

# M

Milwaukee's Lifestyle

the wellness issue

## TUNE IN TO TUNE OUT

OUR A TO Z GUIDE  
TO ACHIEVING YOUR  
INNER ZEN

### Less Is Best

Beauty tips and tricks  
from local experts

### The Constant Creative

Former Milwaukeean  
D.A. Wallach finds fame



# Less is Best

HOW TO CONFIDENTLY REDUCE  
— BUT STILL ENHANCE — YOUR  
BEAUTY REGIMEN

BY JEN HUNHOLZ



## Good Morning

### TIP: START WITH SKIN CARE.

“With the morning ritual, I find that a lot of people get hung up on how much time they spend on makeup,” says Sepideh Chavoshi, a hair designer and makeup artist with Neroli Salon & Spa. “It will take longer to do your makeup if you don’t have good skin care to start with.”

“Any beauty regimen can’t begin before using a proper cleanser,” echoes Elizabeth Walsh-Zimmermann, director of the WELL Spa + Salon in The Pfister Hotel. “It completely changes the pH of your skin.” Using a cleanser made specifically for the face (not just bar soap or body wash) is imperative. “Then moisturize,” the director

adds. “It lays the foundation for smooth makeup application, and it plumps your skin.”

### TIP: CHOOSE A TINTED MOISTURIZER.

For makeup, choose products that serve multiple purposes. “A simple tinted moisturizer, which functions as both a sunscreen and a light moisturizer, provides sheer coverage and diffuses out any imperfections,” Chavoshi explains.

“Even if you’re just going to go out with nothing else on, the (moisturizers) that have tints or shimmers in them are really nice,” Walsh-Zimmermann says. “They make you look alive and spry, especially as you’re coming out of winter and into spring and summer.”

### TIP: TRUST THE POWER OF A BOLD LIP.

Short on time? Apply a single coat of mascara and a bold lip. “Even if you don’t have a full face on, some mascara and a good red lip are appropriate for everything. They make you look dressed,” Chavoshi says.

### TIP: SHIMMER AND SHINE.

As we leave winter behind, fake a melatonin glow with a shimmer product. Walsh-Zimmermann recommends Moroccanoil’s shimmering body oil (“a translucent shimmer that complements skin perfectly”) and the shimmer brick by Glo Minerals. “It gives you an illuminated glow — like you’ve just woken up, but look bright, happy and ready to go,” she enthuses.

## Shower Power

### TIP: SHAMPOO TWICE WEEKLY.

Whether you bathe in the morning or at night, avoid shampooing your hair on a daily basis. The biggest misconception surrounding this topic, says Chavoshi, is that daily shampoos rid the scalp and hair of its natural oils. “People (who shampoo daily) are actually dehydrating their scalp to the point where it’s overproducing oil,” she explains. “Shampooing twice a week is sufficient for most people.”

### TIP: EXFOLIATE ONCE WEEKLY.

“Exfoliate once a week to fluff off all dead skin cells,” says Walsh-Zimmermann. “Otherwise, makeup adheres to dry spots and doesn’t go on easily.” Healthier skin and easier makeup application? Sign us up.

## Day to Night

### TIP: HIGHLIGHT THE TOPS OF YOUR CHEEKS.

Eyeliner, an extra coat or two of mascara and “if you don’t have a lip on, a dark or bold lip” will seamlessly transition your look from day to night, says Chavoshi. “You could also use some blush and touch of highlight to the tops of your cheeks. I sometimes use a shimmery eye shadow, just so the light touches you in all the right ways as you walk into a room.”

### TIP: ADD A PARTY LASH.

“Start off with a neutral eye color, and at night, add a party lash,” Walsh-Zimmermann says. “Just a couple (lashes) on the end of your eyes, or a full lash strip. Then add eye pencil and gel liner, and you’ve instantly gone from day to night.”

## Sweet Dreams

### TIP: MULTITASK DURING YOUR FAVORITE SHOW.

“A great at-home treatment is applying Living Proof’s restore conditioner to your hair during your favorite 30-minute TV show,” Walsh-Zimmermann says. “Wash your hair, put the conditioner on your scalp and the ends of your hair, tie your hair into a bun, wrap saran wrap or a plastic bag around your scalp, and finally a towel around that so the warmth stays in — the warmth created through the plastic will let the product absorb into your hair. It helps reinvigorate your hair, giving it that thirst and quench it needs.”

### TIP: EMBRACE THE FACE MASK.

After fully removing your makeup (a cumbersome task, we know), apply an intensive hydrating mask once weekly during drier months. Chavoshi leaves hers on overnight, but says those leery of doing so can save time by applying the mask while in the shower. “Cleanse your face, put on your mask, and hop into the shower,” she instructs. “The steam from the shower penetrates the skin, like how you would receive a steam treatment at the spa. It’s a mini version of that at home.”

### TIP: INTEGRATE A SERUM INTO YOUR NIGHTTIME ROUTINE.

“All the (skin) restoration happens when you’re sleeping. That’s when your body is doing its work,” explains Walsh-Zimmermann. Her go-to routine? Cleanser, toner, serum, and finally, a proper nighttime moisturizer. “Moisturizing is protecting the outside of the skin, but serums treat the dermis, which is susceptible to congestion, stress and oil production. Serums are like a cure, a medicine. They allow your skin to regenerate and recharge.”

### TIP: WRAP IT UP.

“Wrap your hair into a bun on the top of your head when you go to bed, and don’t make the elastic super tight,” Walsh-Zimmermann recommends. “When you wake up, it creates fullness and volume and also gives a bend to the end of your hair. It also keeps the back of your head from having that bed head.”

## Editor’s Picks

The top three time-saving beauty products I can’t live without

### MARIO BADESCU FACIAL SPRAY WITH ALOE, HERBS AND ROSEWATER

I picked up the 4-ounce bottle of this facial spray during a trip to Minneapolis last fall, and I can’t imagine life without it. I spritz it over my face in the morning to set my makeup, and if I’m heading to an event after work, I’ll spritz it over my face again to freshen up. The quick, simple action gives my skin an immediate hydration boost, creating a subtle, dewy glow. Plus, the 4-ounce bottle retails for just \$7—an affordable and luxe addition to your beauty cabinet. Available online at [mariobadescu.com](http://mariobadescu.com).

### KATE SOMERVILLE EXFOLIKATE INTENSIVE EXFOLIATING TREATMENT

I was lucky enough to receive this product as a gift from Nordstrom when the store opened its Mayfair Mall location, and now I’m hooked. I try to do at least one facial peel mask per week, but when time escapes me, I turn to Kate Somerville’s intensive exfoliating treatment. Spread a thin layer of the product across a freshly cleansed face, let it set for no more than 2 minutes, and then rinse and remove. It tingles quite a bit, which is normal, but the result — softer, suppler skin — is so worth it. Available locally at Nordstrom, 2500 N. Mayfair Road, Wauwatosa, or online at [katesomerville.com](http://katesomerville.com).

### AVEDA SMOOTH INFUSION NATURALLY STRAIGHT

I’ve been blessed (or so I’ve been told) with incredibly thick hair. And although I’ve grown to appreciate my locks, they’ve developed some new characteristics over the past few years, including a distinct, and rather unruly, waviness. A close friend introduced me to Aveda’s smooth infusion line, and I can honestly say that it’s not only progressively straightened the aforementioned “curls,” but has also reduced the time required to fully blow-dry my hair. A win-win, in my book. Available at Neroli Salon & Spa locations throughout the area or online at [aveda.com](http://aveda.com).

— Jen Hunholz

