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NEW YORK



THE BEAUTY ISSUE

Getting Personal with ALEXA RAY JOEL

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2018
BEAUTY
AWARDS

Summer Fashion
for Any Occasion



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JANENE MASCARELLA

Which is stronger: ultra-hold or mega-hold? Janene Mascarella has the answers to your burning beauty questions. Besides deeply pondering hairspray holds and lipstick shades, she's a New York-based beauty and lifestyle journalist whose work has appeared in The Washington Post, Cosmopolitan, Self, Glamour, Family Circle, Woman's Day, Women's Health and many more. Janene began writing for BELLA since the launch issue in 2011. She dutifully dabbed, spritzed, and sprayed her way to the role of BELLA New York's Beauty Director—her absolute dream job!



SHELLEY GOODSTIEN

Shelley Goodstein is the founder and CEO of Hidden Crown® Hair Extensions. She is also the author of "Face This: Real Advice from Real Models" and the popular blog, "A Model's Secrets." In addition to serving as a beauty expert on morning shows for ABC and NBC, the 53-year-old working model with Ford in the USA, Silver Model Agency in Paris, and Grey Models in London loves to pass along the secrets and tricks she learns behind the scenes. Don't miss her BELLA exclusive, "Summer Hair Daze," on page 30.



KELLY ROSE BELLUCI

With a passion for writing and the desire to share her artistry with others, Kelly Rose Bellucci has been working with BELLA for a year now. The Long Island native has a love for beauty and is always looking for new ways to express her creativity. She has interviewed many accomplished individuals over the course of her career, and enjoys exploring the vast array of talents they have to offer. In this issue, be sure to check out her profile of artist Jessica Licciardello on pages 82-83, and learn about GMHC and their annual AIDS Walk NY fundraiser on pages 126-127.



DENISE BARON

Denise Baron is a global connector and connoisseur of beauty trends, wellness and health techniques, and astrology. Being a quintessential Gemini, she refuses to be slotted into one confining skill set. Her curiosity leads her into adventures around the world where she can submerge herself into the culture and learn the nature of their healing and wellness methods. Learn more about her recent experiences in New Mexico on page 134.

BEAUTY SCENE

Summer HAIR DAZE

By Shelley Goodstein

For sweltering sunny mornings and those perfect but humid beach days, your new, best beauty friends will be some familiar accessories from the 1990s to hold back your hair. We saw giant claw clips back on the runway at the Alexander Wang show this past season. Not far behind—banana clips and 90s-inspired wide headbands.



These throwbacks, still on sale at your corner drugstore, will be key accessories for keeping your tress not a mess this summer. Here are my top tips for going old-school to stay cool:

EFFORTLESS SUMMER STYLE

FOR DINNER AND COCKTAILS

I recommend a sleek low pony with a simple tied ribbon design. The ribbon need not be expensive but think of textures like velvet, gold lame, and even leather ties. Pair the tied pony with a beautiful pair of studs or big gold hoops for an elegant “I’m not trying that hard” vibe.



Up the Effort: ▶ Try a bubble pony by placing small elastics down the length of your ponytail about 2 inches apart.



A BANGIN' TREND

Easy bangs are going to be one of the biggest trends for summer 2018. It's a quick and easy way to freshen up your look. Once you decide to make the cut, you'll need to decide what kind of bang will work best with your facial structure.



OVAL OR ROUND FACES:
Side-swept bangs work best



HEART-SHAPED FACES:
Longer textured bangs that can also be parted in the middle



LONG FACES:
Retro short micro

◀ Experiment time: For a temporary test, take inspiration from the FENDI runway, where we saw clip-in color-dyed fringe on models Gigi, Kendall, and Kaia Gerber.

SLAM SUMMER FRIZZ

Tame your tresses by going for a wet and sleek look. Product is the key. This look was done on Ashley Graham for the launch party of the Sports Illustrated 2018 Swimsuit Issue in NYC

For added length: Start with damp hair and use either a soft gel or a conditioning mousse and finish with a glossing spray. Celebrity hair stylist David Lopez used Hidden Crown Hair Extensions and then wet down the hair. He used Coconut Oil Gel from IGK Hair to get the look.



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