

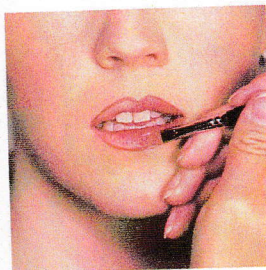
shelley klinck: an image update for a megawatt radio personality



As the charismatic host of Toronto AM 640's nightly talk-radio show, *Sex, Lives and Audiotape*, Shelley Klinck, 29, was polished, presentable, and well-known—but only as a voice. Since she plans to make the transition from radio to television this fall, she felt the need to develop a professional look that's as smooth and confident as her voice. "When working in radio, no one gets to see what you look like. At this point, I want to look classy and pulled together." Shelley also felt an image update could help her dismantle certain preconceptions. "Because I look young and my show is targeted to a youth audience, I also need to look more sophisticated."

makeup advice

According to makeup artist Kelly Jackson, of The Plutino Group in Toronto, the goal was to give Shelley a more glamorous look that did not look overdone. Using colors from Max Factor's Fall 1993 Makeup Collection, Jackson started by minimizing Shelley's freckles and evening out her complexion with a sheer covering of Colour and Light Makeup in Cool Beige, which she then set with Colour and Light Pressed Powder in Beige. To warm up Shelley's naturally pale coloring, Jackson then contoured her cheeks with Natural Tan High Definition Blush. To heighten the sophistication factor, Jackson next plucked Shelley's eyebrows into a well-groomed arch, helping to open up her eye area, which she subtly shaded with neutrals from the Sienna Collection High Definition



Eye Shadow Quartet. As a finishing and glamorous touch, Jackson lined Shelley's upper lashes with Bit of Brown Skinny Ultra-Thin Eyeliner, before adding false eyelashes to their outer corners. To make sure that Shelley's stronger eye look didn't overpower her lips, Jackson gave them the illusion of fullness by lining the outer edges with a neutral-colored lip pencil, before filling them in with Bold Brown New Definition Lipcolor. This mid-toned, neutral shade also helped maximize lip size.



hair help

Shelley typically wore her hair all one length, which only emphasized its extremely fine texture. The ends were also suffering from the residue of a perm. As a solution, hairdresser

Sandy Ciuro, of Angst Hair for The Artist Group in Toronto, suggested a layered cut. "When hair is that fine and all one length, it looks limp and flat. Long layers will help give it extra body and lift." For a sexy, voluminous look, Ciuro spritzed Shelley's damp hair with Redken's Quick Dry Shaping Mist, then blew it dry while she held her head upside down. He then set her hair with hot rollers, using Redken's light, no-flake Ultriance as a setting lotion. The result: hair that can be easily finger-combed into loose, natural waves.

—Loretta Chin