



Dominique Malinero

Jacques-Lee Pelletier's career as a professional make-up artist spans over 25 years. His living sculptures at the Montreal Museum of Fine Arts, in 1982, gained him international recognition. In 1985, Germany's Mode Trend magazine referred to Pelletier as an avant-garde philosopher and poet of matter and beauty. He was part of the launching team for the first couture cosmetic line in the world (Yves St-Laurent, Paris) and created the looks for the window models of the Christian Dior Boutique for the opening of Chateau Les Haies. A favourite among guest artists at trade shows, conventions, stage make-up presentations, training seminars as well as fund raising events across North America and Europe, Jacques-Lee Pelletier was the main speaker at the first American esthetic show in New Orleans. He has appeared in numerous prestigious venues including Jhinnack of America (P.E.I., Banff, Montreal, Ottawa, Quebec City and Los Angeles); La Maur Cosmetics (launch of "Natural Women" at the Playboy Club (Lake Geneva and Memphis, Tennessee); Maeva Cosmetics (Boston, Detroit and New York); Americoiff (Detroit, Michigan); Finelle Cosmetics (over 50 cities in North America); Dr. Renaud (across North America); Jeunique Cosmetics (New York and Hawaii); Midwest Beauty Show (Chicago); Arcancil (Ontario and Quebec); Maria Galland (Paris); Charles of the Ritz (Dijon, France); Solhys U.S. and Canada; and represented North America at the World Aesthetic Congress in Versailles, France. He has worked with the biggest names in theatre, contemporary dance and opera, photography and television, and has brought his magic touch to hundreds of photo shoots and award winning print and television ad campaigns for a diverse list of clients ranging from L'Oréal, Lise Watier, Clinique, Cover Girl, Clairol and other cosmetic giants to Toyota, Air Canada, Bell, Pepsi, The Canadian Fur Trade Association and the Dairy Bureau of Ontario.

To "Blush" or not to "Blush"!

BY JACQUES-LEE PELLETIER

I remember when to be well "made-up" was to have lots of everything... foundation, concealer, powder, eyebrows, eye shadows, mascara, lip contour, lipstick and or gloss, contour and....blush!

In the last years, we have been getting a whole lot of eyes, (specially mascara) and not much else! (Two thirds of all TV and photo beauty ads were exclusively devoted to the "new" ultra performing mascaras.) The Tammy Fae Baker influence was in, as they say, "if you stick around long enough, at one point you are bound to be back in fashion!"

When the focus is on eyes, there is no room for much else, specially if you desire that awesome contemporary look. So, of course, blush was minimal, if any and cheeks were sun-kissed and somewhat natural with a strong emphasis on a tamed muscular look with jaw bones and hollowed masculine cheeks!...But....yes there is a but...this type of look is beginning to peak and the trend moves on!

Internationally there seems to be a shift towards "blush"... "emotions"...regain its former glory, but with a twist an edge if this is at all possible. Of course, this could also mean less emphasis on the eyes, paving the way to less-textures and more colors for lips...eventually!

All in all, it does not matter what you use or how you empower yourself with beauty. What matters is that you end up "beautifully enhanced" and that most believe it is "genetically engineered"!

Where blush is concerned, it is not rare that one gains 5 to 10 years in the process of the application. Here are a few pointers that could, would, should help you achieve a "timeless" application, using blush as a tool:

- a) Don't apply blush in a linear pattern. Especially in an ascending movement...because linear blush can contribute to the empowerment of the aging process visually making the nasolabial folds seem more present, more visible and much deeper. A certain "domino" effect can also be created because the over present nasolabial folds will also emphasize a negative synergy with the downward lines that stem out of the inside corners of the eyes and mouth folds...even, at times, creating the illusion of "bags" and under eye circles.
- b) Don't use shocking or bold colors....choose a peach, a peachy pink or a pale muted rose to emphasize the cheeks. Vivid colors should be used as an accent color once the health glow is obtained.

c) Don't flatten your face, which is what a "mono" application does. Apply your blush color to two other parts of the face as well ie; a touch to the forehead (center or bilateral) and another to the neck area close to the jaw or under the chin. This enables you to achieve a tri-dimensional effect and can even contribute to empower the "arial perspective" of the face...one powerful way to address the profile positively.

d) Do not start your blush application from the center of the face. Start from the ear rim and "move in" with soft overlapping rounded movements.

e) Do not empower the nose and its "entourage"...It is always better to stop all blush application at the curve created by the cheek when you are smiling, (mouth closed).

f) Do not use matt colors...at least for the base application. Soft, ultra fine iridescent or gold infused colors create a burst of health that modulates itself with all cheek movements, without creating any negatives. A bright mat color can be applied to the high point of the cheeks to help create a more toned effect. This in turn will help emphasize all the movements in this area...giving a special boost to the eye color.

Blush color simulates physical activity. When a muscle is active, blood flows through it. Blush conveys muscle activity and this is why too much of it can be DEVASTATING.



Blushes are always some form of red, more or less, declined in white (ex. Pink) or with yellow (ex: peach, coral, orange), with blue (ex: prune, violet, mauve, tawny rose) to which shine can be added, (gold, silver, copper or duo chrome) and formulated with special qualities ex: powder, cream, fluid, powder to cream, cream to powder, mousse etc.

Blush comes in many forms: sticks, crayons, compacts, in pots or in spray.....and are applied using a brush, a sponge, or even fingers, depending on the product used, the desired effect and the dexterity of the user.

Blush is without any doubt a phenomenal beauty tool.... but....yes there is a but....reds always structure, add definition and convey a toned "feel" to the area it is applied.

Too much color can contribute to give false cues about the one who sports it....creating the illusion of lack of self control, an inflammable temper and a, vitality under the spell of excessive passion. Blush application should never look like a bruise or a rash!

When blush application is in...women express an emotional side of their beauty. When blush application is in, the models used in ads to sell this trend are always very very young...a testament to the dangers of blush use. Blush application can make you or break you. Blush application can age you down or give you that awesome eternal youth glow! You can make that difference. ■



Photo: TIT/Dominique Malaterre, Photographers Assistant Dana Dorobantu,
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