



# Authentically Beautiful

*JEZ* discovers the latest treatments, tips and trends from Atlanta makeup artist, brow guru and cosmetics company owner Alyson Hoag.

**W**hat is Authentic Beauty? Just ask Alyson Hoag, Atlanta makeup artist, brow guru and all-around beaut whose vibrant passion for transforming fresh faces is the axiom by which she runs her cosmetics company, Authentic Beauty LLC. When she's not jet-setting to do makeup at the Emmys or powdering the faces of celebs such as Jennifer Hudson or local notables such as Laura Turner Seydel, you can find her shaping brows or rouging palettes of elegant local ladies at Richie Arpino Salon and Intrigue Salon. This makeup visionary is passionate about changing the beauty industry one image journey at a time with a bubbly energy that is simply intoxicating. Atlanta women have been relying on her for years to remodel

their looks from dull to luminous, droll to chic and unmanageable to glamorous. Sit in her chair and she'll not only reconstruct your look but you'll also leave reflecting the certain glimmer and spark she transfers through each meticulous application. And this stunner never neglects her own image, knowing the insider secrets to perfect her siren spice. "There's a certain level of self-assurance as you grow into yourself," Hoag says. "It's about really loving life and having the confidence to express that—and that translates as beauty." *JEZ* hooks the exposé on how this beauty maven maintains her model complexion and her clients' flawless skin, and brushes up on how to achieve this season's trends. —TOVA GELFOND. PHOTOGRAPHY BY RICHIE ARPINO.



Since freckles and fair skin are challenges Hoag faces each day, she bronzes with **XEN-TAN FACE TANNER** (\$19, Nordstrom). “It does not have self-tanner smell, and the color is so natural,” she says. The subtle tanner provides an even, balanced tone without the use of foundation. For her personal scent, Hoag loves **COMPTOIR SUD PACIFIQUE VANILLE** (\$53, Sephora). *“I am hooked on the citrus vanilla, and I have been layering it with some amber oil.”*



Hoag swears by **TOPIX GLYCOLIX ELITE TREATMENT PADS 20%** and uses them each day. “I used to have really bad acne, and even now, at 40, if I go two days without it, I break out,” Hoag says. “This is the best at-home treatment for creating the smoothest and most refined skin.” \$31, The Zweig Center for Facial Plastic Surgery.

Hoag blocks UV rays by applying **CITRIX DERMA TOPIX OIL FREE MOISTURIZING SUNSCREEN SPF 30**. “It’s oil-free, which leaves a slight dewiness to the skin. A too-matte look on oily skin looks horrible.” \$17.50, The Zweig Center for Facial Plastic Surgery.



To keep her luminous face in check between spa treatments, Hoag uses the entire **AMALA** skin care line. *“Amala Purifying Gel Cleanser (\$21) keeps me from being too oily and makes me feel clean! Rejuvenating Serum (\$23) and Rejuvenating Eye Cream (\$90) are made with cocoa bean and feel so good. The Purifying Toner (\$22) smells like the best thing ever. People with oily skin [like me] are going to love it.”* All available at Spa InterContinental.



## Complexion Inception

Hoag indulges in luxurious treatments at **Spa InterContinental** at the InterContinental Hotel in Buckhead for relaxation. The **Amala skin care line** featured at the spa is organic, comes from sustainable sources and is ethically made while providing noticeable results. When it comes to her most prized attribute—her face—Hoag raves about the **Amala Deluxe Facial**. A light face polish buffs away a dull complexion before an oil-absorbing clay mask and antioxidant collagen-boosting mask are applied for maximum results. *“I get compliments on my skin wherever I go!”* Hoag’s favorite body scrub service, the **Woodsprite Ginger Glow** treatment, uses a detoxifying mix of organic ginger, sea salt and shea butter to gently exfoliate and hydrate the body.

## Six Steps to a Smoky Eye

1. Begin by placing foundation on the eyelids.
  2. Make a thick stroke of **black eyeliner pencil** (\$12) on the lash line, and blend it out completely onto the lid using the precision **mini squirrel crease brush** (\$23). Apply pencil directly to the inside platform (inner rim) of the eye.
  3. Apply **Moondust eye shadow** (\$15) on the lid using the **chisel deluxe fluff brush** (\$12.50). The brush is shaped like a half moon, which is perfect for depositing color onto the lid. Using the precision mini squirrel crease brush, apply Moondust on the lower lash line. Moondust is the perfect color, because it can be worn without looking like you've been punched.
  4. Apply **pressed powder** (\$28.50) under the brow using mini squirrel crease brush. Using powder as a highlighter under the brow and around the eye is the best blending tip. It allows the whole eye to appear smooth.
  5. Brush on **Sheer Sand eye shadow** (\$15) under the brow using the mini-squirrel crease brush. This golden color offers just a hint of shimmer and helps bring out green eyes.
  6. Use the **Eye Liner Sealer** (\$11) to create your eyeliner. The sealer is a liquid that turns any eye shadow into a liquid eyeliner, and then it dries into a powder. Mix one drop with **Black Onyx eye shadow** (\$15) and line the upper lash line with a **Taklon Definer Brush** (\$10.75).
- All products by Profaces and are available through Hoag.*



"I love the **BOBBI BROWN SHIMMER BRICK COMPACT** (\$38, Neiman Marcus) because it is the smoothest shimmer powder. Most of the shimmers are creams, and, if you have to set with powder, it mattes it out. *This shimmer is subtle, and you can also use it on your eyes.*"



*"People can tell just how old you are by the way you wear your makeup,"* Hoag says. Whatever your style, it can be simple, it may be edgy, but it must be *au courant*. Hoag uses **PROFACES** at her counter—a professional makeup line created by a cosmetic manufacturer. "What I love about this line is the quality and the variety. I have just about every color in the makeup cookbook (more than 60)," Hoag says. "The pigments are rich, resulting in easy application and durability. I can custom blend foundation for the perfect skin match that won't cost a fortune."



## Best Tressed

To keep her curls in line, Hoag seeks none other than the legendary stylings of **Richie Arpino Salon**. To work her waves, Hairstylist **Jim Smith** likes to spritz Hoag's tresses with a coat of **Shine It spray-on shine for hair** (\$18) to decrease the volume. To achieve managed curls with a touch of glamour, Smith uses a large barrel curling iron to create distinctive ringlets.

When Hoag wants a sleek and straight look, hairstylist **Luis Lopez** tames her mane. **IT LONG AND STRONG LEAVE-IN CONDITIONER** (\$18) helps him comb through and hydrate the thick locks before applying **IT SILK REDEFINING SERUM** (\$19), which helps give a workable smoothness once it is blow dried. Instead of using a straightening iron, Lopez dries the hair with a long round brush, taking his time to curl the strands up and under to achieve a voluminous Hollywood look with bounce.



At home, Hoag separates her ringlets with a dab of **AVEDA BE CURLY CURL CONTROL**. \$18, Intrigue Salon.