

the idea is building sheer layers to help your makeup stay on.

### What are the key things to look out for in a product?

There's two parts—there's a sensorial aspect to it. It has to feel good and the quality has to be there. For some reason, I'm always smelling things so there has to be a pleasant smell. It has to feel, look and smell good, in order to make you feel good. Test it out, too—it's one of the great things about a place like Sephora. You can go in, touch, play, go out and come back in.

### What are some innovative ingredients we should look out for this year?

Some new things that I'm seeing are fruit-based new antioxidants within lip gloss, and collagen peptides to stimulate collagen in the lip.

### Any favourite products?

I'm loving the new Insta Marc contour powders because they're so silky and refined. So even for a beauty novice who doesn't understand the technical aspect but is still intrigued and looks to trends, it would be really easy to apply it and get that coveted contoured look, without it looking heavy. The formula is very forgiving!

### Do you think technology has affected the way we approach beauty?

I think that this new generation is influenced by [it] and the digital aspect has definitely come to fruition. You have to find a good balance as it doesn't always mean it's right, but I believe that they're at the forefront of it. Seeing real girls experimenting and how they use the product: That's where the whole Insta Marc product idea came from—social media influences! There's so much contouring— they want to do it, so we developed something to make it easy for them. It's been around for years, but we want to make sure the consumer is doing it the right way. ■



Gilbert in action at Marc Jacobs Beauty's new lipstick debut at the 2015 Canadian Arts and Fashion Awards

# Summer Glow

This season's beauty look is all about warmth and youthful radiance—we caught up with Gilbert Soliz, International Makeup Artist for Marc Jacobs Beauty, for his expert tips on everything from what to look for to how to apply it...

### What's your favourite beauty trend for the summer 2015 season?

“No-Makeup” makeup. [It's] really fresh and feminine, with soft edges, glowy skin, sheer nudes and a lot of neutrals.

### What are the most common problems you see people making with makeup that ages them, and what are some ways we can avoid this?

I often see too much lipliner, and a big trend is softer edges, we see that a lot on the runway—there's not a lot of sculpting and defining. It's more like you're adding moisture into the lip or the skin. Heavy brows can

age someone really quickly so opting for one shade lighter than your hair is an easy way to give the illusion of a lift. Too much eyeliner is another one—eyeliner used only on the lower lash line weighs the eye down so maybe focus more on the top to lift the eye. Too much foundation can age us quickly. So try a lighter touch, especially during these extreme weather conditions during the summer. Moving into a bronzer to add warmth is an easy way to give you the ways of a look of a healthy complexion without adding or using too much.

### Are there any makeup application techniques

### that might hurt our skin?

Over time, pulling and tugging can definitely encourage the wrinkle, as can having a heavier hand with brush application, having dirty brushes or not allowing your skin to breathe. You want to choose a formula that has skincare ingredients, and I think as we move forward the formulas are becoming more innovative and refined, so the beauty brands are catching on to that. Formulas with sun protection are important. And always remember to take off your makeup before bed!

### Marc Jacobs Beauty products are wonderfully long lasting; it's one of our favourite things about them. How can we keep our faces put for longer?

I like to layer products [to make them last]. [For eyes], I'll start off with the gel cream, then introduce a powder to set it, then if you're looking for really long wear you can even layer liquid liner on top of that. It's almost like you're stacking bricks: You're building these layers to ensure the durability and I find that you can go out and dance the night away and your liner would still be on, but