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[Focus • Beauty and pampering]

FOCUS

WRITTEN ON THE BODY

Make-up, according to Lauren Hershman, is about more than mere beauty — done right, it has the power to transform inside as well as out. She shares her tips and tricks with *Sarah Lybyl*

I INSTANTLY know that Lauren Hershman and I are going to get on. “The biggest beauty myth is that chocolate gives you spots,” she tells me, “but in moderation I don’t think it harms you at all.”

Hershman works as a make-up artist at the David Hershman Salon at Harvey Nichols, the last time trained as an actress before realizing that she was following the wrong career path. “When I was at drama school everyone else was making plays in their spare time and I was looking through

my make-up” — and there isn’t any hard sell as Hershman isn’t affiliated with any one brand.

She will, however, accompany clients to the beauty hall and advise them on products should they so choose. “I offer completely impartial advice,” she explains. “I’m not selling my clients any products, as they receive reliable advice gained through my experience.”

So her hair experience might be any any beauty tip? “MAC face and body on your lips,” she says without so much as a pause. “It makes them look like they’ve been deflated.”

Hershman was responsible for actress Frida Fenn’s make-up for *Shanty* Magazine’s London premiere and her recent work for American Vogue under her belt as well as numerous shows at London Fashion week. So who would be the ideal person to make over? “Kate Middleton,” she replies. “She’s got a lovely open look but I think her make-up does her complexion in. I’d like to do it for her wedding, wherever that may be!” And of all those beautiful clients, who has been the most fun? “The boys in the salon,” she winks.

Hershman has recently teamed up with film *Brides*, the salon’s creative

director, to create a service called *Colour Me Mine*. “We and I advise the client on which hair colour would work best with their skin and eye colour and then I give them a new make-up regime that complements the whole look,” she explains.

It’s a job Hershman takes very seriously. “I won’t let my clients leave until they love themselves,” she explains. “Looking good isn’t just skin deep, it’s about the way you feel. It’s like therapy.” ■
Make-up artist, £75; make-up lesson £150
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When I look at someone I want to see how amazing they look, not their make-up

magazine” she smiles, “I hadn’t realized how much of the industry I had absorbed.”

After a career in beauty, Hershman worked for Access Committee before setting up a salon alongside her father and brother at the David Hershman Salon. But she doesn’t feel happy in her professional attitude at work. “Ultimately it’s about respecting each others opinions and creating some boundaries that obviously aren’t actually there because we are family,” she admits. “But when we’re working, we’re just three professionals who understand each other very well.”

Following as a model, however, clients are given a personal make-up prescription specifying which products Hershman used so they can refer to it when recreating the look at home. She doesn’t believe in hiding behind cosmetics — “When I look at someone I want to see how amazing they look,

