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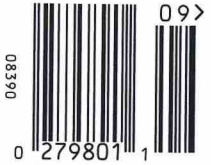
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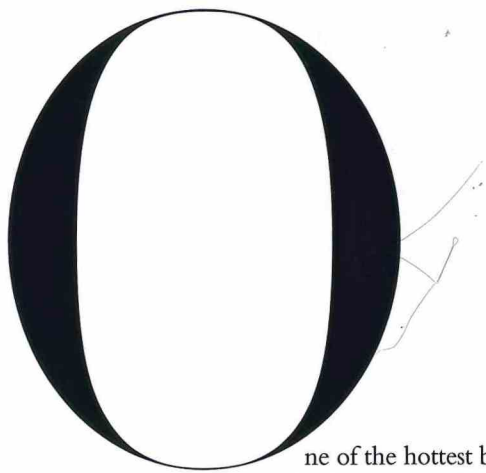
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HOW TO GET BRIGHT, FULL LIPS

*The quickest ways
to paint your pout perfectly*

By Alexandra Parnass

One of the hottest beauty trends for fall, look-at-me lips, may also be the most intimidating. While some women think nothing of applying a lustrous cherry lacquer and walking out the door, many of us worry about looking like a clown. Or a tart. Or a clownlike tart. "Don't be scared," says Kimara Ahnert, the makeup artist of choice for some of New York's chicest uptowners. "Bold lip shades aren't difficult, and they're flattering because they give you an instant 'wow' factor." The brilliant new saturated, not-too-shiny shades of red, pink, and fuchsia come with a bonus: "It's a very fast way to look very pulled together," says makeup pro Wende Zomnir, a cofounder of Urban Decay, "and it takes a lot less time than a smoky eye."

FINDING THE PERFECT COLOR means taking the time to try a lot of different shades at the cosmetics counter. "Most people look good in some kind of pink, anything from coral to a blue pink. Once you've found one you like, look for a red with a similar undertone," advises Zomnir.

PRIMING YOUR LIPS will ensure longer-lasting color as well as instantly smooth flakiness, and it will fill in those pesky fine lines. But avoid balms with a slippery or wet texture—you want a waxy or matte product that dries down and doesn't move. "Foundation works too," Ahnert says. Try Benefit Lip Plump (\$22).

USE A LIP PENCIL in the same shade as your lipstick to trace your lip line, then fill in your lips. Rest your elbow on the bathroom counter "to get the most precise line," says Zomnir. Try Maybelline ColorSensational Lip Liner (\$6.49).

APPLY LIPSTICK using a brush. Try Kimara Ahnert lip brush (\$30). After one coat, blot and apply a second coat. Choose creamy formulas, Ahnert says; a stain can make lips look lined. Try Giorgio Armani Rouge Ecstasy lipstick (\$24).

THE REST OF YOUR MAKEUP should be low-key. Ahnert recommends "bronzy skin, pink cheeks, and liquid liner along top lashes," while Zomnir likes "a neutral shadow on lids and mascara." And most important: Smile. ■



From top, left to right: Urban Decay 24/7 Glide-On lip pencils and lipsticks in 69, Obsessed, Anarchy, and Bang. Lip pencils, \$19 each, and lipsticks, \$22 each.