

# BUZZY BEAUTY

THE MOST IN-DEMAND NAMES AND ITEMS

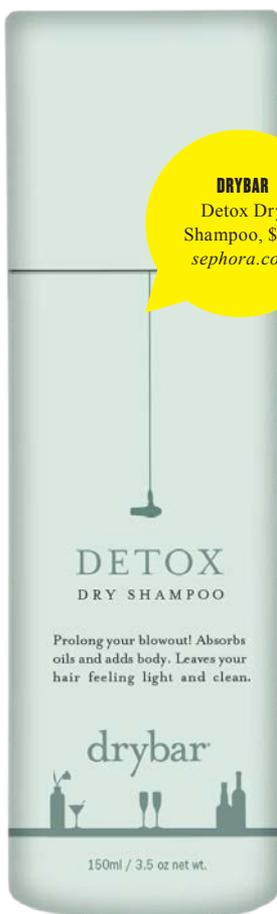
## THE BEST NEW BEAUTY PRODUCTS



**FAIRICHE**  
Sheer Radiance Antioxidant Hand Cream, \$38, [fairiche.com](http://fairiche.com)



**RADICAL SKINCARE**  
Peptide Infused Antioxidant Serum, \$190, [radicalskincare.com](http://radicalskincare.com)



**DRYBAR**  
Detox Dry Shampoo, \$20, [sephora.com](http://sephora.com)

### FAIRICHE

Having seen the toll that inconsistent sunscreen use took on her skin, Vicki Nguyen designed a skin-care line packed with ingredients to combat UV damage. Natural skin-brightening extracts, like licorice root, target hyperpigmentation; tripeptide-38 smooths out wrinkles; and alpha hydroxy acids promote cell turnover. Her products' multitasking magic makes them great for busy women who, Nguyen says, "don't have time to use several different regimens for each skin-care issue." [fairiche.com](http://fairiche.com)

### RADICAL SKINCARE

Inspired by their father, a renowned professor of plastic surgery, sisters Rachel and Liz Edlich developed an antiaging product range that gets tough on fine lines and wrinkles. Its effectiveness lies in its Trylancel technology, which preserves antioxidants at their maximum potency; clinical trials showed an antioxidant component 300 percent more powerful than that of major brands. "When our friends started knocking down our door for more products," says Rachel, "I knew we had something very special." [radicalskincare.com](http://radicalskincare.com)

### DRYBAR

The purveyor of the perfect blowout is reaching new heights. The L.A.-based company is debuting a range of hair-care products and tools, all developed by founder Alli Webb, designed to enhance its signature service. "I wanted it all to be about what's perfect for us," she says. Riffing on the company's bar motif, the goods have names like Happy Hour conditioner and the Morning After shower cap. Webb's personal favorite? "The 100 Proof smoothing oil. It's great for layering and doesn't get too greasy or heavy." [thedrybar.com](http://thedrybar.com)

## THE NEW BROW QUEENS

Ask any L.A. beauty insider whom she goes to for her brows, and you'll probably get one of two answers: Kristie Streicher or Kelley Baker. Both women opened studios last year, catapulting each from next big thing to bona fide guru. Having sampled their handiwork, we'd be hard-pressed to pick a favorite. So let geography guide your choice: Streicher is in WeHo; Baker, in Venice.



**KRISTIE STREICHER**  
Kristie Streicher Beauty Bar



**KELLEY BAKER**  
Kelley Baker Brows

VS.

Armed with only a pair of tweezers, the California native first made a name for herself at Warren-Tricomi in New York City with her less-is-more approach, steering clients away from the pencil-thin, overplucked look and using custom tinting to lend a sense of thickness and definition to eyebrows.

### BACKGROUND

Beverly Hills brow king Damone Roberts hand-picked Baker to be his protégé in the late '90s. After honing her craft at his salon, she took a brief detour into makeup before returning to her first trade. Now you can find her at an Abbot Kinney salon, across from Steven Alan.

For the Feathered Brow, Streicher narrows the arch but leaves the ends fuller to achieve a natural—and slightly untamed—effect that frames the face and distracts from dark circles. Think Jennifer Connelly and Keira Knightley.

### SIGNATURE LOOK

Baker spends up to 45 minutes with each client, alternating between waxing and tweezing to create full, well-groomed arches that accentuate the eyes and bone structure. Clients with bushy brows, take note: She's a whiz at trimming.

Rachel Weisz,  
Emily Blunt

### VIP CLIENTS

Rosetta Getty,  
Bryce Dallas Howard

Her custom-blended salves for pre- (Aforé oil) as well as post- (Après calming cream) tweezing treatments help minimize redness and irritation.

### SIDE PROJECTS

She recently launched a product line that includes brow powder, brow gel, a highlighter pencil and tweezers. A DIY brow-shaping class is in the works for spring.

at Warren-Tricomi,  
8327 Melrose Avenue  
[streicherbeautybar.com](http://streicherbeautybar.com)

1636/38 Abbot Kinney Boulevard  
[kelleybakerbrows.com](http://kelleybakerbrows.com)