

Top Sante

January 2012

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BEAUTY

Beauty Hero
JEMMA KIDD

Renowned make-up artist and founder of Jemma Kidd Make-up School cosmetics, shares her inspirations, tips and fondest memories with *Top Santé*

Jemma says nothing beats a good mascara for creating instant glam

the other end of a powder brush, I knew I'd found the right career.

NOTHING COMPARES TO THE THRILL OF WORKING AT LONDON FASHION WEEK. And I love translating that into my products. My aim has always been to take the mystery out of make-up. That's why, as well as the latest shades, every product comes with step-by-step application tips. My husband, Arthur, can't believe how heavy my make-up bag is - I test everything on myself, so it's bulging with prototypes!

THE 'NO MAKE-UP' LOOK IS MY SIGNATURE. What's key here is the right foundation. When testing shades, sweep them across the apple of your cheeks, where your skin has more colour. If you're prone to oiliness, this may affect the foundation's pigments, so try it on your face - not the back of your hand!

PERFECTLY DEFINED LASHES FRAME YOUR FACE. I love fan lashes, so I can't live without mascara. As a teenager, I used Max Factor 2000 Calorie Mascara, £7.99. It completely changed my face and I felt instantly glamorous. My love affair grew when I created Lash'ng Tint Semi-Permanent Lash Colour, £15, as it stains lashes for 24 hours.

AS A BUSY MUM, I'M ALWAYS LOOKING FOR 'SKINTELLIGENT' PRODUCTS. In other words, clever products to achieve beautiful skin or flawless make-up in less time. Liz Earle's Cleanse & Polish Hot Cloth Cleanser, £13.75, is brilliant; it gives a deep-down

clean and boosts circulation. I apply SkinCeuticals C E Ferulic, £129, which is full of antioxidants, underneath Elave Demo Daily Skin Defence SPF45, £26.50, to protect my skin against daily aggressors, such as UV rays.

HEALTHY HABITS MAKE YOUR SKIN GLOW! I take Lido's Choice Ultimate Oil Blend (lidoschoice.co.uk). It's packed with omega 3 and 6 essential fatty acids, which help your cells retain water, moisturising your skin from the inside.

MY ALL-TIME BEAUTY ICON IS ESTÉE LAUDER. I often remind myself of the motto, 'I didn't get here by dreaming, thinking about it, I got here by doing it.'

My secret address book
Favourite colourist... Ashley J (he's so exclusive you have to be in)
Favourite facialist... Sarah Chan at Skinesis Clinic (020 7590 9583)
Favourite wax... STRIP wax bag (stripwaxbar.com)

FROM LEFT: Jemma's loves the antioxidant SkinCeuticals C E Ferulic for work as a make-up artist

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“I apply SkinCeuticals C E Ferulic, £129, which is full of antioxidants... To protect my skin against daily aggressors, such as UV rays”... Jemma loves the antioxidant SkinCeuticals C E Ferulic. ” — Beauty Hero Jemma Kidd, Top Sante