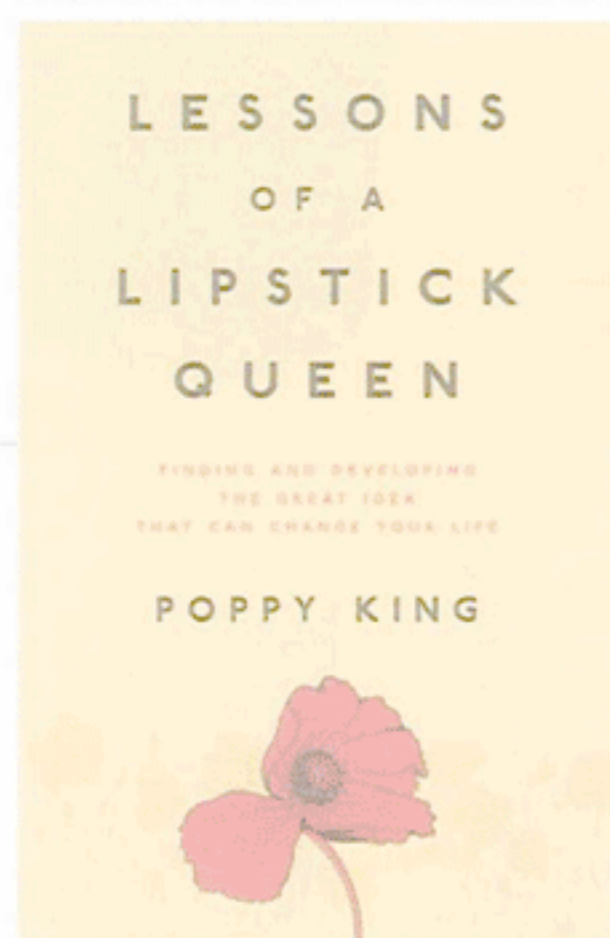


## bookmark: LESSONS OF A LIPSTICK QUEEN

Initially, it's tempting to dismiss cosmetics entrepreneur Poppy King's *Lessons of a Lipstick Queen: Finding and Developing The Great Idea That Can Change Your Life* (Simon and Schuster) as a flighty, inspirational business book that may as well have been penned by Elle Woods. But thank God, it's not. In 61 (surprisingly) detailed steps, King—who at age 18, turned her quest for the perfect matte lipstick into a multi-million dollar company—reveals exactly how a passing thought (“Do matte lipsticks even exist anymore?”) has the potential to morph into a lucrative, satisfying career. While the bulk of this book teaches you how to recognize a saleable idea and execute the scary logistical business stuff that it inevitably involves, there's plenty to learn even if you thought you'd happily be a cog in the wheel 'til you were 62. For one, don't be embarrassed of your own wishes—that's where the best, most motivating ideas come from. Certainly King, a lollygagging Aussie teen, could have kept her matte lipstick daydreams to herself, but because she gave them more than two seconds' thought, they became serious business. She's the first to admit that her lipstick idea wasn't particularly noble or intellectual, but let's be real here: ‘Noble’ and ‘intellectual’ ideas are usually harder to sell. Most importantly, King stresses the importance of having a good pair of *cajones*. If you want to know how to start your own line of lipsticks, do what King did—look up a cosmetic lab in the Yellow Pages. Done. Want to know how to get your stuff into Barneys? Do what King did—call them. The worst-case scenario is that the person on the other end of the phone says “No.” And if that happens, just put on your lipstick and get on with it. She did, and look at her! JESSICA MATLIN



# GREAT WHITES

JUST TRY TO MAKE IT IN HOLLYWOOD WITHOUT A DAZZLING SMILE! FROM FANCY IN-OFFICE TREATMENTS TO A SLEEK WHITENING PEN, WE TEST SIX WAYS TO LIGHTEN UP THIS SPRING.

### BRITESMILE

After years of acquiring my daily hydration from Starbucks, I was dismayed to one day realize my teeth weren't exactly looking their brightest. And so I soon found myself reclined in a chair at BriteSmile, a nationwide chain of spick-and-span one-hour whitening salons. First, a low-grade peroxide gel was painted on to my un-pearlies, which were then positioned in front of a powerful blue light. One hour and a couple episodes of *Jon & Kate + 8* (cable TV definitely eases dental anxiety) later, not only were my sparkling whites back, but I had jumped an astounding 13 shades to the very tip-top of BriteSmile's scale. Even the prospect of eating only white-ish food for the next 24 hours—oatmeal and skinless chicken anyone?—couldn't dull my bliss.

KATHERINE FAW MORRIS

For more information, see [britesmile.com](http://britesmile.com).

### SAPPHIRE PROFESSIONAL WHITENING

I don't smoke. I do, however, drink wine like it's going out of style. So while my lungs will fare better than my liver, my teeth don't exactly have it easy. Or so I'm told by Dr. David Nusblatt, a Manhattan-based cosmetic dentist who has polished many a soy-milk smile to dazzling whiteness. And thus I find myself, clad in a bib, in his dentist chair. With my mouth stretched open by a rubber retractor, Nusblatt squeezes a hydrogen peroxide desensitizing goo from a dubious-looking tube onto my gums. I go under a fluorescent blue light (note: no UV rays) and emerge 45 minutes later, sure enough, with whiter teeth—eight shades to be exact. It's not a permanent fix, but for the next six months, cheers!

SAMANTHA GILEWICZ

For more information, see [sapphirewhitening.com](http://sapphirewhitening.com).

### LUSTER

Let me start off by saying that I'm a dark-skin girl so if my teeth get any whiter than the whites of my eyes, I'll look crazy. Luster, the one hour system I'm testing, promises to turn teeth six shades whiter, which makes me a wee bit nervous. First, I rinse with an acceleration liquid for about 10 seconds, making sure there is ample contact with my front teeth. Next, I apply the gel one tooth at a time, a tedious task, and let it dry for about 20 seconds. Finally, I hold the magical contraption that promises to transform my off-white teeth into milky chompers, up to my mouth and turn on the fluorescent beam—a step that the instructions say can be repeated up to 20 times! But there is no need for that because when I smile at my reflection, all I see is pearly perfection. Phew. RAJNI LUCIENNE JACQUES

\$39.99, at Rite Aid.

## SOLID GOLD

Solid perfumes, or unguents, have been around since ancient times when they were crafted by mixing fragrance oils with animal fat. Pacifica co-founder Brooke Harvey-Taylor has long been enamored of this vintage method, so she decided to create a modernized version, minus the animal byproducts. The new Pacifica solid perfumes are built on a 100% organic soy and coconut wax base, and are completely paraben and toxin free. Each one of the delicate scents—the earthy Mediterranean Fig and sensual Tahitian Gardenia are particularly desirable—is inspired by places Harvey-Taylor and her husband have traveled to, and comes in a tiny, decorative tin. They are all a solid choice. FIORELLA VALDESOLO

\$9 EACH, AT ANTHROPOLOGIE STORES.



### SUTRA

I'll admit, I was hesitant to try teeth whitening. So when I saw Sutra gloss, a device that could easily be confused for a Touché Éclat, I was surprised and skeptical about its efficacy. Developed by cosmetic dentist Dr. Jimmy Wu, this clickable brush pen takes less effort than brushing your teeth. Containing Peroxydone H2O2 gel, the strongest active at-home whitening ingredient, Sutra Gloss claims to lighten teeth by up to five shades if used twice a day for a week. The results are immediately noticeable, and it doesn't cause any discomfort to sensitive gums. “Because the percentage of Peroxydone is higher than all other over-the-counter products, the results are much faster and better,” Wu says. And that's something to smile about. ANDREA CUSICK

For more information, see [sutrudentalspa.com](http://sutrudentalspa.com).

### CREST WHITESTRIPS DAILY WHITENING + TARTAR PROTECTION

2007 marked an important event in my life: I stopped smoking, cold. My last cigarette was on July 5, and since then, not a single puff has passed my lips. While my years of being a dragger didn't leave me with a yellow grin, I figured a touch-up couldn't hurt. I have pretty sensitive teeth—it takes me forever to eat an ice cream cone—so I didn't want any drastic whiteners. I opted for Crest Whitestrips, which claim to be gentle and take only five minutes a day. It kind of feels like sticking a gooey piece of Scotch tape across your teeth, so I'd do it at night right before brushing. After about five days, I could see a subtle difference, which was great, because I didn't want a dramatic morning-show smile. Just a non-smoking smile.

KATE WILLIAMS

\$39.99, at drugstores.

### I-WHITE

No matter how white my teeth are, I always want them whiter. Not just, “I don't want the world to know how much wine and coffee I drink” white, but Hollywood white, *freak* white. Enter iWhite. The idea behind iWhite is that it uses light technology to boost the effectiveness of hydrogen peroxide: So you fill a tray with the very sexy-sounding “impregnated foam,” clasp it between your gnashers, and throw the switch on the attached plastic disc to start an LED strobe. It would, it must be said, make quite a fashionable accessory at a rave (although epileptics, obviously, should steer clear)—and, if you don't mind the copious drooling, and looking like a droid from the planet Zorg recharging your brain, then iWhite is actually pretty amazing. I've only done three 20-minute sessions of the recommended five, and already my teeth are preternaturally pearly. I white. And so should you. APRIL LONG

\$49.99, at CVS.

