

Local iQ: The Makeover Issue

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Everyone loves a makeover, right? iQ readers are no different.

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When it comes to receiving a makeover (especially one that comes gratis), one would be hard pressed to find a woman or metropolitan-minded man not jumping at the chance to get primped and pampered for the mere sake of getting primped and pampered. This proved to be the case when Local iQ recently put a call out to its readers for hair and makeup makeover nominees. The response was expectedly overwhelming, making it that much harder to pick just four winners. If you didn't make the cut, don't worry, as plans for next year's Makeover Issue are already being made.

So, after this grueling selection process unfolded, four lucky nominees were randomly paired up with four locally-owned salons, whose talents were put to the test in that each of the four candidates presented a wide variety of needs and desires. After it was all over, the results were ... well, the photos speak for themselves.

Does this mean that you need a makeover? Hardly. However, our quest to exemplify just how transformative a small lot of local hair stylists and makeup artists can be, has hopefully hit home. If the following beauty technicians prove to be too elusive, just give Local iQ a call or send us an e-mail, as there are many more local experts we can put you in touch with.

The makeover candidate:

Shauna Bearman

Hair & Makeup:

Vicente Cano

Salon:

Axis Salon

500 Copper NW, Suite 1-B, 505.839.1885

axissalonspa.com

The Hair:

Strip the color that is in her hair now and try to get it back to its natural color. Then, add a few highlights toward her face to make it pop. Long layers for the cut.

The Face:

Spring and summer colors for makeup from the new line of Aveda makeup. Shadows get their color from Petal Essence. Bronzers are made from Uruku plant and colors come 100 percent from the earth.

(We) will use a single eye color to achieve a fresh look.

Makeup secret:

“I try to match eye shadow color to what you are wearing,” Cano noted, “dramatic in eyes, soft in lips.”

On choosing a cut and color:

It depends on the color of the skin and eye color.

For the cut:

Look at the face, shape and texture of hair. Is it curly, straight, coarse or fine?

Client requests:

(The salon) asked, but it’s in their hands because I’m representing their salon. I figure they’re the professionals.

Client expectations:

I’m excited. It’s Friday.

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The makeover candidate:

Sandy Baca

Hair:

Suni Aristimuno

Makeup:

Rosanna M. Lopez

Salon:

Mark Pardo Hair Skin Body

10000 Coors NW F-05, Cottonwood Mall, 505.298.2983

The Hair:

We want to do something different, but (the client) wants to keep most of her length, so we're gonna work with what she has and try to improve it. We're going to add some rich red tones to her hair color.

The Face:

We are just going to help Sandy feel fresh and beautiful and hopefully she will continue to carry on the look we give her. However, rather than change her current look dramatically, we are going to try to enhance the look she already has.

On hair color:

We are going to touch up Sandy's new growth with some warm brown tones and a bit of very natural looking red highlights.

On the general assessment of style and cut:

Prior to taking into consideration a client's face shape, I find out what their personal likes and dislikes are, because there can be things I like that they're not going to like. And if that's not clear to me in the beginning, then whatever I proceed to do is not going to work out. That's a major mistake, I think, in my little world.

After that, I start looking at face shape and figuring out what is going to work, and then just kind of work from there. Cheek bones, for instance: what needs to happen around the chin line and within the neck area? What length would be right in terms of layering? I also take into account the length at the bottom as well as the shorter lengths at the top so I can make the whole look go together and not clash.

Client requests:

I'm letting her do whatever she wants, but I don't want them to cut my length too short because (my husband) will have a heart attack.

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The Makeover candidate:

Jill Guarino Brown

Hair & Makeup:

Janne Barickman

Salon:

Pin It Up Salon

1419 Central SE, 505.508.1770

The makeup:

Initially, Jill didn't have a clear idea of what she wanted to do makeup-wise. She said she would look closer and decide during the cut — probably nothing dramatic.

On assessing cut and color:

The biggest thing is upkeep. You can give any client any particular style, but are they going to be able to wear it in a way that is comfortable in everyday situations? That's a big thing to consider. Hair texture is also very important.

On assessing makeup:

Eye color is a big thing. The client's personal style and personality plays a big role, and I also ask what the occasion might be, if there is an occasion.

Client requests:

I am kind of staying away from color, because I'm pregnant.

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The Makeover candidate:

Kathy Lopez Bushnell

Director of Nursing Research at UNMH

Salon:

Alchemy A Hair Studio

7614 Menaul NE, 505.294.5676

alchemyhairstudios.com

Hair:

Jessica Lake

Makeup:

Carmel

The Hair:

Kathy doesn't want a lot of upkeep, so we're not going to take a lot of length off on the haircut. We're just going to clean it up and get all the dead stuff off and put some shape into it.

The Color:

Again, low upkeep. So, for the same reason, we're going to do it darker — a dark brown, which is her natural color. Off the part, we're going to keep her part out, so she doesn't actually see the color growing out. We're going to do some highlights and some lowlights, so she's going to have three colors in there — a rich, warm brown, and then a kind of a reddish brown and a caramel blonde. It will be really soft.

The Makeup:

Really light and really natural — just brighten it up, not super heavy. I can tell she’s not the kind of woman who will be going out to the clubs downtown anytime soon (laughs). She’s more into the natural look ... easy going, easy flowing, so I’m just going to do really neutral tones. When people are older, if you apply too much makeup on them, they tend to look like they are trying to look younger, and we want her to look as beautiful as possible and go with her natural beauty — natural hair color, natural makeup — and just accentuate what she came in with.

On conditioning:

She had very dry ends and a little bit of color damage, so I gave her a hair cleansing treatment that got rid of a lot of the minerals and buildup that was there. We have such hard water in this town, and that builds up on the hair. It’s like priming a canvas before you paint.

On color:

Think about painting a wall; if a wall has holes and uneven colors on it, and you put another color on it ... coloring hair has the same affect. So we did a treatment that just fills in all those little holes.