

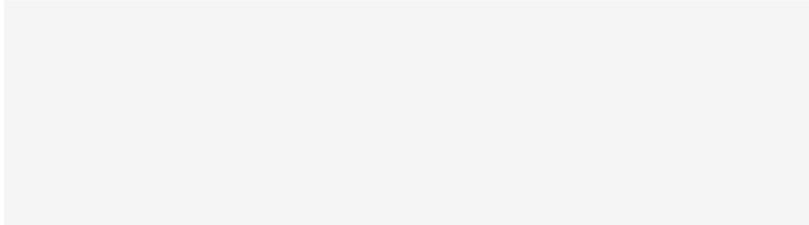
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STYLE & FASHION | AT MY VANITY

# Beauty Queen Bobbi Brown

On simple antiaging tricks, her love of all things peppermint and the one worth-it face cream



October 1, 2011

Twenty years since founding her eponymous beauty company with a line of 10 brown lipstick shades, makeup mogul Bobbi Brown now oversees a global brand of cosmetics, fragrance and skin care, sold in more than 56 countries. Her company, acquired by Estée Lauder in 1995, is known for creating multifunctional products for busy women, something that certainly suits Ms. Brown, 54, who regularly shuttles between her SoHo offices; television appearances on the "Today" show, "Dr. Oz" and "The Martha Stewart Show"; and her alma mater, Emerson College, where she sits on the board. She also serves on President Obama's Advisory Committee for Trade Policy and Negotiations. In honor of the company's 20th anniversary, the U.S. ambassador to France will host a cocktail party for Ms. Brown on Nov. 8; two days later, the U.S. ambassador to the U.K. will be holding a luncheon. When she's not working, writing best-selling books (she's published six) or traveling, Ms. Brown spends time at her home in Montclair, N.J., with her husband, three sons—ages 21, 19 and 13—and two dogs. She spoke to us while getting her hair blown out for a photo shoot.



Makeup mogul Bobbi Brown MACKENZIE STROH

**The first lipstick I ever bought** was a Bonne Bell Lip Smacker at the local drugstore. I was 12, and that's also when I bought my first fragrance: Love's Baby Soft.

**The best antiaging product** is a great, natural-looking hair color, especially when you're graying. I do believe lifestyle—like not smoking, eating really healthy and exercising—works better than anything in a jar. I'm such a fanatic about exercise that I opened my own gym, 3Sixty Cycling Studio, and I exercise almost every single day. My diet is 60% to 70% fruits and vegetables, and they're the key to looking good.

**The most common mistakes** women make when applying makeup are not applying it in the proper light and not using their hands as blending tools. The most common mistake when buying makeup is not trying it on and going outside to see how it looks in real light, especially for foundation, bronzer and concealer.

**My three essential beauty tools** are a fine eyeliner brush to apply gel liner, a round larger sized blush brush for the best application and a slanted hard eyebrow brush because I love filling in my eyebrows with a shadow.

**The easiest ways to improve** your appearance is with a really good moisturizer that will plump up your skin, a bit of concealer and a creamy blush on your cheek and lip. It's quick and easy and you'll look so much better.

**On my vanity,** I have small sterling silver frames with three pictures of my husband from first grade. He's exactly the same. I also have assorted fragrances: my favorites are Ralph Lauren's Lauren in the red bottle, and Must de Cartier—my husband's favorite.

**The product I can't live without** is EO Hand Sanitizer Spray in Peppermint. I buy it in bulk, and in a pinch it also works as a breath spray. I also always have Smith's Rosebud Salve with me.

**The best spa treatment** I've ever received was a shiatsu massage in my hotel room at the Park Hyatt Tokyo, after traveling 20 hours. I also enjoy going to a funky Korean bathhouse in New Jersey where they literally scrub you down and hose you off.

**My favorite shampoo** and conditioner are Bumble and Bumble Crème de Coco.

**The best hairstyling tool** is my hairdresser Eric Dominguez, who has his own salon in Montclair, N.J.

**I love aromatherapy** because it can instantly change your mood. I love peppermint because it really wakes you up and makes you aware. I sometimes mix that with grapefruit.

**A little-known but amazing trick** is that brown gel liner on a Q-Tip will cover any kind of gray hair, and stay on until you wash it off.

**The biggest mistake** major beauty companies make with their products is thinking the important thing is how it looks in the packaging. I believe it's how it looks on the face.

**One of the most underappreciated** beauty items is black eyeliner. I don't think the average woman understands how black eyeliner and black mascara are like a little black dress. They will instantly make them look beautiful.

**The most underrated** drugstore product is Dr. Bronner's peppermint soap. It's the greatest combination of soap and aromatherapy in one.

**The best way to moisturize the body** is with body oil in a spray bottle in your shower. You towel off, quickly spray yourself with oil and then you can get dressed without an extra step.

**The most worth-it face cream** is Crème de La Mer. When your skin is really dry, it works wonders.

**My nail polish of choice** in the summer is Essie Sugar Daddy and Hi Maintenance for my hands. I'm constantly changing my toenail color. In the winter, I like darker colors for hands and feet, like Essie Wicked or OPI Black Cherry Chutney.

**The most indulgent product** I can't live without is my Loro Piana cashmere wrap. I love curling up in it after a bath and reading in a big chair.

**I love scented candles** for the home, particularly Jo Malone's grapefruit scent.

**My favorite makeup artist** is the late Way Bandy because he was a painter, a transformer and was the godfather of magazine makeup artists. The most talented makeup artist alive today is Stephane Marais. He's so subtle, but brilliant. Every minimal move he makes has a purpose. I've always been a giant fan.

**If I could keep only one thing** from my own line it would be Bobbi Brown Extra Moisture Balm.

**My daily beauty routine** starts with two glasses of water, sometimes with lemon. Then I have a very important beauty item: an espresso with a touch of half and half. I exercise, shower and get on with my day. I usually do my makeup in the car because I'm always in a rush—getting a kid ready for something, to the gym or to a TV appearance. I often get myself ready for a black-tie event in the back of a taxi in under five minutes.

**To look better after a long day** in the office, just fix your concealer or corrector. It's really brightening under your eyes.

**To look better after working out**, try a tinted moisturizer, a bit of concealer and mascara. You usually don't need blush right away.

**I don't feel beautiful unless** I am healthy and rested.

*—Edited from an interview by Jackie Cooperman*

#### **Corrections & Amplifications**

An earlier version of this article incorrectly stated Ms. Brown's age to be 57. She is 54.

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