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Morphe
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NYX Professional Makeup
Sephora

**ROOSEVELT FIELD**
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IN THE PINK
The classic color is so much more than just a romantic hue. Prada top. Gooseberry Intimates bra. Jennifer Behr headband. Leigh Miller and Ana Khouri earrings. Details, see allure.com/credits.

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IN THE PINK
The classic color is so much more than just a romantic hue. Prada top. Gooseberry Intimates bra. Jennifer Behr headband. Leigh Miller and Ana Khouri earrings. Details, see allure.com/credits.
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L’ORÉAL PARIS
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GOLDEN GIRL
Even Beyoncé is a fan of the Mother of Dragons. Makeup colors: Brow Finish Waterproof Brow Gel in Midnight Cowboy, Eyeshadow in Blitz, and Perversion Mascara by Urban Decay.
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THE EIGHT PRODUCTS THAT HELP ME MEET MY HEALTHY, HIGH-SHINE SUMMER-HAIR GOALS.

1. ERIC JAVITS HAT.
   Yes, a chic beach hat like the Antigua woven fedora protects your face from the sun’s rays, but it also shields your hair and scalp. $325.

2. PANTENE PRO-V INTENSE RESCUE SHOTS.
   A one-minute treatment that detangles and imparts a sheen worthy of a slow-motion commercial. $4.99 for a box of three.

3. BRIOGE SCALP REVIVAL.
   It’s skin care...for your scalp. Extra points for smelling like mint chocolate. $42.

4. VERB DRY SHAMPOO DARK.
   My black hair rejects dry shampoo that leaves a white cast. This brunette formula refreshes without the powdered-donut effect. $16.

5. ARTNATURALS ARGAN OIL POMADE.
   Even a strong hair spray can’t tame my wiry flyaways. But this pomade does an admirable job. $14.

6. AG HAIR BALANCE SHAMPOO AND BOOST CONDITIONER.
   With mostly plant-based ingredients, apple cider vinegar, and a lavender-and-rosemary scent, this makes for a happy shower. $30 each.

7. BALMAIN STRAIGHTENER.
   Cordless, with multiple international attachments—a dream tool for travelers. $360.

8. NATURELAB PERFECT REPAIR MASQUE.
   I shampoo twice a week and follow with a hair mask. Keratin and antioxidants make this an all-time fave. $16.

head in the CLOUDS

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   I shampoo twice a week and follow with a hair mask. Keratin and antioxidants make this an all-time fave. $16.
Herbal Essences has partnered with the Royal Botanic Gardens, Kew, and EWG on our new sulfate-free shampoos, setting a new standard in beauty. The Birch Bark Extract and Honey & Vitamin B shampoos are free of sulfates, free of EWG ingredients of concern, and have real botanicals—endorsed by Kew—for your hair care experience.
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Available in 5 shades.

For a look like Gigi’s, try Deja Blue.

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I have ‘90s brows. My mom warned me not to overpluck. But the look back then was more inchworm than fuzzy caterpillar. I tweezed with impunity. Over time, the hair on the underside of my brows essentially gave up—permanently. I was left with sparse, thin, misshapen arches.

I let them run rogue for many years, not knowing how to properly fill them in. Thankfully, today, there are a wealth of great pencils, pots, and powders. And I’ve experimented enough that I can work some magic with a skinny Sigma brow pencil or Anastasia Beverly Hills pomade. But it takes time and effort every morning.

So when Piret Aava, aka the Eyebrow Doctor, reached out recently, I was already teetering on the edge of wanting to try something more extreme. For years, I’ve said that microblading, or semipermanent eyebrow tattooing, scared me. I had seen the horror stories and photos of procedures gone wrong. I didn’t want to go in hoping for Lily Collins and come out looking like Groucho Marx.

As Aava explains, microblading is as much an art as a science. Unfortunately, the required training and certification is not a difficult hurdle to clear, so there are some unprepared amateurs out there masquerading as professionals.

The best pro brow groomers analyze the angles of your face to pick the proper brow shape. Microblading is no different. The idea behind each stroke is that it should mimic an individual brow hair.

I’ve never gotten a tattoo, so I can’t compare the pain level. But microblading is more uncomfortable than it is painful. After numbing cream is applied, you feel a faint sensation of a very fine needle scratching your skin’s surface. Some practitioners use a machine, but Aava does it with a handheld blade made up of a bunch of tiny needles that she dips in pigment.

Aava likes to err on the side of caution, using a lighter touch and then doing a touch-up after a month. The results last between one and three years, depending on your skin type and your skin-care regimen.

Aftercare is relatively simple. The only downside is that you can’t get your brows wet for a week. Aava hands me some adhesive bang-trim face shields that she found online that I’ll use in the shower to keep that area dry.

One day in and I’m thrilled with the results. In one hour, I reversed the damage of years of bad tweezing. And if ‘90s beauty comes back any time soon, I’ll stick to brown lip liner and butterfly clips.
SHHHHHH. IT'S TOP SECRET.

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TO FIND YOUR OWN SEAMLESS MATCH, CONTACT YOUR MARY KAY INDEPENDENT BEAUTY CONSULTANT OR CONNECT WITH ONE AT MARYKAY.COM.
SMALL PACKAGE

Our new obsession: itsy-bitsy bags for (a very select few of) our favorite beauty things. The Jacquemus Le Petit Vanity bag (right) is 2.75 inches in diameter and 2.75 inches tall, forcing you to edit your daily essentials down to the absolute essentials—and then edit a lot more. Down to, for example: one lipstick, a single-pan eye shadow, and four loose Tic Tacs. Or: three tissues, a lip balm, and a grain of rice. And (with origami skills): a wad of dollar bills. Your phone won’t fit, but that’s OK, because: pockets.

—BRENNAN KILBANE

All the beauty that’s fit to fit. From top: Marc Jacobs Beauty Fineliner Ultra-Skinny Gel Eye Crayon eyeliner in (Pink)yswear, Fenty Beauty by Rihanna Mattemoiselle Plush Matte Lipstick in Spanked, and Miu Miu L’Eau Rosée Miniature Deluxe eau de parfum.

photographed by graham pollack
WE TRIED IT

golden HOUR

Allure editors swipe on the latest in faux-tanning tech.

Bondi Sands Aero Aerated Self Tanning Foam
This gives me the warm Aussie glow I crave (I’m a Sydney native) when I’m in NYC and dries lightning-fast, so my white sofa is unscathed. Six hours later, I am sun-kissed, streak-free, and slaying!
—Francesca Parison

M-61 PowerGlow Peel Gradual Tan Pad
A bronze glow and smoother skin—name a better duo. These palm-size pads exfoliate away the rough, dull patches on your face (you’ll get a slight tingle from the glycolic acid) while building streak-free color with no orange or yellow tinge.
—Madisen Theobald

St. Tropez Tan Remover Mousse
Before this gem, I had to scrub away the stubborn spots from my old faux tan (so painful). But this rinse-off foam is like a Magic Eraser. It eliminates leftover color with exfoliating urea and the help of a mitt, yet leaves skin moisturized for a fresh (but still faux) tan.
—Angela Trakoshis

AMAZING IMPORT

AHC Real Eye Cream for Face
No, that’s not an off-base translation. One of Korea’s cultiest moisturizers, available Stateside starting next month, is an eye cream designed to use all over your face. Because of course. What’s more luxurious than using an eye cream (packed with concentrated treatment ingredients but gentle enough for the most delicate skin) from forehead to chin? This particular formula (with peptides and retinol) is an ace in humid climates. But for drier or colder air, I found the ultralight cream best for layering—I was able to glide it on over a serum or two without an overly shiny finish.
—Gabriela Thorne
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The Bright Stuff

If Korean beauty bosses hold the title for leading skin-care innovators, Nigerian-born entrepreneurs take home honors for some of the best new makeup. First there were Chichi Eburu’s vibrant Juvia’s Place eye shadow palettes. Now a round of applause for Omolewa Cosmetics—its rainbow-bright Pro Pigment Palettes are its best in show—and Uoma Beauty, with lipsticks, glosses, and shadows so densely pigmented that even the most dark-skinned woman won’t need to prep with primer or concealer. Plus: Founder Sharon Chuter formulated Uoma’s 51 foundation shades based on the Fitzpatrick scale, a scientific schema for human skin color—so they address skin tone and skin type. —JESSICA CHIA
all trial, no error

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*Spaces and samples are limited. Products are targeted to skin and hair types and preferences where applicable.
EDITORS’ FAVORITES

AND THE AWARDS FOR THE MOST LIKELY TO BE “BORROWED” FROM THE BEAUTY CLOSET THIS MONTH GO TO...

1. Frank Body A-Beauty Scrub. Sugar, coffee grounds, and a secret ingredient (vitamin-C-rich kakadu plum extract) brighten and smooth skin all over.

2. Estée Lauder by Violette Oh Naturelle 8 Pan Face & Eye Palette. Shimmery to the eye, buttery to the touch, and sultry on lids and cheeks.

3. Deborah Lippmann Gel Lab Pro polish in In the Sun. The exact orange-red we want to wear when our drink comes with a pineapple garnish.

4. BeautyStat Universal C Skin Refiner. Longtime Allure source Ron Robinson, a cosmetic chemist, created his dream vitamin C serum, complete with an encapsulation system that protects the delicate ingredient from oxidizing.

5. Chanel Bronze et Lumière Bronzer and Highlighter Duo. Efficient because your two glow-givers are in one spot. Fancy because Chanel.

6. Harklinikken Stabilizing Shampoo. Allure editors swear by this brand’s extract for thicker hair. Its newest shampoo also makes fast work of oil and grime.

7. Chelsea King scrunchie. A collection of solid (like the jersey one here) and nautically striped scrunchies perfect for tossing up sea-drenched hair without snags.


COREY MAYWALT
THE DO-IT-ALL DOES IT ALL

DRY SHAMPOO + VOLUMIZER + HAIRSPRAY

Prestige 3-in-1 dry texture spray, developed by top NYC stylists.
“When I was younger, if you had looked into a crystal ball and told me, ‘You have a bright future...and I see dumplings,’” says makeup artist Nam Vo (right), “I would have said, ‘What the eff?’” In this alternate reality, Vo doesn’t yet know she will coin the term #DewyDumplings to describe the gleaming, glazed-looking skin that has become her trademark. “One day, I told a model she looked like a ‘dewy dumpling’ because I’d made her skin look so plump and moist,” Vo says. Vo turned the phrase into a hashtag, and that hashtag turned into a career where a typical workday involves making up the likes of Chrissy Teigen, Kylie Jenner, and Rosie Huntington-Whiteley. But the doors to photo sets and celebrity homes weren’t always open. After a stint selling makeup at a mall in San Francisco, Vo moved to New York at 29 to become a makeup artist. Agency after agency rejected her, so she pursued her craft at strip clubs like Scores, prepping dancers for their shifts: “I would get in at 5 p.m. for the girls who worked the ‘dinner shift,’ and I would not leave until after 4 a.m. because I had to wait to get tipped by the dancers.” About a year later, she landed her first editorial job, after which her talent for creating flawless (but never flat) skin led to far glossier gigs. But today she appreciates her roots: “I made a career working with strippers and brides, and I was always embarrassed of it. Now I’m proud it’s a part of my story.” Next, Vo’s creating a line, but it isn’t a range of illuminating products. Nope—it’s silk tops with embroidered dumplings over the nipples (a cheeky nod to how she got her start). “There’s no shortage, honey, of good highlighters.” —COTTON CODINHA

BEAUTIFUL PEOPLE

nam Vo

VO’S RECIPE FOR A “DEWY DUMPLING” SHEEN

SUNDAY RILEY C.E.O. GLOW VITAMIN C + TURMERIC FACE OIL

OLAY REGENERIST MICRO-SCULPTING CREAM

OLAY REGENERIST MICRO-SCULPTING CREAM

MARC JACOBS BEAUTY DEW DROPS COCONUT GEL HIGHLIGHTER

BETTER OFF RED

Finally! We’ve been dying to tell you about the perfect, summery orange-red lip color in the July Beauty Box: Huda Beauty Liquid Matte in Alluring. We dreamed up the super sexy, budgeproof shade—inspired by our favorite runway lip trend—with Huda Beauty founder Huda Kattan. During the process, she shipped orange-red options to our headquarters, and one emerged as the winner. It’s more flattering and eye-catching than any orange-red we’ve tried before. (A feat in this office, and a hit anywhere you’ll wear it.) —ELIZABETH SIEGEL

Alluring is only available in the July Allure Beauty Box ($10 for the first month, then $15; allure.com/beautyreporter), which Kattan curated.
THE ORIGINAL CULT FAVORITES

LONGER LOOKING LASHES®
91%

BOLDER LOOKING BROWS®
100%

Before

After 12 Weeks*

Before

After 16 weeks*

Cruelty-Free | Vegan | Ophthalmologist Approved | Eyelash Extension Friendly

Available at Sephora, Ulta Beauty, Macy’s & GrandeCosmetics.com

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*Based on a consumer perception study. Results will vary.
If you're feeling like Gucci is everywhere, you're right. In your feeds, in the furniture business, and next: on your face. The new Gucci Makeup line (unrelated to the fashion house's former logo-laden cosmetics collection, which launched in 2014) consists of 58 multifunctional lipsticks in three finishes: a creamy satin, a saturated sheer, and a faintly tinted balm. They're all sheathed in sleek gold tubes—the only logos here are on the bullets. Colors veer from cool neutrals to reds, violets, and one deep, dark black. And remember what we said about everywhere? Three shades (Crystal Black, Carol Beige, and Joslyn Clair) were formulated for use around your eyes.

—COTTON CODINHA

I don't know how else to say it—this new volumizing mascara is better than the one you're using. Too Faced's Damn Girl is superior to the dozens I've used, at least. Instead of widening my lashes with fibers (oh, the flakes), this whipped formula has a meringue-like texture that keeps my lashes curled (seriously, to my brows) all day. And though its long bristles are paired with shorter, spongy fibers that soak up and load lashes with product in one go, you can layer on more later without it looking crunchy. Plus, it's extra, extra black. Its traditional opaque pigment is mixed with glossy light reflectors that intensify the color the same way a topcoat makes nail polish look richer. See? Much better. —JESSICA CHIA

From left: Gucci Makeup Rouge À Lèvres Satin in Goldie Red and Crystal Black and Rouge À Lèvres Voile in Mae Coral have caps (not shown) covered with creative director Alessandro Michele's signature kitschy prints.
La vie est belle
EN ROSE
LANCOME.COM
La vie est belle
ENDLESS SUMMER
Jump-start the season with 6 of our favorites

The June box features The BrowGal Eyebrow Pencil (full size), Context Vitamin C All Day Eye Cream (full size), Moroccanoil Treatment, SGX NYC The Do-It-All 3-in-1 Dry Texture Spray, Floss. My New Favorite Lip Gloss in Clear (full size), and Eau Thermale Avène Thermal Spring Water.

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IT’S WHERE LAPIS WATERS MEET SANDY SHORES, WHERE BEYONCÉ FILMED “DRUNK IN LOVE,” WHERE MODELS SEEM TO SPEND MANY OF THEIR WAKING HOURS. A NUMERICAL GLANCE AT THE ROMANTIC CAPITAL OF OUR CULTURAL IMAGINATION, THE BEACH.

75 quintillion:
Grains of sand in the world, according to an estimate from—where else?—the University of Hawaii. (That’s significantly more than its estimate of the number of stars in the sky.)

7,000-ish B.C.:
Estimated period in which Chumash aboriginal people settled in present-day Malibu Lagoon, naming it Humaliwo, or “where the surf sounds loudly.”

1971:
Birth year of Malibu Barbie, whose gaze was redirected from side-cast to facing straight ahead—a change attributed to the sexual revolution at the time.

3:
Number of mermen (actually Pepperdine University water polo players) who appeared in Madonna’s “Cherish” music video, filmed by Herb Ritts.

$1,000:
Amount a Fort Lauderdale, Florida, liquor-distribution company offered the bar that could sell the most peach schnapps. Bartending legend says this led to the invention of the Sex on the Beach cocktail in the 1980s.
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AND BACKWARDS

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STRONG, LONG-TERM RELATIONSHIPS ARE BUILT ON TRUST. SO WHEN YOU ALL SAY THAT A PRODUCT IS THE BEST AROUND, WE DON’T DOUBT IT. AND YOU HAVE YET TO STEER US WRONG. THANK YOU FOR ONCE AGAIN CASTING VOTES FOR YOUR ALL-TIME FAVORITE FORMULAS (SOON TO BE OURS, TOO). BY COTTON CODINHA

readers’ choice AWARDS

photographed by eric helgas and jenn collins
what is skin's microbiome?

The microbiome is the skin’s living protective layer. It’s something you can’t see, but it’s there protecting your skin. Made with 100% gentle cleansers, sulfate free, and pH balanced, Dove moisturizes and cleanses without stripping skin’s microbiome. Because care for skin begins with being gentle to its microbiome.

Softer, smoother skin

100% Gentle cleansers  Sulfate free  pH balanced  micro- biome gentle
**Body Wash**

*Dove Deep Moisture Nourishing Body Wash.*

The bottle may say “wash,” but this cleansing formula has a lotion-like quality that keeps skin soft well after you’ve toweled off.

**Scrub**

*Bath & Body Works Aromatherapy Stress Relief Eucalyptus + Spearmint Sugar Scrub.*

Sugar and jojoba and almond oils buff away every patch of dryness; essential oils smooth over tension.

**Lotion**

*CeraVe Moisturizing Cream.* There’s a reason this tub has a place of honor in bathroom cabinets and dermatology offices alike. The gentle, fragrance-free formula goes on thick and hydrates all skin types without leaving any traces of grease—or irritation.

**Sunscreen**

*Neutrogena Ultra Sheer Dry-Touch Sunscreen Broad Spectrum SPF 100+.*

With a formula this sheer and lightweight, reapplying sunscreen (with major SPF cred) every two hours is a no-brainer.

**Self-Tanner**

*Jergens Natural Glow Daily Moisturizer.* This lotion slowly builds a bronze so natural that even those whose summer plans consist only of office duty can blend in with surfers on a Saturday at the shore.

**Deodorant**

*Dove Advanced Care Cool Essentials Antiperspirant.*

The true mark of a winner in this category is that, well, it doesn’t leave one. This residue-free antiperspirant eliminates sweat and odor for up to two days and leaves only a subtle cucumber scent in its wake.

**Men’s Fragrance**

*Giorgio Armani Beauty Acqua Di Giò.* A great one to gift—or wear yourself. The patchouli-laced citrus-grove-by-the-sea scent brings sex appeal to even the most highway-by-the-strip-mall days.

**Women’s Fragrance**

*Marc Jacobs Daisy.* If you want to give off a certain “I’ve just come from frolicking in a field of violets while eating strawberries” vibe, Marc Jacobs has you covered with this sparkling, sunny scent.

**Toothpaste/Whitener**

*Crest 3D White Luxe Glamorous White Toothpaste.* Love coffee just as much as you love smiling? Same! So thanks for introducing us to this toothpaste, which promises to fade 95 percent of stains in three days.
BOOST YOUR BEAUTY WITH Protein Peptides

NeoCell, the #1 Collagen Brand,* introduces Collagen Protein Peptides. A protein powder clinically shown to visibly reduce the appearance of wrinkles from the inside out.†

Available on Amazon
#LetYourYouOut

*SPINS volume sales data December, 2018
†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
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SHAMPOO
Living Proof Perfect Hair Day Shampoo. We totally get why you love lathering up with this silicone- and sulfate-free formula. It leaves hair feeling clean and light, with the slightest hint of citrus.

CONDITIONER
Briogeo Don’t Despair, Repair Deep Conditioning Mask. This thick, faintly floral cream uses ingredients like sweet almond oil, avocado oil, and algae extract to return even the most strawlike hair to its prebleach, preheat state.

CURL DEFINER
Moroccanoil Curl Defining Cream. An accomplished multitasker: A quarter-size dollop on damp hair separates, detangles, calms flyaways, and promotes bounce.

SMOOTHING CREAM
Briogeo Farewell Frizz Blow Dry Perfection & Heat Protectant Crème. Rose hip, argan, and coconut oils let this silicone-free cream glide through damp hair like a dream, calming rough and damaged bits. To prevent further harm, it also protects against even the most scorching heat (450 degrees!).

VOLUMIZER
Living Proof Full Dry Volume Blast. For fancy volume and shine (without the fancy blowout-bar price tag), this light spray uses expandable aerospheres and polymers to separate strands and coax them into a full, glossy state.

HAIR COLOR
eSalon Custom Hair Color & Hair Dye Set. Home hair color just doesn’t get more customized: An online questionnaire helps a professional colorist understand your hair type and goals before he or she picks your perfect shade and delivers it to your door. (Fine, technically the USPS does the delivering part.)

HAIR TOOL
Tangle Teezer The Original Detangling Hairbrush. This palm-shaped plastic brush does exactly what it promises: smooths and detangles straight or curly hair without any wincing.

CLEANSER
Cetaphil Gentle Skin Cleanser. The gold standard for the sensitive among us: This cleanser contains fatty alcohols to protect and moisturize skin as it removes the grime of the day.

SCRUB
Dermalogica Daily Microfoliant. This fine white powder unseats dead skin cells with rice (for physical sloughing) and salicylic acid (for chemical clearing).

MOISTURIZER
Neutrogena Hydro Boost Gel-Cream for Extra-Dry Skin. The gel-cream consistency is almost otherworldly—and so are its magical moisturizing powers (OK, the hyaluronic acid might also have something to do with that).

TREATMENT
Drunk Elephant C-Firma Day Serum. A silky gel packed with potent vitamin C to brighten and smooth.

MASK
GlamGlow SuperMud Clearing Treatment. The kaolin clay pulls dirt and oil out of pores as it dries. (It’s also pretty genius as an overnight spot treatment.)

EYE CREAM
Origins GinZing Refreshing Eye Cream to Brighten and Depuff. Caffeine can fix most things, including undereye bags (you’ll notice tightening in minutes). This slightly cooling formula also contains ginseng and a little shimmer to help minimize stubborn circles.

SUNSCREEN
Neutrogena Clear Face Break-Out Free Liquid-
INSTANTLY REFRESH HAIR

WITH AMERICA'S #1 DRY SHAMPOO BRAND

• ABSORBS DIRT AND OIL
• NO WATER REQUIRED
• FRAGRANCE VARIETY TO MATCH ANY MOOD

#LIVEBATISTE  |  @BATISTE_US
MAKEUP

BB/CC CREAM
IT Cosmetics Your Skin But Better CC+ Cream. Goes on light but still camouflages all the things (dullness, redness, dark spots).

FOUNDATION
Fenty Beauty by Rihanna Pro Filt'r Soft Matte Longwear Foundation. In 2018, you voted it makeup breakthrough of the year. Now? It’s the soft, matte, buildable, you-will-find-your-perfect-shade foundation that you can’t remember living without.

HIGHLIGHTER
Maybelline New York Master Chrome Metallic Highlighter in Molten Gold. This buttery-soft powder delivers sheen you can see from outer space.

NAILS
Essie nail polish in Ballet Slippers. It’s approaching its 40th birthday but remains the sheer pale pink to end all sheer pale pinks.

MAKEUP TOOL
Beautyblender The Original. You are as devoted as we are to the teardrop-shaped sponge that can airbrush every nook and cranny of our faces.

LIPSTICK
M.A.C. Retro Matte Lipstick in Ruby Woo. Classics are classics for a reason. This matte cherry red ticks all the boxes: long-lasting, opaque, universally flattering.

LIP GLOSS
Nyx Butter Gloss in Crème Brulee. This dessert-inspired gloss has been your pick two years running for its touch of shiny pink.

BLUSH
Tarte Amazonian Clay 12-Hour Blush in Blissful. A gentle dusting of this coral-rose powder fakes the perfect glow.

EYE SHADOW
Urban Decay Naked2 Eyeshadow Palette. Influencers, editors, and a whole lot of you agree: This neutral-brown 12-tin palette is the best of its kind.

EYELINER
Marc Jacobs Beauty Highliner Gel Eye Crayon. The supersoft pencil makes blending a breeze, and it has a built-in sharpener so you’re never left point-less.

MASCARA
Too Faced Better Than Sex Mascara. Get Disney-princess lashes—dark, thick, comically long—with no more than three swipes.

CONCEALER
Tarte Shape Tape Contour Concealer. This blendable matte concealer hides circles and blemishes—and soothes with shea butter.
Pool parties are in the forecast. Get summer color fast!

BRING ON THE INSTANT summer tan.

Pool parties are in the forecast. Get summer color fast!

With Jergens® Natural Glow® Instant Sun® Sunless Tanning Mousse, you create your own sunshine. Flawless Color. Dries in 60 seconds. Grab your floatie and glow!

Jergens. Let your beautiful shine®
FACE CLEANSER
Youth to the People Superfood Cleanser. Eat your kale and cleanse with it, too, every time you use this antioxidant-packed gel.

FACE MOISTURIZER
Drunk Elephant Lala Retro Whipped Cream. It delivers the intense hydration you’d expect from the meringue-frosting texture.

FACE SUNSCREEN
Drunk Elephant Umbra Sheer Physical Daily Defense SPF 30. With just a little elbow grease, this zinc oxide formula can be worked into skin for an imperceptible finish.

BODY WASH
Dr. Bronner’s Hemp Peppermint Pure-Castile Soap. The magical, mystical, do-it-all soap: Use it on your body, then clean your shower with it!

BODY MOISTURIZER
Beautycounter Countermatch Adaptive Body Moisturizer. Shea butter and plum oil keep skin feeling smooth (but never sticky) all day.

BODY SUNSCREEN
Beautycounter Countersun Mineral Sunscreen Lotion SPF 30. Armor up against the sun with this zinc-oxide-based, antioxidant-rich sunscreen.

DEODORANT
Kopari Coconut Oil Deodorant. Once you find a natural deodorant that works, you want the world—or at least the entire Allure audience—to know. This is the clear stick you all love. (Pass it on.)

SHAMPOO & CONDITIONER
Love Beauty and Planet Blooming Color Shampoo and Conditioner. With Bulgarian rose and Amazonian murumuru butter, this duo protects color and leaves it glossy.

STYLING CREAM
Aveda Smooth Infusion Naturally Straight. Comb a generous serving through wet hair and watch it dry silkier, but not flatter.

EYE SHADOW
100% Pure Fruit Pigmented Eyeshadow. These pressed powders are as smooth as the avocado butter that goes into them.

FOUNDATION
Josie Maran Vibrancy Argan Oil Foundation Fluid. This liquid (very liquid) formula can be built up to full coverage or kept sheer for a more natural finish.

LIP GLOSS/CRAYON
Burt’s Bees Tinted Lip Balm. Six delicate shades give your natural lip color the slightest shea-butter-enhanced boost.

LIPSTICK
Bite Beauty Amuse Bouche Lipstick. With 39 creamy, highly pigmented colors to choose from, your bouches are certain to stay amused.

MASCARA
Tarte Lights, Camera, Lashes 4-in-1 Mascara. Rice bran and carnauba waxes deliver crazy length...but never a flake.

BLUSH
Burt’s Bees Blush. Shades of rose, cinnamon, and peach (that’s Shy Pink above) can build from subtle tint to wild flush—and blend easily with just your fingertips.

CONCEALER
BareMinerals Correcting Concealer. This lightweight cream disguises blemishes but is sheer enough to let your freckles shine through.

Every product on this page is free of; parabens, phthalates, sodium laurel sulfate, triclosan, talc, mineral oil, petrolatum, formaldehyde, toluene, and chemical sunscreens.
FOR ADULTS WITH UNCONTROLLED MODERATE-TO-SEVERE ECZEMA (ATOPIC DERMATITIS)

INDICATION
DUPIXENT is a prescription medicine used to treat adults with moderate-to-severe atopic dermatitis (eczema) that is not well controlled with prescription therapies used on the skin (topical), or who cannot use topical therapies. DUPIXENT can be used with or without topical corticosteroids. It is not known if DUPIXENT is safe and effective in children with atopic dermatitis under 18 years of age.

IMPORTANT SAFETY INFORMATION
Do not use if you are allergic to dupilumab or to any of the ingredients in DUPIXENT.

Before using DUPIXENT, tell your healthcare provider about all your medical conditions, including if you:
- have eye problems
- have a parasitic (helminth) infection
- are taking oral, topical, or inhaled corticosteroid medicines.

Do not stop taking your corticosteroid medicines unless instructed by your healthcare provider. This may cause other symptoms that were controlled by the corticosteroid medicine to come back.

Tell your healthcare provider if you have any new or worsening eye problems, including eye pain or changes in vision.

The most common side effects include injection site reaction, eye and eyelid inflammation, including redness, swelling and itching, pain in the throat (oropharyngeal pain) and cold sores in your mouth or on your lips.

Tell your healthcare provider if you have any side effect that bothers you or that does not go away. These are not all the possible side effects of DUPIXENT. Call 1-800-FDA-1088 for medical advice about side effects.

You may be eligible for a $0 copay† for DUPIXENT.
†Limitations apply. Visit DUPIXENT.com for full program terms.

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DUPIXENT, the first eczema treatment of its kind, is not a steroid. It is a biologic treatment that helps manage the inflammation deep beneath the surface that causes the flare-ups you see and feel on your skin—and keeps working, even when your skin looks clear.

In Two Clinical Trials with DUPIXENT®
- Nearly half of patients saw 75% skin improvement and some even saw 90% improvement
- Almost 4 times more patients taking DUPIXENT saw clear or almost clear skin as compared with those not taking DUPIXENT – 37% taking DUPIXENT as compared with 10% not taking DUPIXENT
- Patients experienced significant itch reduction, some patients as early as 2 weeks

*16-week trials compared to placebo.

LEARN MORE. TALK TO YOUR ECZEMA SPECIALIST. VISIT DUPIXENT.COM, OR CALL 1-844-DUPIXENT (1-844-387-4936).

For adults with uncontrolled moderate-to-severe eczema (atopic dermatitis)

Jennifer W., actual DUPIXENT patient. Individual results may vary.

Learn more. Talk to your eczema specialist. Visit DUPIXENT.com, or call 1-844-DUPIXENT (1-844-387-4936).

DUPIXENT® (dupilumab) injection 300mg

DUPIXENT can cause serious side effects, including:
- Allergic reactions (hypersensitivity), including a severe reaction known as anaphylaxis. Stop using DUPIXENT and tell your healthcare provider or get emergency help right away if you get any of the following symptoms: breathing problems, fever, general ill feeling, swollen lymph nodes, swelling of the face, mouth and tongue, hives, itching, fainting, dizziness, feeling lightheaded (low blood pressure), joint pain, or skin rash.
- Eye problems. Tell your healthcare provider if you have any new or worsening eye problems, including eye pain or changes in vision.

The most common side effects include injection site reaction, eye and eyelid inflammation, including redness, swelling and itching, pain in the throat (oropharyngeal pain) and cold sores in your mouth or on your lips.

Tell your healthcare provider if you have any side effect that bothers you or that does not go away. These are not all the possible side effects of DUPIXENT. Call 1-800-FDA-1088 for medical advice about side effects.

You may be eligible for a $0 copay† for DUPIXENT.
†Limitations apply. Visit DUPIXENT.com for full program terms.

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Jennifer W., actual DUPIXENT patient. Individual results may vary.
Brief Summary of Important Patient Information about DUPIXENT® (dupilumab) Rx Only
(DU-pix'ent) injection, for subcutaneous use

What is DUPIXENT?
• DUPIXENT is a prescription medicine used:
  – to treat adults with moderate-to-severe atopic dermatitis (eczema) that is not well controlled with prescription therapies used on the skin (topical), or who cannot use topical therapies. DUPIXENT can be used with or without topical corticosteroids.
  – with other asthma medicines for the maintenance treatment of moderate-to-severe asthma in people aged 12 years and older whose asthma is not controlled with their current asthma medicines. DUPIXENT helps prevent severe asthma attacks (exacerbations) and can improve your breathing. DUPIXENT may also help reduce the amount of oral corticosteroids you need while preventing severe asthma attacks and improving your breathing.
• DUPIXENT works by blocking two proteins that contribute to a type of inflammation that plays a major role in atopic dermatitis and asthma.
• DUPIXENT is not used to treat sudden breathing problems
  – It is not known if DUPIXENT is safe and effective in children with atopic dermatitis under 18 years of age.
  – It is not known if DUPIXENT is safe and effective in children with asthma under 12 years of age.

Who should not use DUPIXENT?
Do not use DUPIXENT if you are allergic to dupilumab or to any of the ingredients in DUPIXENT. See the end of this summary of information for a complete list of ingredients in DUPIXENT.

What should I tell my healthcare provider before using DUPIXENT?
Before using DUPIXENT, tell your healthcare provider about all your medical conditions, including if you:
• have eye problems (if you also have atopic dermatitis)
• have a parasitic (helminth) infection
• are taking oral, topical, or inhaled corticosteroid medicines. Do not stop taking your corticosteroid medicine unless instructed by your healthcare provider. This may cause other symptoms that were controlled by the corticosteroid medicine to come back.
• are scheduled to receive any vaccinations. You should not receive a “live vaccine” if you are treated with DUPIXENT.
• are pregnant or plan to become pregnant. It is not known whether DUPIXENT will harm your unborn baby.
• are breastfeeding or plan to breastfeed. It is not known whether DUPIXENT will harm your baby.
• are taking oral, topical, or inhaled corticosteroid medicines. Do not stop taking your corticosteroid medicine unless instructed by your healthcare provider. This may cause other symptoms that were controlled by the corticosteroid medicine to come back.
• are scheduled to receive any vaccinations. You should not receive a “live vaccine” if you are treated with DUPIXENT.
• are pregnant or plan to become pregnant. It is not known whether DUPIXENT will harm your unborn baby.
• are breastfeeding or plan to breastfeed. It is not known whether DUPIXENT will harm your baby.

How should I use DUPIXENT?
• See the detailed “Instructions for Use” that comes with DUPIXENT for information on how to prepare and inject DUPIXENT and how to properly store and throw away (dispose of) used DUPIXENT pre-filled syringes.
• Use DUPIXENT exactly as prescribed by your healthcare provider.
• DUPIXENT comes as a single-dose pre-filled syringe with needle shield.
• DUPIXENT is given as an injection under the skin (subcutaneous injection).
• If your healthcare provider decides that you or a caregiver can give the injections of DUPIXENT, you or your caregiver should receive training on the right way to prepare and inject DUPIXENT. Do not try to inject DUPIXENT until you have been shown the right way by your healthcare provider.
• If your healthcare provider tells you to, stop using DUPIXENT and tell your healthcare provider or get emergency help right away if you get any of the following symptoms: breathing problems, fever, general ill feeling, swollen lymph nodes, swelling of the face, mouth and tongue, hives, itching, fainting, dizziness, feeling lightheaded (low blood pressure), joint pain, or skin rash.

Stop using DUPIXENT and tell your healthcare provider or get emergency help right away if you get any of the following symptoms: breathing problems, fever, general ill feeling, swollen lymph nodes, swelling of the face, mouth and tongue, hives, itching, fainting, dizziness, feeling lightheaded (low blood pressure), joint pain, or skin rash.

What are the possible side effects of DUPIXENT?
• DUPIXENT can cause serious side effects, including:
  – Allergic reactions (hypersensitivity), including a severe reaction known as anaphylaxis. Stop using DUPIXENT and tell your healthcare provider or get emergency help right away if you get any of the following symptoms: breathing problems, fever, general ill feeling, swollen lymph nodes, swelling of the face, mouth and tongue, hives, itching, fainting, dizziness, feeling lightheaded (low blood pressure), joint pain, or skin rash.
  – Eye problems. If you have atopic dermatitis, tell your healthcare provider if you have any new or worsening eye problems, including eye pain or changes in vision.
  – Inflammation in your blood vessels: Rarely, this can happen in people with asthma who receive DUPIXENT. This may happen in people who also take a steroid medicine by mouth that is being stopped or the dose is being lowered. It is not known whether this is caused by DUPIXENT. Tell your healthcare provider right away if you have: rash, shortness of breath, persistent fever, chest pain, or a feeling of pins and needles or numbness of your arms or legs.

The most common side effects of DUPIXENT include:
• inject site reactions, pain in the throat (oropharyngeal pain) and cold sores in your mouth or on your lips. Eye and eyelid inflammation, including redness, swelling and itching have been seen in patients who have atopic dermatitis.
• Tell your healthcare provider if you have any side effect that bothers you or that does not go away.
• These are not all of the possible side effects of DUPIXENT. Call your doctor for medical advice about side effects. You may report side effects to FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

General information about the safe and effective use of DUPIXENT:
Meditines are sometimes prescribed for purposes other than those listed in a Patient Information leaflet. Do not use DUPIXENT for a condition for which it was not prescribed. Do not give DUPIXENT to other people, even if they have the same symptoms that you have. It may harm them.
This is a summary of the most important information about DUPIXENT. If you would like more information, talk with your healthcare provider. You can ask your pharmacist or healthcare provider for more information about DUPIXENT that is written for healthcare professionals.
For more information about DUPIXENT, go to www.DUPIXENT.com or call 1-844-DUPIXENT (1-844-387-4936)

What are the ingredients in DUPIXENT?
Active ingredient: dupilumab
Inactive ingredients: L-arginine hydrochloride, L-histidine, polysorbate 80, sodium acetate, sucrose, and water for injection

Manufactured by: Regeneron Pharmaceuticals, Inc., Tarrytown, NY 10591 U.S. License # 1760; Marketed by sanofi-aventis U.S. LLC (Bridgewater, NJ 08807) and Regeneron Pharmaceuticals, Inc. (Tarrytown, NY 10591) / DUPIXENT is a registered trademark of Sanofi Biotechnology / ©2018 Regeneron Pharmaceuticals, Inc. / sanofi-aventis U.S. LLC. All rights reserved. Issue Date: October 2018

US-DAD-14946
WHEN YOU SIGN UP FOR THE ALLURE BEAUTY BOX, YOU’LL GET A SELECTION OF EDITORS’ MOST BELOVED BEAUTY PRODUCTS DELIVERED TO YOUR DOOR EACH MONTH. THESE ARE THE SUMMERTIME STAPLES WE’VE PACKED INTO JUNE.

1. THE BROWGAL EYEBROW PENCIL
“A lot of brow pencils are so creamy that they can easily look fake, but this one has a perfect waxy consistency for creating believable fullness that’s not too heavy or uniform. I always focus more product on my arches than on the rest of my brows, a makeup artist trick for achieving natural-looking gradation—and avoiding that angry brow look.”
—Elizabeth Siegel, deputy beauty director

2. EAU THERMALE AVÈNE THERMAL SPRING WATER
“This facial mist will be in my purse from now until Labor Day—it’s so refreshing in the heat, makes me look dewy quickly, and when I’m really tired, a few spritzes wake me up. I usually use it during the 3 p.m. slump instead of coffee. And because there’s no scent, it’s good for my sensitive skin.”
—Sarah Kinonen, associate digital beauty director

3. FLOSS. MY NEW FAVORITE LIP GLOSS
“It’s purply-pink in the tube, but clear on lips, so it’s easy to wear. And I love the shine factor, which is somewhere between a balm and a gloss. It makes my lips look healthy, with a pretty sheen that’s more versatile than the full-on lacquer effect that a lot of other glosses have.

4. MOROCCANOIL TREATMENT
“My hair drinks this oil up, so even if I accidentally put on too much, it never looks greasy. I use it all over, on damp hair, after blow-drying to smooth flyaways and frizz, and even when I don’t wash my hair—on those mornings, I often wake up looking like Einstein, so I put a little bit of this on my ends to help weigh my hair down. And the smell? So nutty and warm.”
—Kathleen Suico, assistant editor

5. CONTEXT VITAMIN C ALL DAY EYE CREAM
“The vitamin C in here is great for protecting my under-eyes from the sun and pollution, but I also love using this eye gel for midday touch-ups. I tap it on to smooth out creased concealer, wipe away mascara smudges, and generally make my eyes look bright and hydrated again.”
—Jenny Baill, executive beauty director
Glittering pink, marbleized bronze, matte dusty rose—there are 18 very pigmented, very eye-catching shades in this “nude” palette. None of them fit the traditional definition of a nude, but that is exactly the point, says blogger and Huda Beauty founder Huda Kattan: “You can’t define nude by skin tone anymore. My shade of nude is not the same as yours. So I decided to take a new route and dive into the emotional side of the word—feeling sexy and comfortable.” Which is very cool, for sure, but even better is this palette’s versatility. There are so many different finishes (metallic, marbled, major glitter) that you can “drop a marbled shade over the center of your lid, on top of a matte base, as a highlight,” says Gina Daddona, a makeup artist in New York City. “Or you can use a darker matte to line your lashes and then layer glitter over that line.” Or try the peachy matte concealed under any shadow. “It’s an incredible primer for those who want a bolder look,” says Kattan. “It also helps adhere the glitter shadows with minimal fallout.”
WAKE UP TO YOUTHFUL, HYDRATED SKIN.

Enriched with unique AVEENO® Blackberry Complex, our formula works overnight to visibly reduce fine lines and wrinkles for younger-looking skin in just 1 week.

Aveeno
GET SKIN HAPPY™

Absolutely Ageless®
Restorative Night Cream
Use product as directed.
Dermatologists have told us for years that the best time to moisturize skin is right after you shower, while your skin is still damp, so you can lock in hydration. But if you’ve ever tried doing that, you also know that particular technique can present challenges. “Water can change the consistency of lotions and moisturizers, thinning them out and making them runny and difficult to rub in,” says cosmetic chemist Ginger King. When manicurist Holly Falcone took this topcoat for a test-drive, the color underneath still looked “brand-new” over a week in. Another highlight: the wide, flat brush. “It applies the product evenly and prevents the streaking that tends to happen with other matte topcoats,” says Falcone, who uses them a lot. “When you take away the glossy finish of a manicure, the color looks more saturated, which I love.”
Drench your skin in the new wave of super hydration.

Neutrogena® Hydro Boost Water Gel
and now, new Hydrating Cleansing Gel

Nothing does more for thirsty skin than hydration. That’s why our clinically proven formulas lock in hydration with hyaluronic acid. This advanced ingredient holds up to 1000X its weight in water. Skin is so supple and hydrated, it bounces back.

See what’s possible.
Learn more at neutrogena.com/hydroboost
The newest Clarisonic is also the techiest: It syncs with a phone app that tracks how often you use it and lets you log before and after photos, so you can see if your skin gets glowier the more diligently you cleanse. Its oscillating head has an indicator that tells you when it needs to be replaced, and it can also be swapped out for alternative attachments: a whirling foundation-brush head that buffs base to perfection, and two pulsating massaging attachments—one for the eye area and one for the rest of the face—that feel as pampering as they sound. According to Clarisonic’s studies, the firming, lifting effects of the facial-massage head can be seen after 12 weeks. “The rapid oscillation can stimulate circulation so your eyes look brighter,” says Whitney Bowe, a dermatologist in New York City. “And any time you massage your skin, you’re waking up fibroblasts to trigger collagen production.”

Inside Dyson’s campus in Malmesbury, England, jet engines and planes are scattered in the most unusual places: hanging in the cafeteria; parked on highly trafficked walkways. They’re part of the inspiration behind Dyson’s Airwrap, a heat-styling tool with attachments for creating loose waves and curls, smoothing damaged hair, and executing the bounciest round-brush blowouts. The Airwrap harnesses something called the coanda effect: Just as plane engines use high-velocity air to create swirling vortexes that push objects forward, the tool catches hair in a spiral of air to shape curls, add volume, and smooth. It requires less skill, and arm gymnastics, on your part and lets you style hair at lower temperatures than normal. “It gives a voluminous curl that really stays, even if you have fine hair that doesn’t typically hold a curl super well,” says hairstylist Teddi Cranford, owner of the White Rose Collective salon in New York City.

**hair**

**DYSON AIRWRAP**

**skin**

**CLARISONIC**

**MIA SMART 3-IN-1 SONIC FACIAL CLEANSING BRUSH**

**READERS’ CHOICE BREAKTHROUGHS**

**READERS’ CHOICE AWARD WINNER 2019**
SKINCARE DOESN’T STOP WHERE HAIR BEGINS

Head & Shoulders Smooth & Silky.
Awarded best in skincare because scalp is skin and the foundation for beautiful hair.
IS YOUR SUNSCREEN SAFE?

BY JESSICA CHIA
This spring, the FDA announced it is reevaluating the safety of every single chemical sunscreen agent. Makes you a little nervous, right?

Us, too. And since we’re not going to find out the results of this reevaluation until November, we all have a long, confusing, sun-filled summer ahead. So we did our best to get as many answers as possible to help you—and, fine, us—make the right decision right now.

So why the closer look at sunscreen ingredients in the first place? The FDA told us it’s because a growing body of data suggests that more sunscreen is absorbed through the skin and into the circulatory system than we thought. That raises previously unevaluated safety concerns about sunscreens, including the potential for effects on reproduction. The FDA has found that there’s a lack of data—not negative data, but a lack of it—on how chronic exposure to sunscreen filters will affect our bodies, so it’s requested additional data from beauty brands to better understand which sunscreens are absorbed and the impact of that absorption. Until we get that info, the only two sunscreen filters the FDA will categorize as Generally Recognized as Safe and Effective now are titanium dioxide and zinc oxide, which are also the only two “mineral” filters we have. “Research has found that they don’t significantly penetrate skin,” says cosmetic chemist Perry Romanowski. The FDA has already proposed that two ingredients be classified as unsafe for use in sunscreens: PABA and trolamine salicylate. But don’t worry. Those ingredients haven’t been used in sunscreens for at least 20 years, says Steven Wang, a dermatologist in Basking Ridge, New Jersey.

This leaves 12 chemical filters (avobenzone, oxybenzone, and others) in a kind of no man’s land. They had the green light for many years, and now? Well, they’re not not approved, but the FDA is calling for sunscreen makers to provide clinical safety data on them soon (before the FDA issues its proposal in November), though the FDA will consider requests to defer rule-making. In other words, the onus is on sunscreen makers to prove the filters in their products are safe. (The FDA has required clinical safety data for sunscreen actives in the past, but now is asking for new data, including on ingredient absorption.) In response, the Personal Care Products Council (a beauty industry trade association) has released a statement saying, “Our industry has consistently offered viable, state-of-the-art toxicological safety methods.... We are proud of the sunscreens our industry provides to protect families from the harmful effects of the sun. We look forward to working with [the] FDA to best address their questions.”

Still, you may wonder whether there’s any proof that chemical ingredients aren’t safe—because, seriously, why is this coming up now? Perhaps it’s due to the kind of procrastination we can all relate to: You know, when the president of the United States asks you to do something, and he gives you a deadline, and you’re like, “Yeah, yeah, yeah” because it’s five years away? Seems like that’s kind of happened here. In November 2014, President Obama signed the Sunscreen Innovation Act, which included a provision stating that the FDA would need an alternative process for reviewing the safety (and effectiveness) of sunscreens. This act came with a deadline: November 2019. All changes to the way the FDA approves sunscreen will be made law by that date.

While these ingredients are under review, dermatologists say we should keep wearing our favorite sunscreens as usual. “You can switch to only zinc and titanium,” says Wang, “but for those with darker skin tones, physical sunscreens might leave a whitish cast.” Jeanine Downie, a dermatologist in Montclair, New Jersey, agrees that it’s best to prioritize wearing sunscreen over parsing ingredient lists: “I’d rather have everybody wear something. It’s going to keep them from getting their nose chopped up with a basal cell carcinoma [skin cancer].”

One caveat, however, is that dermatologists recommend children and pregnant women choose physical, not chemical, filters regardless of any changes in the FDA’s sunscreen policy. “Children have a weaker skin barrier and could absorb a whole lot more, so we recommend mineral sunscreens,” says Rachel Nazarian, a dermatologist in New York City. “We don’t believe chemical products are harmful, but we know physical products aren’t, so we err on the side of overwhelming safety assurance.” Reports that oxybenzone might not be safe for coral reefs may also sway your sunscreen-buying decisions—the ingredient has been banned in Hawaii for that reason. But the jury is still out on the validity of these reports. (And just to be clear, they don’t examine human health—the FDA’s only concern.)

The FDA isn’t just looking at what’s in your sunscreen; it’s also looking at how you apply it. There have been concerns about spray sunscreens since 2011 because it’s tough to tell if you’re getting adequate coverage and whether or not you’re inhaling the stuff. Fair enough. But now that sunscreen sprays have become a staple in many households, the FDA has proposed to allow them, with one condition: Their particles must be large enough that you can’t breathe them into the deep lungs. According to a study in the Journal of Aerosol Medicine and Pulmonary Drug Delivery, particles bigger than six micrometers will only be deposited in the upper lungs, so that number is probably a good guide. Romanowski says, adding that most of the sprays that are currently available have particles much larger than that. The FDA is also taking a closer look at powders (for the same inhalation-risk concerns), and it has proposed that sunscreen-containing towelettes and body washes will have to seek FDA approval as entirely new drugs. (Nazarian explains that these never had to get specific FDA clearance before.)

The good news is that more answers are coming soon. That November 2019 deadline is looming. After that, the FDA will allow sunscreen makers an implementation period (usually about one year) to switch gears and put any changes into effect. Until then, “the American Academy of Dermatology is not changing their stance on any sunscreen ingredients,” says Nazarian, who is a fellow of the AAD. “As always, we tell people, look for a product that’s broad-spectrum, SPF 30—higher, if possible—and water resistant. We are not saying, ‘Don’t use ingredients under review.’ We just want the sunscreen industry to step forward and show people their products are safe.”

photo illustration by jill greenberg
ALMOST A DECADE AFTER HER DEBUT, THIS MODEL’S CAREER IS STILL GOING STRONG. HOW STRONG? SHE’S THE FACE OF DIOR’S LATEST LIPSTICK AND HAS A ROLE IN A NEW FILM (ALONGSIDE ELISABETH MOSS). AND THE YEAR ISN’T EVEN HALF OVER. AT THE UNVEILING OF THE DIOR CAMPAIGN IN SHANGHAI, DELEVINGNE TALKED TO US ABOUT DEALING WITH BULLIES, PLAYING WITH MAKEUP, AND GIVING MOTHER TERESA A BOLD LIP. WITH Cara Delevingne
MUST BE LOVE
AT FIRST BITE

MAGNUM®
ice cream
It’s funny—I was never one of those girls who used to like to watch my mother put on lipstick or anything, but I do remember getting my hands on lipstick when I was a kid and just rubbing it all over my body and face like it was a [crayon]. For me, it was about being a character or an animal, really transforming. I used to love to pretend for my parents that I had slit open my face or cut something, or I was frothing at the mouth—you know, [with] those little vitamin C things you put in drinks? I was a bit of a mean child. Evil.

I don’t think I really discovered the art of makeup, in terms of what you put on your face, until I got a bit older. I always went for what everyone else my age did, which was mascara or very heavy eyeliner. And then I discovered lipstick. I could wear lipstick by itself and not wear anything on my eyes, because my eyebrows were big enough. Before today, I didn’t know about the Cara effect. [Editor’s note: It’s the 2012 boon in eyebrow products timed to Delevingne’s first big modeling gigs.] That’s hysterical. I wish I had made some eyebrow products now. I don’t really know what to make of that, apart from the fact that I just love it when young girls and their moms come up to me and go, “I’m so glad my daughter looked up to you and never touched her eyebrows,” that kind of thing. Because I see these girls with beautiful eyebrows, and I always used to be bullied about that when I was younger. I’m so happy that girls get to feel confident about what they have.

[Because I’m a model,] people make me up in what they want me to look like, so I’ve never really experimented [with my look] that much on my own. I’ve had so many incredible makeup artists, like Peter [Philips, of Dior Makeup], do incredible makeup on me, and I get lazy. Shaving my head was what really shocked me. I was doing a film called Life in a Year, playing a teenage cancer patient, so it was important for me to really feel what it was like to lose your hair. Before that, I had this looming thought that long hair equaled femininity, which equaled beauty. But when I shaved my head, there was so much more to explore in regard to what beauty meant and how other people perceived me. And how to feel beautiful, because that’s really what I thought—that hair was so important. I used to hide behind it a lot. But you don’t need hair to be beautiful.

Now I’m open to all these new beauty trends that are coming out. I saw people are starting to put makeup on their ears! I think it’s really fun to have those moments, especially when you get all the girls together and you get out all your products and try them on each other or on yourself. It’s a nice thing to do. You can have a couple of cocktails and a nice night. You don’t have to go out to have a party.

Who would I invite to a beauty-bonding night right now? Oh, God. I’d love to watch someone like Marilyn Monroe put on lipstick. Because before, as I said, I never used to watch anyone do that—I think it’d be a really iconic moment. Mother Teresa would be quite odd, but I’d like to have her talking to us while we put on makeup. [I would tell her] she doesn’t need to wear makeup, she’s fine the way she is, but I think she might like a bold lip. Maybe talk to Frida Kahlo about her eyebrows—she’d be a good person to have there. And all my old friends from London. They’re always the best to have. —AS TOLD TO BRENNAN KILBANE

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**THE SKIN-FLIGHT ROUTINE**

Fresh off of a daylong flight to China, Delevingne filled us in on how to look, well, fresh off of a daylong flight to China:

“It’s very important when you fly not to eat plane food. They add so much salt because otherwise you can’t taste anything when you’re in the air.... I’ll bring ginger, put it in a flask, and ask the attendants to fill it up with water [throughout the flight].... I get super dehydrated when I travel. My skin, my psoriasis, everything. Fluids and water are important. I take medication for the psoriasis.”

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**Dior Addict Stellar Shine Lipstick in Positivity (top) and CD-Dream**

COREY MAYWALT
BuzzFEED

CAN BEE VENOM CURE LYME DISEASE?
DOES CELERY JUICE HOLD THERAPEUTIC POWERS OVER ECZEMA FLARE-UPS AND SLUGGISH THYROID?
THE MIND SAYS: NO.
BUT THE HEART: YES.
PLEASE, WELCOME TO THE CORNERS OF THE INTERNET WHERE THE SICK WILL DO JUST ABOUT ANYTHING TO GET WELL.
BY COTTON CODINHA

photographed by graham pollack
Introducing: GrandeDRAMA Intense Thickening Mascara
Infused with castor oil, for your thickest, most intense lashes ever.

Available online at Ulta Beauty, Sephora, Macy’s & grandecosmetics.com
In a perfect world, wellness would be holistic and balanced. But in the world we live in, where people fall ill and standard treatments fail and fail again, the outer orbits of the health-sphere can seem like the only place to be heard and to feel better.

Of course, quacks, fads, and snake oils have plagued humanity since, well, the Plague. Still, this is an era of post-truth politics, an age when health cures are defined by “having a moment” headlines more than peer-reviewed research, a time that has turned Goop, which pursues unconventional wellness methods, into a $250 million business.

That societal shift has unearthed a more radical, hands-on approach to what ails us—one where women with mysterious illnesses keep honeybees in their houses and sting away their disease. And where a man espouses that a host of woes would be eradicated if only we drank 16 ounces of celery juice on an empty stomach each morning. When people are driven to use highly specific ingredients as medicine—as their saviors, really—what does it say about our deep desire to be “well” in 2019? More than you can imagine.

One morning, a cloud of bees descended upon Ellie Lobel while she was taking a walk. She not only survived the stings but emerged newly reinvigorated. Lobel had been suffering from an aggressive form of Lyme disease, a tick-borne ailment that can be difficult to treat if not detected early. After the attack, her blood work was within normal range. It was then that she began to preach bee-venom therapy via YouTube instructionals to other sick and desperate people who were mired in medical debt and had little hope. (Beekeepers charge about $20 for the bees, with the most expensive element being the required EpiPen, which runs up to $600, in case of a severe allergic reaction.) In these videos, Lobel controls the stings by positioning a honeybee, stinger first, about an inch out from the patient’s spine.

Bee-venom therapy has been used for some time as a pain-management tool for those suffering from Lyme disease, multiple sclerosis, and rheumatoid arthritis. It’s chronically understudied and generally viewed with suspicion by the medical community. However, one 2017 study, done out of the University of New Haven and published in the journal *Antibiotics*, compared the use of dried bee venom (not administered by stinger but extracted, dried for shipment, and resuspended in liquid) to antibiotics that have been proven to help with Lyme and found that a protein in the venom, melittin, was more effective in treating a common strain of the disease. “It is still preliminary,” says lead researcher Kayla Socarrás, the author of the study.

When people use *highly specific ingredients* as medicine, what does it say about our *desire to be* “well” in 2019?
WASH AWAY UNWANTED HAIR COLOR WITH COLOR OOPS

- Gently removes permanent & semi-permanent hair color
- Takes only 20 minutes*
- Safe and Easy
- Ammonia Free & Bleach Free
- Re-color the same day

Available at: CVS/pharmacy, ulta, Walgreens, Walmart

* refers to processing times
No purse. No problem.

He is not a doctor. Or a nutritionist. He holds no medical license. A spirit he communes with told him to spread the word of celery.

paper. “We’re not close to recommending this outside of the lab.” But that hasn’t stopped the 7,000-plus followers of Lobel’s closed Facebook group, many of whom suffer from symptoms similar to Lobel’s, from sharing tips, including how to practice apitherapy when nowhere near a scientific setting.

Brooke Geahan has an equally robust congregation. The founder of the Heal Hive, a research and education community focusing on bee therapy for chronic illness, Geahan interacts with her nearly 10,000 Instagram followers (@everydayexpert) with bee- and heart-emoji-filled assurances. “My first year of getting chronic Lyme, I went to get a sting,” says Geahan. “The whole thing just screamed crazytown and it freaked me out, so I dismissed it.” But she was drawn back after two years of spending $160,000 on Western medicine treatments. Within a month of committing to a practice of positioning a series of stings up her back (some people work up to 10 stings three times a week), “I didn’t need a cane or a wheelchair anymore.” Stories like hers give the kind of hope that can help suspend disbelief.

A few hashtags away, followers of Anthony William are preaching that you can heal your psoriasis or eczema and jump-start your thyroid with one ingredient and one ingredient alone: celery. William, who calls himself “the Medical Medium,” is the reason why frothy, neon-green juice pics have taken over your Instagram feed. William has written five nutrition-based books on healing autoimmune disorders, sits on Goop’s panel of experts, and makes appearances on morning television and via his YouTube channel to his 86,000-plus subscribers. This all despite the fact that he is not a doctor, or a nutritionist, has no medical license, and publicly claims that medical research hasn’t caught up to his thinking. A spirit he communes with told him to spread the word of celery.

Of course, medical professionals laugh and laugh. “Celery is a good snack with lots of vitamin A and fiber, but there is no one food that will cure your ailment,” says Lisa Sasson, a registered dietitian and clinical associate professor of nutrition at New York University’s Steinhardt School of Culture, Education, and Human Development.

Tell that to the Medical Medium’s 2 million–strong social followers. On his feed, you’ll find photos of beaming people spliced with their “befores”—when they were covered in sores, puffy, and unable to heal—who share their juicing triumphs, renewed energy, and smooth skin. And the converted don’t just exalt celery for curing physical woes. One Instagram user credits it with easing her anxiety. “Celery juice took care of my tightness in chest, panic, & anxiety literally within minutes & left me feeling great & energetic!” posted @foodiesinmykitchen. “Nothing has made a bigger impact & a better believer in me.”

These are worlds where words are slippery. When you’ve been through a medical system that has failed you and doctors have spoken a language foreign to you, it makes sense that “toxic” and “clean” can take on wholly multifaceted meanings, that livers are things that need to be neutralized, and a dark sickness can lay dormant in your bones to be pulled out during a cupping session. Belief is a powerful drug. It makes sense that when people fall ill, they turn to religion. Or bees. Or celery. Being sick without a solution, with no road map, can make you desperate, and it can make you open. And by being open, sometimes you find just what you needed. Which might be not treatment, but a community willing to listen.
ALTHOUGH THE WORD “LINER” FEELS REDUCTIVE, THE LATEST TWISTS ON THIS MOST CLASSIC OF BEAUTY TOOLS ARE ARTFUL, PLAYFUL, ORIGINAL, AND ANYTHING BUT LINEAR.

BY JESSICA CHIA

Seven Ways to Reimagine Your EYELINER

1 Supersize It

Trade a subtle flick for an extra-exaggerated wing that almost reaches your brows. It’s a fierce look, and you don’t have to be finicky to get it: “If you start out trying to get it perfect, forget it—you’ll be there for a long time,” says makeup artist Vincent Oquendo. Be a little messy and “go really, really big with your shape,” then whittle it down to your ideal wing using a pointed cotton swab with a dab of creamy cleanser on it.

GO BOLD(ER)

Bonus points if you pair your oversize wing with a lip color that’s just as dramatic (like at GCDS’s show, right) or try it in an eye-catching metallic, like Lancôme Artliner in Brown Metallic (above).
Some discounts, coverages, payment plans and features are not available in all states, in all GEICO companies, or in all situations. Boat and PWC coverages are underwritten by GEICO Marine Insurance Company. Homeowners, renters and condo coverages are written through non-affiliated insurance companies and are secured through the GEICO Insurance Agency, Inc. Motorcycle and ATV coverages are underwritten by GEICO Indemnity Company. GEICO is a registered service mark of Government Employees Insurance Company, Washington, DC 20076; a Berkshire Hathaway Inc. subsidiary. © 2018 GEICO.
We’ve long loved smudgy lash lines, but today, makeup artists are rebooting the sooty effect by setting it off with clean lids and brushed-up brows. For a perfectly worn-in look, run a soft brown gel or pencil liner along your lash lines, then use a sponge brush (the kind that comes with an eye shadow quad) to layer deeper and then deepest brown shadows on top of it, says Oquendo.

Blur the Lines

EMBRACE IMPERFECTION

Models at Chanel (below left) and Prabal Gurung (below) demonstrate hazy liner at its best. Above, from left: Nyx Slim Eye Pencil in Bronze Shimmer and Maybelline New York TattooStudio Gel Pencil in Bold Brown.

DOUBLE DOWN

If you’ve perfected cat eyes (and even if you haven’t), raise the stakes by adding a parallel slash of liner. After you do the usual wing, trace a line along your lower lash lines, extending it outward for a companion flick. We also highly recommend going for a two-tone effect: try Dior Diorshow In & Out Eyeliner in Blue/Black (right).
THESE WOMEN WANT TO SAVE YOUR LIFE.
BY SAVING YOUR SKIN.

Melanoma is one of the most common forms of cancer in the United States. Most cases are related to sun UV-induced damage to the skin. And nearly 7,230 people in the U.S. are expected to die of melanoma in 2019.

But these five scientists are working to change all that.

MRA, the largest non-profit funder of melanoma research, has granted these women a Team Science Award for Women in Scientific Research to advance melanoma detection and treatment. The three-year research project is powered by the brilliance of five female scientists and funded by L’Oréal Paris.

Since 2013, L’Oréal Paris has committed a total of $1.5 million to MRA research.

With your help we will defeat melanoma. Learn more about melanoma prevention and support life-saving research by visiting itsthatworthit.org.

And make every day an SPF day — rain or shine.
Whoever said liner needs to involve your lash lines? Take it to greater heights by swooshing liner through your crease, or disrupt a classic wing by creating negative space using a pointed cotton swab dipped in oil-free makeup remover. Whenever you’re going for an artful look, “make a little road map for yourself by sketching the shape in pencil, then go over it in liquid,” says Oquendo. “Give this eyeliner the time it deserves.”

A FINE LINE
Create intricate looks with Sephora Waterproof Brush Tip Liquid Liner (left) or Wet n Wild MegasLiner in Voltage Blue (above).
Above, from left: Dove Cameron; imaginative wings at Moon Young Hee; Lily Collins.

THE BOLD TYPE
Striking shapes at Erdem and Proenza Schouler (below, from left). Below: L’Oréal Paris Voluminous Lash Paradise Liquid Eyeliner in Black.

GET INTO GRAPHIC DESIGN
Strong lines and boxy shapes create a powerful statement. For an ultrathick effect, “you can use a concealer brush to apply a cream eyeliner and just paint it all over the lid,” Oquendo says. But don’t layer it over shadow or primer: “If you have too much product between the skin and the liner, it’ll affect wearability, and the liner will be more likely to transfer.”

4

BE ARTFUL

FRESH TAKES
Light It Up

To borrow from Zoolander, neon eyeliner is “so hot right now,” Oquendo says. It’s easy enough to trace a bit of neon liner along your upper lash line or at the inner corners of your eyes. But flick orange over colorful shadow or draw a triangle at the outer corners, and you’ve got a look as adventurous as neon shades themselves. Neons can exaggerate red eyes, though, so prep with brightening drops (like Lumify).

White It Out

Snowy liner is a clean, crisp look that’s striking on any skin tone. To keep it from washing you out, pair a thick line of white pencil with loads of volumizing mascara. For a mod take, swish it through your creases, as Oquendo recently did on Janelle Monáe using Shiseido Keajl InkArtist in Kabuki White. (He’s a spokesperson for the brand.)

SUMMER WHITES

Makeup artist Diane Kendal used UZ Eye Opening Liner (right) et 31 Phillip Lim (far right). Top, from left: Margot Robbie; ’60s liner and lashes with a capital L at Giambattista Valli.
A GLEAM IN HER EYES

As Daenerys Targaryen on Game of Thrones, Emilia Clarke created a warrior queen for the ages. Her legend can be told on the walls of caves or on T-shirts at Comic-Con. But behind the Valkyrie wigs and very testy dragons, Clarke has an inspiring origin story of her own. By Brennan Kilbane

PHOTOGRAPHED BY MARCUS OHLSSON
Glowing All the Way
Bottega Veneta necklace.
Makeup colors: Tinted Moisturizer Illuminating in Bare Radiance, Eye Brow Gel, and Lip Glacé in Cosmic by Laura Mercier. Details, see allure.com/credits.
And the Bead Goes On
Makeup colors: Studio Waterweight SPF 30 Foundation in NC15, Extended Play Gigablack Lash Mascara, and Dazzleglass lip gloss in Dressed to Dazzle by M.A.C.
Fringe Benefits
Marina Moscone dress.
Bottega Veneta necklace.
valley sprawls before her, rich with every color of green in the kingdom, reaching out to a twinkling city, which borders the infinite sea. Her hair (tinted not with peroxide, but tiny flecks of actual gold) glows with a radiance that makes the setting sun so jealous it hides behind the surrounding mountains, and the evening sky blushes. She is Daenerys Targaryen, Queen of the Andals, Breaker of Chains, Mother of Dragons, Khaleesi of the Great Grass Sea. Everything in sight belongs to her.

Just kidding! She is Emilia Clarke, sitting high above Beverly Hills in a glass mansion rented for a magazine cover shoot. So high up that passing aircraft rattle the bones of the house and those inside it. So high up that you can see Santa Catalina Island in the distance, peaking out from behind a curtain of fog. She laughs about something the makeup artist says, and the last of the evening light bounces off of her cheekbones and shoots into the camera lens.

We are in the sky to talk about Clarke's reign as one of the most preeminent television actresses of our time, as Daenerys on Game of Thrones. But first, I have a few questions about her abandoned career as a jazz singer.

Clarke's default emotion is joy—her resting heart rate seems to be just below that of someone seconds after winning a medium-expensive raffle prize—but it quickly congeals into theatrical horror when I reveal that I know she is a casual but talented singer of jazz music.

When she was 10, Clarke was an alto in a chorus that she describes as "very churchy." Then a substitute teacher introduced her class to jazz. "I just innately understood it," she explains. "I was always sliding up and down the notes. Every time, the [chorus] teacher would be like, 'Quit sliding, just sing that note and then that one and that's it. Stop trying to fuck with it.' Then this [jazz teacher] was like, 'Fuck with it. That's the point.'"

Fast-forward a couple of decades, and Clarke was singing "The Way You Look Tonight" at the American Songbook Gala in New York, honoring Richard Plepler, erstwhile CEO of HBO. Nicole Kidman was there, too, and that is the story of Emilia Clarke, a very famous singer.

Just kidding, again! That is the story of Emilia Clarke, extremely famous actress, and it is not even the beginning.

Game of Thrones, the HBO fantasy epic that has captured the global zeitgeist for most of the past decade, has entered its ultimate season. Since the show premiered in 2011, Daenerys's searing platinum blonde has been branded into the brains of every living person with cable access, so much so that she has become as recognizable an action figure as Princess Leia. Every autumn, legions of Americans don Grecian-style dresses and carry stuffed dragons to Halloween parties in homage. Kristen Wiig even appeared on The Tonight Show Starring Jimmy Fallon in a full Daenerys getup. This phenomenon exists in part because it's a relatively easy costume to assemble, but more likely because Game of Thrones is the most popular TV show in the history of TV shows.

It's also just one of three popular entertainment franchises Clarke has participated in. Last year: Solo: A Star Wars Story, as a paramour of Han Solo. Two years before that: the fifth Terminator movie, beside Arnold. She was also Holly Golightly in a short-lived Breakfast at Tiffany's production on Broadway. None of those projects were particularly successful—but none of that matters, to a remarkable degree, because what matters is: The people love Daenerys.

They love a character whose series arc begins with her indentured servitude as a warlord's concubine and ends, most recently, with her fighting for sovereignty over a league of nations and for a throne made of swords. They love how fictional languages drift from her mouth like dancing smoke, and how her searing-white mane retains a fearsome curl, even in or near battle. They love the whole dragons thing.

The people would love Emilia Clarke, too, if only they knew who she was. During the first few seasons of Game of Thrones, Clarke was able to fool the general public into believing she was very regular civilian Emilia Clarke, because Daenerys was blonde, and Clarke was not. Now, she says, recognition happens more frequently. Particularly Stateside.

For reasons I cannot fathom, Americans feel more entitled to command the attention of celebrities. "People are like, 'UH-melia CLORK!"’ she says, in perfect American. In London, people are prone to whisper about her as she passes by. "'Was that EmiliaClarke?'"

"I move like a shark when I'm in public," she says. "Head down. I think I've got quite bad posture because of it, because I'm determined to lead a normal life. So I just move too quickly for anyone to register if it's me or not. And I don't walk around with six security men and big sunglasses and a bizarre coat. I really try to meld in." It
am almost positive it is Beyoncé's favorite television show. Exhibit A: Jay-Z reportedly gave her a prop dragon's egg from the set, at great personal expense. Exhibit B: At an Oscars after-party this year, Beyoncé approached Clarke ("voluntarily," according to the actress) to introduce herself. "I watched her face go, 'Oh, no, I shouldn't be talking to this crazy [woman], who is essentially crying in front of me,'" remembers Clarke. "I think my inner monologue was, 'Stop fucking it up,' and I kept fucking it up."

"I was like, 'I just saw you in concert.' And she was like, 'I know.'" Clarke also mentions that Beyoncé complimented her work but declines to share specifics.

Why are people (more specifically, everybody) and goddesses (more specifically, Beyoncé) all obsessed with a show about some dragons and lots of dungeons?

"The show is sensationalist in a way," Clarke explains, in an effort to describe a TV series that features twins having sex and a child's defamation in the very first episode. It doesn't matter—Clarke's conversational style is so intimate and emphatic that basic facts feel like sworn secrets. When she smiles, she does so with every single muscle in her face. "It's the reason why people pick up gossip magazines. They want to know what happens next.... You've got a society that is far removed enough from ours but also circulates around power. How that corrupts people and how we want it, and how we don't want it."

In other words, Game of Thrones' value proposition is creating a rich other world for people to experience a prestige, high-production version of pure, horny, violent, unbridled drama. It is, according to Clarke, pitched perfectly: "I think it caught Western society at exactly the right moment."

"I don't know about you," she says, "but when I watch something, it's escapism. I'm feeling crappy; I'm just sad, moody, depressed, upset, angry, whatever it is. I know that distraction is what really, really helps me." She laughs and then quickly pivots to a caveat: "I'm sure that's not what a therapist would advise."

Throughout 10 or so years in the public eye, Clarke's interviews have been peppered with the same handful of charming personal details from her career—the service jobs she worked prior to making it, dancing the funky chicken during her Game of Thrones audition—which feels a lot like walking a vast beach and finding the same series of 10 seashells.

Then, in March, some very different treasure washed ashore when The New Yorker ran the most illuminating profile of Emilia Clarke to date. It was written by Emilia Clarke.

In it, Clarke revealed that she had suffered two near-fatal brain aneurysms during the early seasons of Game of Thrones. The first hit her mid-plank during a training session, and not long after, doctors discovered a second that required them to open her skull for a risky operation. The recovery period was, to her, more painful than the aneurysms. "If I am truly being honest," she wrote, "every minute of every day I thought I was going to die." She also announced her charity venture, SameYou, which seeks to provide rehabilitation for young people recovering from brain injuries.

The second time we talk, it is the day before the Game of Thrones New York premiere, and Clarke is at a morning fitting, surrounded by a coronation's worth of gowns. It's early, and a passing cold has fried the edges of her voice. But her words still vibrate with so much joy, it's like she doesn't even notice. She's just happy to be here, wherever she is.
Gauze Célèbre
Christopher Kane
dress. Givenchy earrings.
Makeup colors:
Complexion One-Step Compact Makeup in Ivory Beige, Colorstay Crème Eye Shadow in Honey, and Super Lustrous Lipgloss in Snow Pink by Revlon. Details, see allure.com/credits.
Down to the Wire
Makeup colors: Pure Radiant Tinted Moisturizer Broad Spectrum SPF 30 in Alaska, Brow Gel in Piraeus, and Highlighting Powder in Fort de France by Nars.
For the Love of FRIZZ

BY LIANA SCHAFFNER

WE (HUMAN WOMEN) HAVE LONG MALIGNED FRIZZ, AND WE (ALLURE) HAVE OFTEN TOLD YOU HOW TO “FIGHT” IT, “BEAT” IT, “CONQUER” IT. WILL YOU ACCEPT OUR APOLOGY? (AND FEEL FREE TO PUT DOWN YOUR WEAPONS.) THIS IS THE SUMMER WE CELEBRATE THE ETHEREAL, GLAMOROUS, FREEING POWER OF A GLORIOUS HALO.
HAIR

is too fine and wispy to ever be considered “polished.”
I sometimes wonder if it can even be considered hair, in the familiar sense of the word. It is more like a conjurer’s trick—a medium-brown illusion that fills up the space between my jaw and shoulders the way a cloud fills up the sky. Its texture hovers somewhere between cotton candy and duckling down. On long summer days, it casts a hazy shadow on hot pavement, which is the only way I know for sure that it’s made of physical matter—or a vague approximation of it.

But polished hair is a look that many people aspire to—or, more precisely, feel a certain obligation to aspire to, even when it goes against their better judgment. I remember when my cousin asked me—and all the women in her bridal party—to wear a smooth side ponytail with a strict part for her big day. I watched with quiet dread as a hairstylist used argan oil to achieve gleaming results. Every bridesmaid who sat in her chair emerged with a shiny, linear ponytail the size of a Twizzler. My feathery strands were gathered into a tragic ponytail the size of a model’s forearm. The effect was swank and uniform, like a row of palm trees fanning the tropical air. I ruined it. My feathery strands were gathered into a tragic ponytail the size of a Twizzler. Flashes of pink scalp glared through my flat roots. I smiled dutifully among the大队 of clothes.

Frizz had restored my volume—and my dignity.

That may sound grandiose, but frizz does have the power to trigger emotional extremes. We curse it, joke about it, embrace it, resign ourselves to it. It’s a turbulent range of feelings, all tied to the same chemical process. Frizz happens when keratin proteins and hydrogen bonds react. Think of it as the hair equivalent of heat lightning: a wild, kinetic, unpredictable marvel charged by the atmosphere. It has a raw and elemental beauty that can’t be controlled—which probably explains our human desire to control it. But frizz also gives hair a kind of otherworldly volume boost that can be a life-giving force. Consider this: Water, the source of all creation, is also the source of frizz.

Hairstylists are now drawing inspiration from that deep well. Take the fall shows, where puffed-up styles floated down the runways like a fleet of airships. At Michael Kors Collection, hairstylist Orlando Pita revived the velvet-rope days of Studio 54 by creating sculpted waves that tapered into a shock of frizz (it’s electric!). A few deliberate brush-strokes at 3.1 Phillip Lim transformed crimped hair into wispy halos, and hair legend Odile Gilbert gave curls and kinks an ethereal quality at Oscar de la Renta by brushing the ends into a gossamer haze.

The best part? All of these looks can be achieved just by letting nature do its thing. No matter your hair texture, there’s a good chance the sultry weather will kink it up or fan it out (maybe both, if you’re lucky). Admire the effect. And let your frizz flag fly.

GREAT MOMENTS IN FRIZZ-STOREY

Because, hello, that is some truly amazing rocker hair.

2. CHER, 1987. When making the case for frizz, you need the hair icon of all hair icons on your team: Cher (and her perfectly lived-in full head of curls).

Hairstylist Odile Gilbert convinced us to swap our smoothing serums for paddle brushes when she combed out waves with diaphanous results.

4. JENNIFER BEALS IN FLASHDANCE, 1983.
If the ‘80s classic taught us anything, it’s that dreams do come true—and that dancing up a storm is an excellent way to give your curls a sexy mussed quality.

5. GRETA GARBO.
A lesson from the silver-screen star: The right lighting, a touch of frizz and, bam, you’re angelic.

Dear Whitney: We will always love you and your diva-worthy curls.

There’s a reason her waves were her trademark—their imperfect vibe was a whole lot more glamorous than her oven full of clothes.

8. BRIGITTE BARDOT, CIRCA 1960. Allover frizz was part and parcel of Bardot’s sex appeal.

9. MICHAEL KORS COLLECTION, FALL 2019. Hairstylist Orlando Pita’s disco-inspired waves would be at home doing the hustle at Studio 54.
We wish we could tell you what it is. But this fact alone is unimpeachable: A lot of women with breast implants feel unwell—and they think the implants themselves might be to blame. Michelle Stacey talked to doctors and patients to find out why—and where we go from here.
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wanted a bit more. At 105 pounds, she had A-cup breasts. So at 32, the Seattle-area mom decided to get implants.

But she got a lot more. A laundry list of ailments, in fact. Hives and muscle weakness. Numbness and tingling in her arms and legs. Insomnia and chronic sinusitis. At various points in Kirbyson’s 14-year slog through doctor’s offices, MRIs, and emergency-room visits, it was suggested (among many other potential diagnoses) that she had “mold toxicity,” sometimes known as “sick-building syndrome.” Kirbyson wondered if it had to do with her new office. “I was on and off antibiotics that would work for a while, and then my hives and inflammation would come back,” she says. “I sometimes felt like I was getting early Alzheimer’s, like my brain wasn’t working. I tried integrative medicine, functional medicine, ENTs. Nobody could figure out what was going on, and doctors said it was all in my head. I felt like I was dying.”

Never once did Kirbyson suspect the implants as the source of her sickness since she didn’t have pain in her breasts and not one doctor had ever raised the possibility. Then late last year, she read an article that led her to a Facebook group that described similar symptoms—about 22 of which I have myself at any given time. [But] I’ve looked into the eyes of women who say they’re going through it, and I know they’re not making it up. They’ve seen a bunch of doctors; they’re frustrated; they’re scared. There have been no formal studies on BII to mollify those fears. (The first of its kind is starting now, funded by the Aesthetic Surgery

An alarming conclusion, particularly since breast augmentation is the most popular plastic surgery. There were almost 314,000 procedures in the U.S. in 2018, up 4 percent from the previous year. In a 2011 report, the FDA estimated that between 5 and 10 million women worldwide have breast implants.

Admittedly, fears about potential dangers have surrounded implants since their inception in 1961. But past concerns were that they would rupture and leak. The new fear factor: Could simply letting these things exist in your body be ruinous? Claims like Kirbyson’s—that breast implants have triggered inexplicable chronic illness—are growing, and new reports show a direct line from implants to a rare lymphoma (see “The Cancer Link,” at right). In March, the FDA held a public advisory committee meeting on breast implants to discuss these issues. Sides were taken, and tensions ran high. One of the speakers, Diana Zuckerman, the president of the National Center for Health Research, who has been a voice in the debate for decades, says: “I was struck by how often the answer to a question was ‘We don’t know.’ We don’t know which implants are better or worse, or how often people get sick. Women deserve to know what their odds are of getting sick because of their breast implants, and we can’t answer that question.”

Doctors and the FDA concede that there is still much to learn, says Grant Stevens, the president of the American Society for Aesthetic Plastic Surgery (ASAPS) and a clinical professor of plastic surgery at the Keck School of Medicine of USC. But after 35 years of performing breast implants on more than 10,000 patients, he’s convinced that the vast majority have few problems with the devices.

Women suffering from what they call breast implant illness (BII) beg to differ. Though not a disease, BII has recently gained credibility. So much so that the FDA has incorporated the patient-coined term into its website among cautions about implants, citing “systemic symptoms” as one potential risk, although “what causes them are poorly understood.” In the run-up to its March meeting, the FDA listed examples of the top reported BII markers: fatigue, brain fog, rash, joint pain, and memory loss (amid an exhaustive 87-item list of other possible issues, including “ear ringing” and “throat clearing”). “BII is not a diagnosis,” says Stevens. “It’s a collection of symptoms—about 22 of which I have myself at any given time. [But] I’ve looked into the eyes of women who say they’re going through it, and I know they’re not making it up. They’ve seen a bunch of doctors; they’re frustrated; they’re scared. There have been no formal studies on BII to mollify those fears. (The first of its kind is starting now, funded by the Aesthetic Surgery
Europe last December. Many doctors in the U.S. prefer smooth implants, but there are textured versions in use as well.

Why not just get rid of those implants, as many of the patients and their advocates urged at the recent FDA meeting? "Textured implants are helpful in certain cases," says Casas. "After mastectomy, the texture helps the implant stay in one place and adhere to the chest wall." Even on the nonreconstructive side, some women have breast asymmetries or chest-wall deformities, like a prominent sternum, that make it harder for a smooth implant to adhere properly.

"Some patients are terrified, but in many cases, it's not an aggressive cancer," says plastic surgeon Melinda Haws, a breast-implant patient herself. Early detection is crucial: If you feel like your breasts are bigger (it could be as little as a quarter-cup bump in bra size) and it's isolated to one breast (all cases have been such, says Teitelbaum), get checked by your doctor immediately.

PROTECT YOURSELF

BEFORE

Choose a board-certified plastic surgeon. Always—no exceptions. You want a doctor who is certified by the American Board of Plastic Surgery. These surgeons operate in hospital settings where there is peer oversight and review; choosing one "will ensure the best surgery with the lowest complications, the most informed follow-up, and prompt and accurate treatment should the patient develop problems," says Stevens.

AFTER

Schedule annual checkups. Every doctor we spoke to said many women don't do this, even though many surgeons offer them for free. They are eager for the data. So think of your checkup as helping you—and the masses—create a full picture of life with breast implants.

*Name has been changed.
One of the earliest appearances of the word “pink” occurs in writer William Painter’s The Palace of Pleasure. Here a character rhapsodizes about an object of his affection: “That sweet breath which respireth through thy delicate mouth... even as I do smell the roses, pincks and violets hanging over my head.” (Pink, or pinck, is another word for the Dianthus plumarius flower, which grows in a variety of pale-red shades.)

IT WASN'T ALWAYS "FOR GIRLS." IN RECENT CENTURIES, PINK HAS BEEN FOR KINGS, BABY BOYS, PROTESTERS, PRISONERS, COUTURIERS, AND, YES, LIPS, EYELIDS, AND HAIR. THE COMMON DENOMINATOR: IT'S A POWERFUL COLOR—WITH A VIBRANT HISTORY.

Photographed by ESTER GRASS VERGARA
Aristocrats in Europe go nuts for pink, especially when it comes to dressing their babies. The shade is more popular for boys because it’s seen as a less intense version of red, the color of war.

A CITY BLUSHES

Many buildings in Jaipur, the capital of the Indian state of Rajasthan, are painted a dusty rose to herald the arrival of Prince Albert. In northern India, pink is associated with spring, and Sikh men often wear pink turbans for wedding ceremonies.

Schiaparelli top and pants.
Monica Sordo earring.
ModernMatte Powder Lipstick in Fuchsia Fetish by Shiseido.
Details, see allure.com/credits.
1930s
A SHOCKING UPDATE
Couturier Elsa Schiaparelli creates a bright magenta she calls “shocking pink.” It’s made up, she says, of “all the light and the birds and the fish in the world.” Western society has now undeniably moved away from “pink is for boys.” (Although as recently as 1918, an article from trade publication Earnshaw’s Infants’ Department dictates pink as the “generally accepted rule for boys... being a more decided and stronger color.”)

Research scientist Alexander G. Schauss proposes that pink paint on the walls of a prison could potentially make male prisoners less violent. He creates “Baker-Miller Pink,” a salmon shade named for two of his colleagues. Anecdotal reports seem promising, but later studies don’t hold up with the scientific community.

The fashion community, however, does not get the memo. In 2017, Kendall Jenner paints a wall of her home the exact shade and posts about it, writing: “Baker-Miller Pink is the only color scientifically proven to calm you AND suppress your appetite.”

2019
FOREVER PINK
Pink is everywhere. On the fall runways, it’s swiped across lids and caked onto lashes. It’s infused into glitter and brushed through the hair. It’s the color Nancy Pelosi wears to be sworn in as Speaker of the House. In the immortal words of Janelle Monáe: "Pink is where all of it starts.../ Pink like the halls of your heart." Pink means power. And so much more.

Opposite page: Makeup colors: Brow Stylist Boost & Set Brow Mascara in Blonde, Infallible 8 HR Le Gloss in Blush, and De-Crease primer by L’Oreal Paris. (A mix of gloss and shadow primer was used on the lids to adhere these pink cake-decorating sugar pearls.)
Ever paused mid-brushstroke to say a silent thank-you for your favorite eye shadow? There’s a big chance you’re expressing gratitude to cosmetic chemist Ginger King, who’s been developing category-defining skin care and cosmetics since 1995. With over 3,000 formulations and multiple patents under her belt, you know that whatever she’s spending her money on has got to be good. By Kathleen Suico

“Almost all liquid liners come from the same three manufacturers; I buy Stila’s because of its strong color payoff and lasting power. Mascara performance depends greatly on the brush—Maybelline Falsies’ curved wand fits my lash line, and the formula stretches lashes and won’t smudge, unlike many volumizing mascaras. For blush, I find Clinique’s Chubby Cheek stick is easier to use than creams and powders. And Avon True Color Eyeshadow was the first color makeup product I formulated. I was told if I wanted to get ahead, I needed to be in color cosmetics.”

“The S.M.A.R.T. Mask works—it’s great for softening dry skin and smoothing deep wrinkles. I usually make my own skin care [for personal use], but I also like Investing in Beauty Firming Eye, Face & Neck Therapy when I’m too lazy to do my whole routine because it’s a one-size-fits all. And I love Shiseido’s eye masks with skin-firming retinol.”

“I invented the first hair glue [a heavy-duty gel] in 1998. Since then there have been many copycats. The Göt2B Spiking Glue costs less than my original and holds hair all day long. For conditioner, Pantene is the gold standard. Their 3 Minute repair mask is fabulous for my coarse hair.”

King’s lineup:
1. Shiseido Benefiance WrinkleResist24 Pure Retinol Express Smoothing Eye Mask
2. Investing in Beauty Firming Eye, Face & Neck Therapy
3. Göt2B Glued Styling Spiking Glue
4. Maybelline New York Volum’ Express The Falsies Mascara
5. Avon Advance Techniques Daily Shine Dry Ends Serum
6. Avon True Color Multi-Finish Eyeshadow Quad in Romantic Mauves
8. Jason C-Effects Hyper-C Serum
9. Clinique Chubby Stick Cheek Colour Balm in Amp’d Up Apple
10. Stila Stay All Day Waterproof Liquid Eye Liner
11. Pantene Pro-V 3 Minute Miracle Repair & Protect Daily Conditioner

photographed by graham pollack
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Huda Kattan

Into the nucleus of the beauty mogul’s American business: a palatial Beverly Hills powder room befitting the Queen of Makeup, with rituals imported from her home of Dubai.

photographed by chantal anderson

“I’m a sucker for white marble. There’s something earthy about it—it makes me feel connected to nature. It feels kind of detox-y. And I like a big bathroom and a view. And a bathtub is a must.”

“Nobody messes with my evening routine. I indulge in a bath and try not to think about anything. No mindfulness—mindlessness. I take off my makeup in the bath, too. I just use oil and brown sugar, which I keep in glass jars from Target.”

“In the States, nobody uses fragrance at night. When I moved to the Middle East, my sister was like, ‘No, perfume is for nighttime.’ I use a vanilla scent—Kayali Vanilla or Dior Fève Délicieuse—on my skin and my pajamas. It’s such a nice little treat, just for myself.”

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