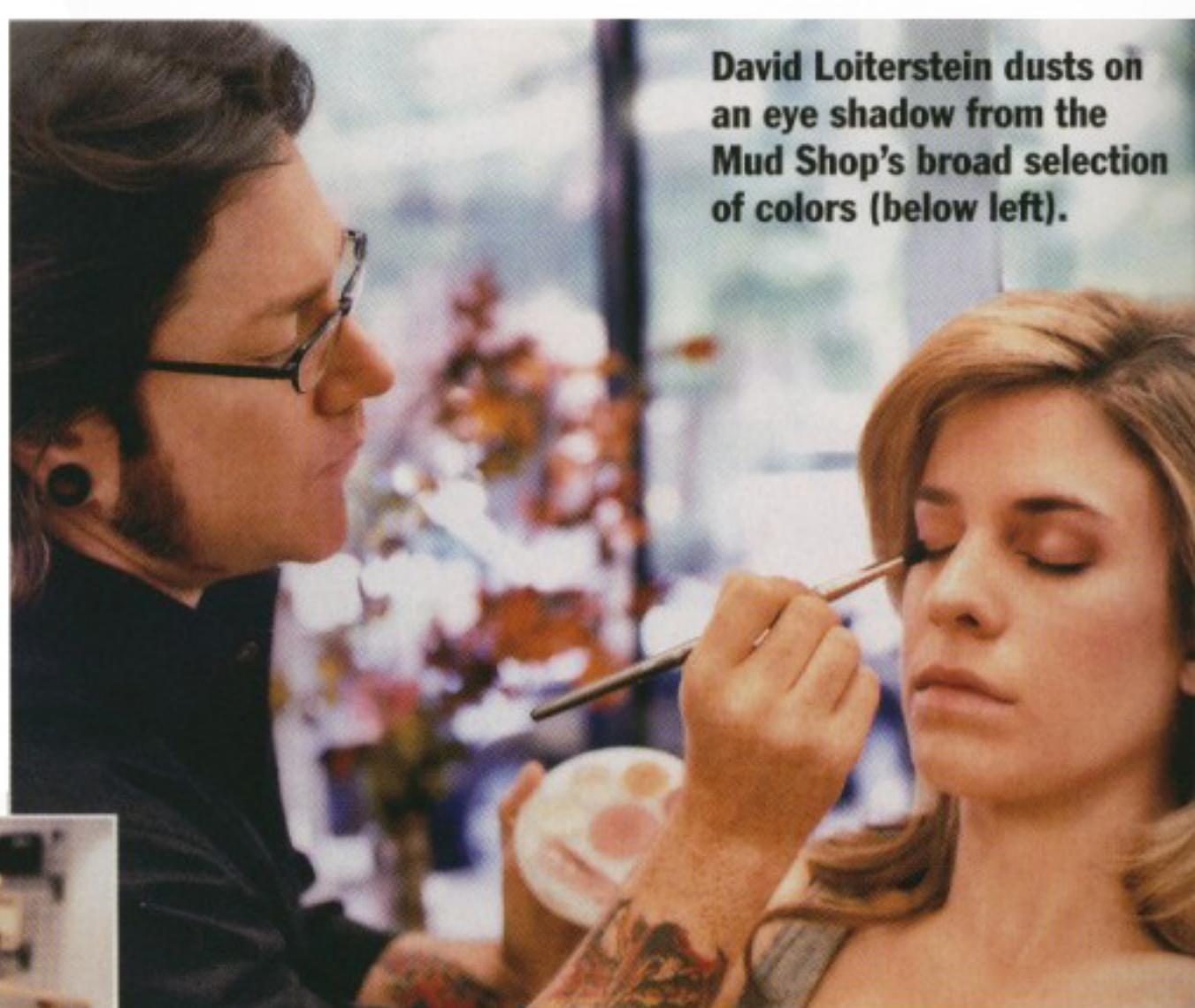


David Loiterstein dusts on an eye shadow from the Mud Shop's broad selection of colors (below left).



LOS ANGELES

David Loiterstein

The Mud Shop

129 S. San Fernando Blvd.

310-645-0676

"My goal is to draw out a woman's best feature," Loiterstein promised. Since he usually works on models, we wondered how he'd fare with a mere mortal. After applying a primer (the "underwear of makeup"), he placed a henna-toned shadow on the outer edges of our eyes, smudged chocolate liner onto our lids, and slid on a soft pink lip gloss. And when we saw how our blue eyes gleamed against the warm shadows, we thanked him for keeping his word. Application, \$75.

Jennifer Serdienis

Aspect Beauty

14006 Riverside Dr.

818-728-0546

Makeup artists too often leave us looking like a local anchorwoman. But Serdienis twice led us out into natural light to prove she wasn't going overboard. She asked about past makeup sessions to gauge our

expectations, then quickly surpassed them by painting on smoky eye makeup with bronze shadows. She warmed our cheeks with a bronzer instead of standard pink blush. The subtle result stayed gorgeous well past the evening news. Application, \$100.



Vincent Longo Trio Eyeshadow in Soul and Lavender Mist are in Landy Dean's makeup kit.

Reported by: *Allure* staff, New York; Alex Hall, Boston; Debra Hunter, Atlanta; Valerie Nahmad, Miami; Lindsey Gladstone, Chicago; Sonya Castex, Dallas; Jennifer Worick, Seattle; Christina Bailly, San Francisco; Katherine Fleming and Celeste Perron, Los Angeles.

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