

THE MAGAZINE FOR CANADIAN PROFESSIONALS

Spa Canada[®]

SPA MANAGEMENT - Canada

SERVING THE ESTHETICS, FITNESS AND SPA INDUSTRY

IN THIS ISSUE:

perfect Lips - Reality or Fantasy?

Couples Escape to the Spa

The WOW Factor

Understanding Your Man

Dealing with Foot Pain

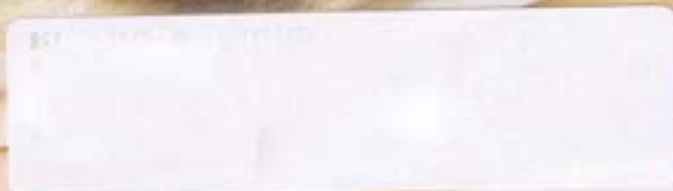
The Gold Rush

Superior People Practices

SPOTLIGHT



Laboratoire
Dr Renaud





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 Châtelet Les Halles. 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 Jhimack of America (P.E.), 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); Sothys 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, Clarol and other cosmetic giants to Toyota, Air Canada, Bell, Pepsi, The Canadian Fur Trade Association and the Dairy Bureau of Ontario.

The Gold Rush

BY JACQUES-LEE PELLETIER

When I started doing make-up, a "helluva" lot of years ago, the high-end look was quite similar to what we have been seeing in the last few years.

Fashion then barely lasted a season and was everything except optional, if you desired to be "IN". Already, at that time, personal style was starting to rise above the imperatives of fashion. The great Coco Chanel once said: "Fashion is what becomes out of fashion." It is no wonder that we refer to her revolution as the "Chanel Style"...a style that would prove to be a milestone in the development of the modern woman's persona.

"Shine" was the way to be back then and even foundations were infused with precious metals such as pure silver, copper and solid gold. Unfortunately, all that shiny stuff, which was "officially" supposed to empower the skin with "the glow" of wealth, success and the radiance of health, had its pitfalls. In fact, unless you had a perfect and virtually flawless skin, this was simply not for you. Any pores would become oversized, any excess skin, wrinkles, lines (even the smallest) would become more noticeable. This sassy hot trend also came with a fair amount of danger: the glow was flammable. Cigarette smoking was also quite à la mode then and it was not rare to see a woman burst into flames while lighting up her glamorous joy stick. These proved to be important reasons for change and opened the way to what became the "matte revolution".

Serge Lutens was already working at giving a face to this new trend with his pure color revolution at Dior while Yves St-Laurent was creating the first bold matte beauty collection called "Orchid". I remember because I was there.

However, no matter how phenomenal, unique and exceptional change seems, it is always relative to what one knows. Even though matte took over the beauty industry by storm and lasted for years...shine is back.

When all the shiny stuff became a no-no, a great injustice was created against gold. Gold, contrary to silver, has a magical way of reflecting light that reproduces

on the skin the effect of the magic hour. Now...the gold particles used are stable reflectors that have many shapes from flat to rounded, and also vary in size. Many are duo-chrome i.e. gold on one side and a color on the other. Silver on the other hand rarely looks good on the skin. All skin problems, may it be excess oil, excess surface cells or excess sweat, shines with a silver glow. Silver is an angular shine that creates peaked structures where it sits. Gold, on the other hand, is a rounded glow that softens the "peaks" thus flattening the unevenness of lines and wrinkles. I guess the trick is in the type of shine, how much of it you use, how you apply it and where, as well as the shape of its molecules!

It is true that real silver, real copper and real gold are not used anymore...A blessing! It is also true that gold and silver straight on the skin will never look real, will always empower negatives and will always look oxidized and somewhat dirty! For silver to look real on the skin it must be applied on the top of a light vivid blue, while gold needs to be applied on top of reds and vivid true pinks. Violets, any violets used as undertone to gold will create an antique gold result. Turquoise on the other hand, used under gold will create a copperish glow. Remember the girl in Golfinger? To look like solid gold she was lying on a couch draped in red.

The golden body of the girl illustrating this article was first covered with creamy reds, structured with creamy violets and highlighted with bright pinks. Then the Gold Mehron dust was blown on the skin with a powder pump.

We are now in the midst of a gold revolution. The Gold glow is everywhere and awesome. The new technology used is virtually without danger and this is in itself a youthful powerful phenomenon.

The entire beauty industry is living a gold rush. From lipsticks to blushes, from pencils to shadows...gold is in everything.

Enjoy this unique beauty trend! Enjoy the gold! Watch the smiles this youthfull trend will create and...cash in on the glow!! ■



Photographer Gerardo Pace Photography, Client Serica Ties, Model Sandrine Agency Folio Montreal, Gold Maron makeup Jacques-Lee Pelletier.