

Health and fitness make us feel good from the inside out, but there's something to be said for tending to our outsides; looking good can make us feel good, too. Here, three industry professionals share how they help women put the finishing touches on their natural beauty.

THE

hances are if you wear

makeup, you're wearing cosmetics that KRISTEN MONTELEONE has had a hand in creating. As Vice President of Product Development for Mana Products, a cosmetics manufacturer located in Long Island City, N.Y., this Glen Ridge resident oversees the research, development and manufacture of products for almost every private label out there. "They come to us, and we ask them what they want their costumers to spend," she says. Saks, Barneys and Bergdorf Goodman carry her company's creations under prestige labels, as well as major drug store chains with more affordable brands.

Before coming to Mana a year ago, Monteleone worked as a sales manager at Shu Uemura Cosmetics, a high-end Japanese line, and in product development at Nars Cosmetics, which recently

opened its first stand-alone store in Greenwich Village. While at the company, she scored one of their biggest hits: Orgasm Blush, perennially voted Best Blush over the past decade by magazine editors and readers. She's even subbed for Joan Rivers on QVC, selling the comedienne's brand.

When she was starting out, Monteleone didn't think she could make any money in the field, so she got a business degree. But she quickly realized that it wasn't for her, took a giant pay cut and started from the bottom in product development for cosmetics. "It was the best thing I ever did," she says. On any given day at Mana, she might look at 20 chemists' submissions for private label clients. She asks herself, "Did they get what they were after? Does it have to be refined? The color touched up? Is the coverage what we're looking for?" A master organizer, she also handles marketing for Mana's own upcoming brands.

Monteleone, her husband and two boys love the small town feel of the Glen Ridge/ Montclair area. She would like to work for herself one day, and launch her own line. "I can see opening a store around the Upper Montclair area," she says. "It's a real hip town that really likes local businesses. I think I'm in the perfect place to do that."



A COSMETICS CRYSTAL BALL

A major part of Kristen Monteleone's job is predicting future beauty trends. Mana sends representatives to trend presentations around the globe - Milan, London, Japan – to help the company understand what's going to be happening in color, what the cutting edge customer will be talking about and what they'll want to purchase. "After that, it's our job to create a color story for cosmetics," she says. We asked her for the scope on what's coming. Here's what she predicts:

What women will be wearing this summer: "We're seeing a trend from purples in the spring to lagoon shades of blue, oceanic colors. It's all about relaxation and vacationing."

What women will be wearing in the fall: "There's going to be a real shift into a modern matte look, not powdery, but matte. And red lips, because everybody is launching a new line of red lipsticks."

And the colors for spring 2012 will be: Cosmetics will tie in with fashion trends featuring islands looks and bohemian florals. "Blues, such as Moroccan, Greek and Danish blues in watery, washed tones, will continue to influence." Monteleone says. She's expecting "fresh options," including soft neutrals, pastels, dusty peaches, sand-washed whites and safari browns.



THE BEAUTY EDITOR

years in the business, **BARBARA MOSS** has her pulse on up-to-theminute beauty trends. After graduating from the Fashion Institute of Technology, she got her start in a quintessentially New York way. Riding the train one day, she sat next to the fashion editor of Woman's Day, and by the end of the trip had snagged a coveted internship. Then it was on to Redbook and First for Women. After the birth of daughter, Emma, now eight, Moss began freelancing, including stints at Lifetime Magazine, All You and Real Simple, as well as consulting for the Sephora chain, private label companies and Johnson & Johnson.

ith more than twenty

In order to decide what cosmetics women should be using in the future, Moss speaks with dermatologists and cosmetics chemists to understand a product's impact on the skin, or the science behind how it works. She also reads the fashion bibles -Women's Wear Daily, Vogue then looks to celebrities for what's hot. "They're always creating the trends ten months down the road," she says. Over the course of her career, Moss has seen magazine coverage change from supermodel-focused to celebrity-driven content. "Now it's reality show stars selling magazines."

As a beauty editor, Moss is constantly inundated with information on new product launches. "We don't want to talk about the same old, same old. It has to be new and exciting." At the moment, she sees a lot of chemical-free products. "That's what's coming down the road." Her favorite beauty tip? Moss, who lives in Glen Ridge with her husband and two young children, highly recommends sunscreen as part of an everyday beauty routine. "You don't have to pile on a ton of makeup to feel confident."

THE MAKEUP **ARTIST**

s far back as WALTAYA CULMER can remember, she has wanted to be a makeup artist. "My kindergarten teacher let me do her hair and makeup every day," she says. So it's no surprise that at 15, she made a huge impression on makeup legend and Montclair resident Bobbi Brown, who was principal for the day at Culmer's South Bronx high school. She talked her way into Brown's seniors-only Q and A session, and proceeded to monopolize the discussion. Brown recognized her passion, gave her a professional makeup kit, and took the young woman under her wing, bringing her to fashion shows and photo shoots. When Culmer turned 18, she began working for one of the biggest names in the field.

Now 27, Culmer is still working for Bobbi Brown at her Studio on Lackawanna Plaza in Montclair. "I love the intimacy of it," she says. "I have an amazing clientele. You get the housewife, the executive woman, writers and celebrities. It's the nexus of everything in town." Clients often ask her to create an updated, pulledtogether look. This, she says, is the Studio team's greatest strength. "We'll tell you which products work best for your skin now, not ten years ago." Besides doing makeup, she specializes in shaping eyebrows as well. Her brow clients call her "the goddess of beauty."

Bobbi Brown's eye repair cream is Culmer's favorite product. "It works miracles," she says. Her best advice: exfoliate twice a week and hydrate at night. "You take care of your skin and honestly, you won't need much makeup." In ten years, Culmer hopes to be educating other artists. Already, she mentors teenage girls, paying forward Brown's influence. Culmer says she would like to start her own charity one day. "Something like 'The Healing Power of Makeup.""



BROWN: COURTESY OF HENRY LEUTWYLER FOR BOBBI BROWN COSMETICS



THE MENTOR

According to BOBBI BROWN, owner of the eponymous cosmetics company and studio in Montclair, the same qualities that made the teenaged Waltaya Culmer stand out from her peers make her appealing to clients, too. "She has such a magnetic personality, you can't help but be drawn to her," she says. "I know people who drive from miles away to have her do their brows." Recognizing a budding talent, Brown first put Culmer to work as an intern in her Manhattan offices, then at the company's Bloomingdale's counter in SoHo, and backstage at numerous fashion shows during the annual Fashion Week. But her most impressive efforts may be her own mentoring and giving back to the community, values the two women share. "Not only does she help customers feel prettier and more confident each day, she's donated her time to give makeup lessons and advice to underprivileged women and children," says Brown. "She's part of the next generation that will carry on and cultivate other talented young people."