

# beauty news

## the odd couples



### THE REBELS: TOO FACED

**Too Faced** is the campy creation of two friends, Jerrod Blandino, FAR LEFT, and Jeremy Johnson, LEFT,

who "come from the front lines of the cosmetics industry." Blandino, a former Estée Lauder regional makeup artist, and Johnson, a Lauder business manager, describe themselves as "rebellious Estée Lauder kids. You know how you love your parents, but maybe they are a little too conservative?" Too Faced, which its founders call a mix of "fifties and sixties girlie glam" ("We love Holly Golightly!") and "nineties streetwise bitchy chic," is far from conservative: The sparkly eye shadows, vibrant metallic nail lacquers, and chocolate-scented lipsticks are strictly diva, and the owners' motto is "Why be pretty when you can be gorgeous?" (Forget the nineties mantra "Be yourself"—the Too Faced suggestion is "Invent yourself.") Names like *That Girl*, *Marcia Marcia Marcia*, *Bionic*, *AstroTurf*, and *Love Hangover* reflect the duo's seventies childhood ("We love Lindsay Wagner!") and belief that makeup should be fun. Up next: rhinestone hair clips and a sleep mask embroidered with the cat-eyes of company mascot Envy, ABOVE RIGHT. Available at Fred Segal and Nordstrom.



Thanks to the latest batch of quirky cosmetic companies, beauty isn't business as usual. Amy Astley talks to three dynamic duos who put an offbeat spin on looking good.

### THE SISTERS: E-MAIL

**e-nail**, the seven-month-old brainchild of sisters Jennifer Coe, FAR RIGHT, and Robin Coe-Hutshing, RIGHT, is a line of computer-inspired and generated "decorative fingernail icons" (read: decals) cleverly packaged in CD cases. "We reinvented a genre that people would generally scoff at," says Robin, who, with her younger sister, co-owns the influential, celebrity-packed *Scentiments/Esentials* beauty shop at Fred Segal in Santa Monica. "When we saw the way *Hard Candy* nail polish took off a few years ago—it was launched at Fred Segal—we couldn't believe it. We looked at each oth-



er and said, 'Next thing you know, it will be nail decals!' " A year later, the Coe sisters decided they were the duo to revamp the circa 1970 concept for the "digital generation": yin/yang symbols, telephones, crowns, words like "karma," "fresh," and "hyper"; plus Delete remover, LEFT. "The images are cool, not garish," says Robin, "and look best worn on just one or two fingers or on the toes." Jewel, Alanis Morissette, Gwen Stefani, and Drew Barrymore are just a few e-nail fans; due to its popularity, the line is now available at Bloomingdale's, Nordstrom, and Neiman Marcus in addition to Fred Segal. (Call 888/2-enail-0 to order.) Next up: a line of creams and nail implements called *Technical Support*. Not in the works: nail polish. "It's been done," says Robin definitively. We agree.

### THE ARTISTS: TONY & TINA



**Tony & Tina**, a.k.a. Anthony Gill and Cristina Bornstein, LEFT, insist that while they make and sell nail polish, FAR LEFT, lipstick, and hair mascara, theirs is not a cosmetics company. "We're a vibrational remedy company," says Bornstein. "You can heal yourself with color—nobody in the cosmetics industry had hooked into that." East Village artists who got their unlikely start after a group of commercially minded investors saw their nail-polish-based conceptual-art installation in a Chelsea gallery a year ago, Gill and Bornstein believe that colors have electromagnetic vibrations that correspond to the body's

chakras, or energy areas, and that certain shades can "relieve stress, promote creativity, and increase brain power." Thus, blackberry nail lacquer (*Sexology*) is said to "activate sexual development"; matte green (*Balance*) to boost sensitivity and compassion; and new violet enamel (*Celestial*) to enhance psychic ability. Gill and Bornstein have also developed a range of nine hair mascaras to deliver color therapy straight to the head, and they're at work on an *Out of Body Kit*, featuring a meditation tape to balance the right and left sides of the brain. The pair's latest creation is lipstick generously laced with the antidepressant du jour, St. John's Wort. Who says makeup can't make you happy? Call (888) 866-9846 for stores/information. □

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