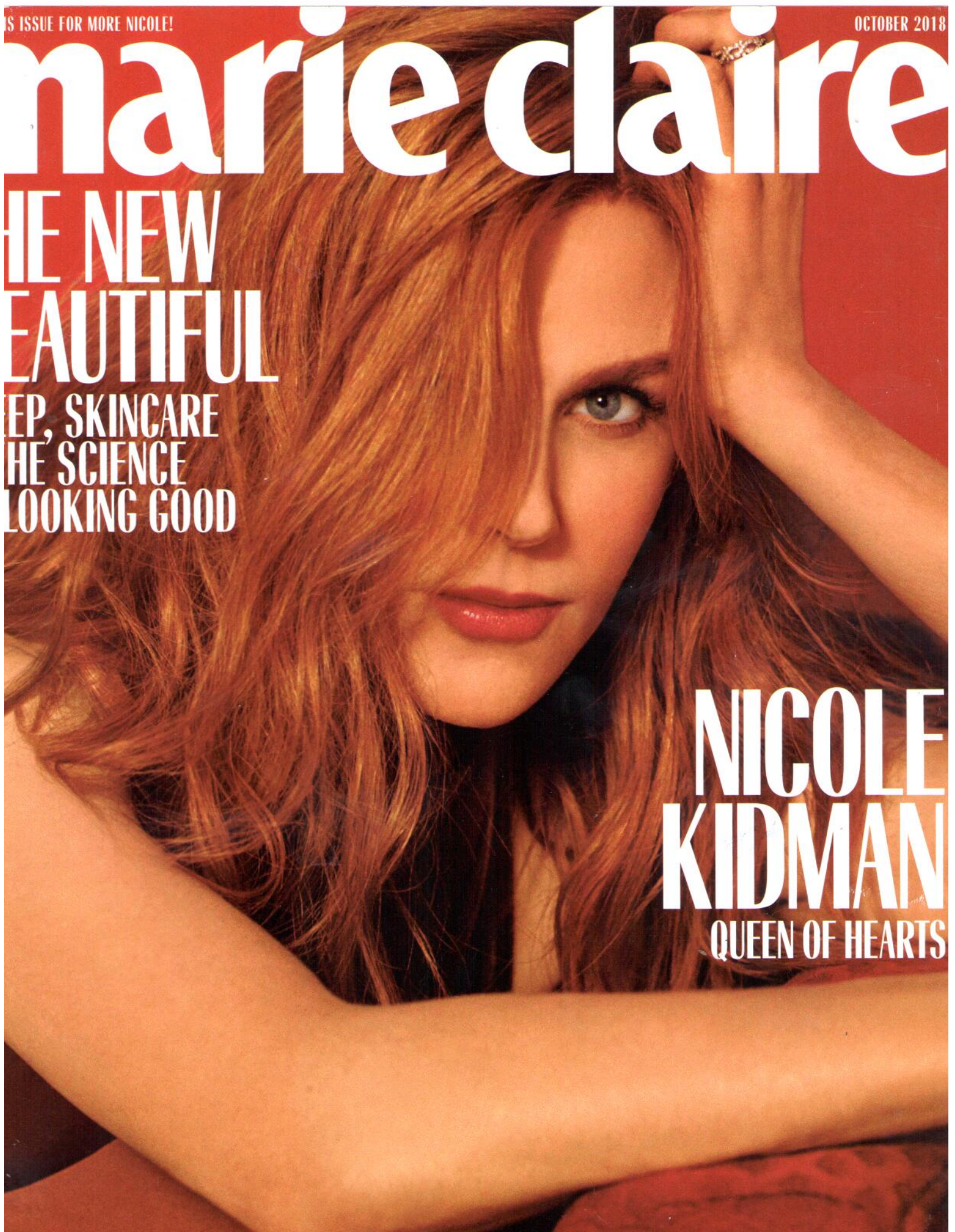
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THE NEW
BEAUTIFUL

STEP, SKINCARE
THE SCIENCE
LOOKING GOOD

NICOLE
KIDMAN
QUEEN OF HEARTS



NEXT BIG THING

FORWARD-LOOKING

WE GAZED INTO A CRYSTAL BALL (OK, FINE, WE INTERVIEWED EXPERTS) TO MAKE SOME AESTHETIC PREDICTIONS. GET READY FOR AN INSTAGRAM MAKEUP REVOLUTION, THICKER HAIR FROM GROWTH FACTORS, LESS WATER IN YOUR SKINCARE, AND MORE



MAKEUP

The Insta Revolution

Contouring, liner-plumped lips, highlighter that could make a unicorn cry—the hallmarks of Instagram makeup are anything but subtle. Born from a marriage of transformative technology and artistry inspired by stage makeup, this beauty “ideal” has become digitally omnipresent. There are signs, however, that the pendulum is swinging.

The harbinger? None other than Kylie Jenner, one of the look’s original proponents. In July, the beauty mogul revealed her lip filler had dissolved and she’d reverted back to her natural shape. Considering her pout—and the branded products she sells—was the driving force behind that ubiquitous over-lined lip, it was a significant moment.

And the shift goes beyond just one Jenner. Makeup artist and YouTube personality Wayne Goss thinks people are finally starting to realize that what works on camera doesn’t necessarily work IRL. “Instagram makeup looks very different under photo lighting than it does in daylight,” he says. “I believe that’s why women—and men—trying to copy those looks are often disheartened with the results. They don’t see the same flawless finish.”

The perfection isn’t just about good lighting; most of the photos we see on the small screen have been modified. “Filters gave people this altered

BEAUTY

NEXT BIG THING

perception of what skin was supposed to look like, so we all just started plastering on foundation," says Jaclyn Hill. The beauty influencer, who has five-million-plus YouTube subscribers and could be the poster girl for heavy-handed perfection, says she thinks things will start to lighten up soon.

Another reason change is coming: Marquee makeup artists are using social media more. "Now that artists with the fashion background and talent, like Pat McGrath, are using the platform more, people are exposed to a different caliber of work," says celebrity makeup artist Nick Barose. "These artists aren't catering to the Instagram look."

So, what will be next? "Creative minimalism," according to Anu Lingala, a trend forecaster for Kantar Consulting. "Makeup is about creative expression and freedom. The new approach is using it in a way that's more personal and expressive—not just trying to emulate a certain archetype of beauty."

That's all well and good, but Barose doesn't expect the Insta aesthetic to disappear completely. "There are always going to be two kinds of people: those that want to look good in real life and those that want to look good on Instagram."

—Megan McIntyre



TOP FINISHERS

Lip trends come and go, but what's certain is there will be options. With more high-tech finishes than ever before, you can get the same color in whatever look you want. Below, some favorites, from matte as chalk to glossy as latex.

1. URBAN DECAY Lo-Fi Lip Mousse in Boom, \$22: Resembles eyeshadow (down to the sponge-tip applicator) and leaves behind a powdery veil of color.

2. L'ORÉAL PARIS Colour Riche Ultra Matte Lipstick in Lilac Impulse, \$10: A comfort matte (read: nondrying) with a heavy pigment load that blurs the appearance of lip lines.

3. REVLON Kiss Cushion Lip Tint in Naughty Mauve, \$10: The color payoff of a stain with a silky look and feel.

4. MAYBELLINE NEW YORK Metallic Foil Liquid Lipstick in Luna, \$9: Looks like polished metal but has longevity thanks to a matte base formula.

5. MAC COSMETICS Supreme Beam Grand Illusion Glossy Liquid Lipcolour in It's Just Candy, \$21: Holographic pigments suspended in a super-shiny gloss. —Ama Kwarteng

SKIN

Everything But Water

H₂O may be the most prevalent ingredient in skincare, but there's a new wave of anhydrous offerings that could change that. In some cases, no water means less weight when products ship—and therefore a reduced carbon footprint. This may also allow for a higher concentration of active ingredients, says Karen Behnke, founder of Juice Beauty, a line that uses antioxidant-rich juices instead of water. And those formulated with oils and butters, rather than water or juices, don't need preservatives. "Bacteria and mold can't grow in a completely water-free environment," cosmetic chemist Ginger King points out. Here, at right, are a few products that are all dried up—in the best way possible. —M.M.

HAIR

Growth Factor

Thick hair may seem unobtainable for the 30 million women in the U.S. with thinning strands, but science says otherwise. Researchers have found that stem-cell injections can reverse hair loss. Derived from umbilical cords (patients donate them after undergoing C-section deliveries), stem cells are pluripotent, meaning that they can turn into other cells. "Theoretically, when you inject them into an area—like the scalp—where a specific cell type is growing, they can differentiate and may even start to create new follicles," says Gary Goldenberg, a dermatologist and assistant clinical professor at Mount Sinai School of Medicine in New York City. He says *theoretically* because the FDA has approved the injections only for medical purposes, such as treating blood diseases. (Some doctors use them off-label for cosmetic enhancements.)

But things could change in the next few years. Histogen, a regenerative medicine company, just got FDA approval to test its injectable Hair Stimulating Complex, which is made with growth factors that trigger the scalp's fibroblasts (a kind of skin cell) to become pluripotent like stem cells. The trials, if successful, could eventually lead to testing and FDA approval for injections of actual stem cells. "This type of nonsurgical hair rejuvenation and restoration really is the future," says Goldenberg. —M.M.



1. OUAÏ Scalp & Body Scrub, \$38. 2. LIVING PROOF Restore Dry Scalp Treatment, \$32. 3. THE ORDINARY Multi-Peptide Serum for Hair Density, \$18.

A HEAD OF THE CURVE

Ingredients once reserved for your complexion are now treating the root cause of hair issues

PROBIOTICS: The microbiome has been generating plenty of beauty buzz lately, and we're only scratching the surface of how microorganisms affect the skin. Nowhere is this more apparent than on the scalp, where an imbalance of bacteria can lead to dryness and flakes. To the rescue: Ouai's dual-purpose scrub (1), with a probiotic blend to balance bacteria and sugar to gently exfoliate.

HYALURONIC ACID: With its vitamin B3 complex, Living Proof's treatment (2) also harmonizes bacteria levels on the scalp. Added bonus: It creates an undetectable hyaluronic-acid shield that provides immediate hydration and itch relief.

PEPTIDES: Multiple types of peptides in the Ordinary's first hair product (3) treat hair from root to tip, increasing microcirculation to the scalp and plumping the actual strand itself. The combo approach leads to healthier follicles and thicker-looking lengths. —M.M.



1. SUPERGOOP! Unseen Sunscreen SPF 40, \$32. 2. YURIPIBU Asiatica Calming Ampoule, \$38. 3. JUICE BEAUTY Green Apple Brightening Emulsion, \$48.