

# RICH WOMEN, CHEAP THRILLS

The next time you're out at the drugstore, look around. The woman in line behind you might have her own plane. **By Patrick Rogers**

***How does a world-famous actress*** spend a rare free moment in Manhattan? On a recent visit crowded with interviews and personal appearances, Catherine Deneuve, the former muse of Yves Saint Laurent and a beauty so radiant that the French claim her as a national treasure, hopped in the back of a black SUV and slipped away from her SoHo hotel. Some private shopping at Barneys, you might think, or a slow crawl up Madison Avenue? Guess again. "She was schlepping around the city in this four-wheel drive and came back with a mammoth bag from Duane Reade," recalls a publicist who worked with her that day, referring to the New York-area drugstore chain. "I saw it with my own eyes!"

The French might call it *bon marché*. We simply call it smart shopping. With ready access to swag suites, goodie bags, and the duty-free cart, women of fashion and society are never at a loss for high-end beauty options, from new Chanel lip colors to bottles of La Prairie Caviar Luxe Cream. But dig deeper in their makeup bags and you're just as like-

ly to find a pharmacy discount card. "Honestly, high and low—are they really different? I love a good trip to Target," says fashion designer Rachel Roy. She buys Nivea hand cream to smooth baby hairs and Andrea ModLash false eyelashes to finish off smoky eyes blended with Nars and Bobbi Brown shadows. Los Angeles socialite Julie Jaffe relies on Cetaphil cleanser; after all, it works perfectly with her \$195 Clarisonic skin-cleansing brush. And Amelia Fleetwood, who casts fashion shows and photo shoots, says her current favorite beauty buys are from Vincent Longo—but that's along with the Revlon High Dimension Eyeliner/Crayon in Black that she has used since high school.

Apparently, the drugstore aisles can get pretty crowded with beauty aficionados. We asked dozens of high-end shoppers in New York City and Los Angeles to open their medicine cabinets and reveal the inner workings. "When you go to your bathroom in the morning, you want to be inspired," says Roy. "The idea is mixing a few precious things with a few things that work well, even if they don't have a precious price."

**She may be pampered, but that doesn't mean her beauty arsenal has to be pricey.**



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## Hair

Most high-end customers leave coloring and cuts to pricey salons but stock up at the drugstore for daily care. “When I was a teenager, I experimented with Sun In,” says Ivanka Trump, an executive at the Trump Organization and a designer of fine jewelry. “I learned that some things should be left to professionals!”

- **FOR ACTRESS OLIVIA MUNN**, the beauty of buying mass-market products is in the variety. “I use **Garnier Fructis Pure Clean Fortifying Shampoo and Conditioner [\$3.99 each]** in my hair—I like that they’re biodegradable,” she says. “I try different drugstore products without having to go broke.”
- **“YOU KNOW HOW SOME PEOPLE** use dry shampoo when they have oily strands? I use **Johnson’s Baby Powder [\$3.99]**,” says reality-television star Olivia Palermo. “It’s also good for freshening up your skin. Put a little on, and then go over it with a towel.”
- **IMAN BEGAN MODELING** three decades

ago and within weeks began to realize that constant styling would destroy her hair. She’s been using **V05 Hot Oil Conditioning Treatment (\$3.49)** ever since. “Every Sunday, my daughter and I put it on, and the two of us will sit in the shower and talk for ten minutes.”

- **“I HAVE LONG**, blonde, stringy hair that gets tangled,” says Amelia Fleetwood, daughter of Fleetwood Mac drummer Mick Fleetwood. She uses **Aveeno Nourish + Volumize Shampoo (\$7.49)** or her latest discovery, **Organix Nourishing Coconut Milk Shampoo (\$11.99)**, then sprays her hair with **Johnson’s No More Tangles Detangling Spray (\$3.49)**.

“It doesn’t leave a lot of residue.”

- **NEVER UNDERESTIMATE THE POWER OF FRAGRANCE.** *30 Rock’s* Katrina Bowden is a fan of **Pantene Pro-V Restore Beautiful Lengths Shampoo (\$4.99)** for several reasons: “First of all, it smells kind of like candy. People stop me and say my hair smells really good,” she says. “And it stops split ends.”
- **KEEPING UP WITH YOUR COLORIST** takes time and money, unless you go it alone. “**Clairol Nice ‘n Easy Root Touch-Up** is fantastic,” says Babi Ahluwalia, who designs a luxury home collection and a clothing line. “It’s \$6.99, and now I only go to the salon every three months.”

“On those days when I’m looking a little peaked, I walk right into a Rite Aid.”



## Makeup

“I buy what works,” says Rosetta Getty, designer of the Riser Goodwyn fashion line, who is not afraid to mix Sisley foundation, M.A.C. tint for cheeks and lips, and that drugstore classic in the pink-and-green tube, **Maybelline New York Great Lash Mascara (\$6.15)**. “Price does not always dictate quality,” she says.

- **AFTER HOURS OF HEAVY MAKEUP** on the set of *Grey’s Anatomy*, Jessica Capshaw, daughter of Kate Capshaw and stepdaughter of Steven Spielberg, keeps it simple at home. “I try to stay

pretty natural,” she says. Her lip balm of choice is now **Burt’s Bees Lip Shimmer in Champagne (\$5)**. “It’s a frosty-silvery situation and a nice little protective layer,” she says. Designer Georgina

Chapman, cofounder of the Marchesa label, goes for a high-low mix: “I like to layer lip balms such as **Burt’s Bees Beeswax Lip Balm [\$3]** under my **Le Métier de Beauté** lip gloss,” she says.

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• **MARJORIE GUBELMANN, OWNER OF THE VIE LUXE HOME-FRAGRANCE LINE,** has tried makeup-remover pads from all the big brands and prefers **Garnier the Refreshing Remover Cleansing Towelettes (\$5.99)**. “Tim Quinn, the makeup artist for Giorgio Armani Beauty, whipped one out of his bag and gave it to me during a photo shoot,” she says.

• **WHILE GETTING READY FOR AN OSCARS** event hosted by Chanel earlier this year, Shiva Rose, actress and founder of the health and beauty website the Local Rose, had Barneys in Beverly Hills on her to-do list but ended up at CVS instead. “I ran to the drugstore and got **Ardell Duralash Flare false lashes (\$6.50)**,” she says. “I use one lash at the end of each eye for an upturned ’60s look.”

• **FLEETWOOD DOESN’T BOTHER WITH NAIL SALONS.** “I ride horses, and there’s just no point with the hay, dirt, and leather. However, if I suddenly feel too plain-Jane, I throw on **Revlon Top Speed Fast Dry Nail Enamel in Cherry (\$5.99)**.”

• **MAYBELLINE NEW YORK’S GREAT LASH MASCARA** may qualify for the convenience-store hall of fame, but it has some serious competition. “**L’Oréal Paris Voluminous Waterproof Mascara in Black (\$7.50)**,” replies *Damages* actress Rose Byrne when asked what she reaches for at Rite Aid. “I love it—I use it on my way out the door and also on the set of *Damages*.” For Eden Sassoon, daughter of hair icon Vidal Sassoon, it’s **L’Oréal Paris Double Extend Lash Boosting Mascara in Blackest Black (\$12.99)**. “You put it on and you’re the sexiest woman in the room,” she says.

• **MODEL SELITA EBANKS** is hooked on **NYC New York Color**. “I use their eyeliner [**\$2.99**] and lip liner [**\$0.99 to \$3.99**]. The lip liner is almost like a stain,” she says. And actress Michelle Trachtenberg recently picked up a tip on the job: **Revlon Super Lustrous Lipgloss (\$6.99)**. “It has a black top and a little gold band around it,” she says. “We’ve been using that on *Gossip Girl*.”

• **IMAN NOT ONLY USES PRODUCTS FROM WALGREENS,** she sells them there, too. Her favorite is **Iman Luxury Radiance Liquid Makeup Enriched With Minerals (\$14.99)**. “It’s a liquid, so it’s as easy as using a sponge. The effect it has is dewy and luminous.”



# Skin

If a woman's dermatologist hasn't already recommended Aquaphor, the drugstore wonder ointment in the white plastic tub, then her pediatrician just might. "I learned about it when my babies had dry skin," says interior designer Kelly Wearstler, an instant convert who rubs the product on her feet, hands, and lips. "The big jar," she says. "I always use it before I go to bed."

- SOMETIMES BIG CAN BE BEAUTIFUL.** "The major companies spend so much on research for their sun products, whatever the new innovation is, they are going to have it first," says Jaffe. "Right now I use **Neutrogena Spectrum+ Face Sunblock Lotion SPF 100** [\$11.99]. I have tried cool, boutique-y brands, and although they smell lovely and the packaging is cool, I trust that my Neutrogena is doing a great job. My skin is soft, and I have no brown spots at the end of the day."
- WHEN IT COMES TO SOAP, Dove Gentle Exfoliating Nourishing Body Wash With NutriumMoisture** (\$4.49) seems to have a secret celebrity following ("It has the nice little beads in it," says Munn), while some high-end travelers prefer a super-market soap over the luxury bars found at fancy hotels. "You go to all those hotels and they have all those soaps and products, but I think they're drying, really," says Sassoon. "So I bring my **Lever 2000** with me, the 99-cent bars you can buy for traveling."
- IMAN DISCOVERED HER DAILY BODY SCRUB** at a Manhattan nail salon. "They were using **St. Ives Invigorating Apricot Scrub** [\$3.99] on my feet and legs, and it really worked," she says. Although marketed as a face wash, she uses it below the shoulders after

daily workouts, often followed by a full-body coating of **Johnson's Baby Oil** (\$3.29). "When I come out of the shower, I'm moisturized and exfoliated, too," she says. For her lips, she keeps **Aquaphor Healing Ointment** (\$5.49) in her bathroom and handbag. "The best way is to take a toothbrush and literally brush your lips with it, gently," she says. "It exfoliates all that dry skin from lipstick. You wash and dry the lips and put more on before you leave the house."

- USING A HIGH-END SUNBLOCK** doesn't mean swearing off color entirely, especially when you can buy tinted moisturizer at Walgreens. Los Angeles voice-over artist Amanda Anka, daughter of singer-songwriter Paul Anka, protects her skin with colorless, odor-free Pamela's No Chemical Sunscreen SPF 30, but when she needs a little color, she mixes it with **Neutrogena Healthy Skin Glow Sheers in Fair to Light** (\$10.99). "On those days when I'm looking a little peaked, I walk right into a Rite Aid," she says. When it comes time to take it off, "I dump a bunch of **Cetaphil Daily Facial Cleanser** [\$10.50] in the bathtub. You can wash your face in it, and it leaves your skin feeling good," she says.
- "I CANNOT LIVE WITHOUT a ChapStick Classic in Cherry** [\$1.59]," says Trump,

a star of *The Celebrity Apprentice*. She recently picked up a tip from the newest member of her family. "I discovered **Johnson's Baby Bedtime Bath** [\$3.49] in my one-year-old niece's bathroom," she says. "I put it in my bath to unwind at the end of a long day, and I also like **Purpose Gentle Cleansing Bar** [\$2.99] to cleanse my skin each morning and evening. I have been using this product since I was 15, and I love it."

- SOME OLD-SCHOOL BRANDS** never die. "I'm actually very classic," says Palermo. "To remove eye makeup, I use **Vaseline Petroleum Jelly** [\$2.99]. For chapped lips, I put it on and go over it with a towel just to remove any oil, but still keep the moisture in." Sassoon relies on **Vaseline Intensive Care Cocoa Butter Vitalizing Gel Body Oil** (\$6.99) right out of the shower. "I put a little of that on damp, and I'm feeling really dewy, like I just got back from a tropical island," she says. "No joke, I continue to glisten all night long. It affects my attitude." Jaffe is also a fan of another old standby, **ChapStick** (\$1.59)—though her application methods go beyond the ordinary. "I will use it when I go skiing, especially since you can use it around your nose, too," says Jaffe. ♦

**\$5.5 billion: The amount of money women spent on drugstore skin care in 2010.**

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