



# BEAUTY MEETS TRAVEL

## AROUND THE WORLD BEAUTY

✈️ *Discovering Your Beauty Roots*

### Media Kit 2015

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#### | AROUND THE WORLD BEAUTY |

Founder Stephanie Flor

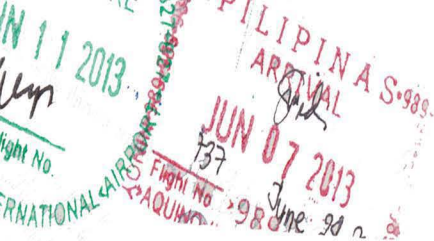
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Our Founder Getting  
Face Painted in Peru



## FOUNDER

Stephanie Flor is a NYC-based celebrity makeup artist who works regularly with industry leaders ranging from musicians to television personalities.

Her clients include Mariah Carey, Eve, Sting, and many more.

She is also a bona fide beauty traveler as founder of Around the World Beauty, a beauty site dedicated to exploring beauty rituals practiced by women of various cultures across the globe. She's traveled to the tip of India, where she took part in the Ayurvedic way of living, and the depths of Central and South America, climbing the pyramids and Machu Picchu to get closer to the sun.

Flor has been featured on Glam Belleza Magazine "Weekend Section", Latina magazine's "Young & Inspiring: Ones to Watch" list, "Beauty Vanguard in April 2015" and landed herself on the Cosmo for Latinas blog spotlight for Around the World Beauty. As a beauty expert, she is a Global Colour Pro artist for Clinique U.S and Hispanic market. She's been featured in Teen Vogue, Women's World, Glamour, InStyle, Total Beauty, and Beauty Riot. Editorially, Flor has worked on photo shoots and video productions for Cosmopolitan, Glamour, L'Oreal, Martha Stewart, The New Yorker, Time, OWN-Oprah, and Victoria's Secret..

She holds a B.A. in Advertising Marketing and Communications from Fashion Institute of Technology.

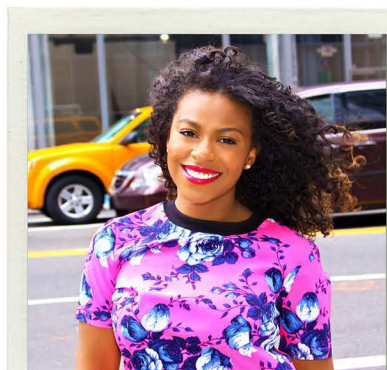
## EDITORIAL DIRECTOR

Lyndsay Green is a NYC-based multicultural beauty pro. She began her career at Ebony magazine where she uncovered fashion and beauty tips for African American women. Since her entrance into the beauty arena in 2010, Green has additionally held titles at People StyleWatch, Glamour's Glam Belleza Latina, and most recently, Teen Vogue, where she served as digital beauty editor.

Green's work has been featured in numerous publications, including but not limited to fashionista.com, glamour.com, marieclaire.com, mimichatter.com and more. She now spends her days navigating the beauty market through a global lens, offering hair, makeup, and skincare advice for women of every skin tone and ethnicity.

She holds a B.A. in Journalism and a B.S. in International Studies from The Pennsylvania State University.

During her off time, you can find Green navigating life in Brooklyn and devising a master plan for making space for her new husband, magazine collection, and library of beauty goodies collected from across the globe.



Lyndsay Green







Philippine Airlines  
827  
DEPARTURE  
JUN 11  
Flight No.  
INTERNATIONAL AIRPORT

## AROUND THE WORLD BEAUTY MISSION:

From Cleopatra's milk baths to India's 5,000-year-old Ayurveda system, there are countless beauty regimens that have existed from the beginning of time. By now, you're probably familiar with the Japanese pedicure technique, which features little black fish as its tools for exfoliation, but did you know that Spanish women bathe in chocolate to stimulate blood circulation? Leave it to Around the World Beauty to reveal beauty rituals and traditions that are practiced in different cultures around the world. For it is the website's mission to keep beauty heritage alive.

Stephanie & Lyndsay have worked in the beauty industry for over 15 years, and continue to pave the way as beauty influencers in different aspects of global beauty. As a beauty editor, Green spends her days interviewing hair, makeup, skin care, nail, health, and fitness experts to bring the best beauty advice to women of all ethnicities. And as a makeup artist, Flor, works with celebrities, and cosmetics brands to create new trends and get clients red carpet-ready. But there is one common question that both experts are consistently approached with: "How can I be more beautiful?" From offering tips on how to maintain natural hair for African American to uncovering the most coveted skin care products amongst women in Spain, Around the World Beauty will serve as a solitary place for women of all nationalities, ethnicities, and cultures to share beauty ideas. As women are constantly craving more information about the universal truth of achieving beauty, our readers are searching for an honest resource to rely on. This book would help increase their knowledge about their ethnicities and allow them to steal beauty secrets from other women, near and far.

Our goal is to further our individual and collective brands as beauty authorities with a specialty in global beauty.

**Target Market:** 21-early 30s

**Our Worlds:** Beauty & Style; Travel

**Audience:** Beauty-lovers; Travelers; Magazine-readers; History and Anthropology enthusiasts

**WHO:** Young women who love beauty, travel, and trying new things

**WHAT:** A history lesson with fun, interactive takeaways

**WHERE:** Bookstores, online, and beauty stores

**HOW:** DIY recipes, tutorials, fun facts, timelines

**WHY:** Because every woman's inherent mission is to be her most beautiful self and hey, you can never have too much inspiration, right?



# AROUND THE WORLD BEAUTY

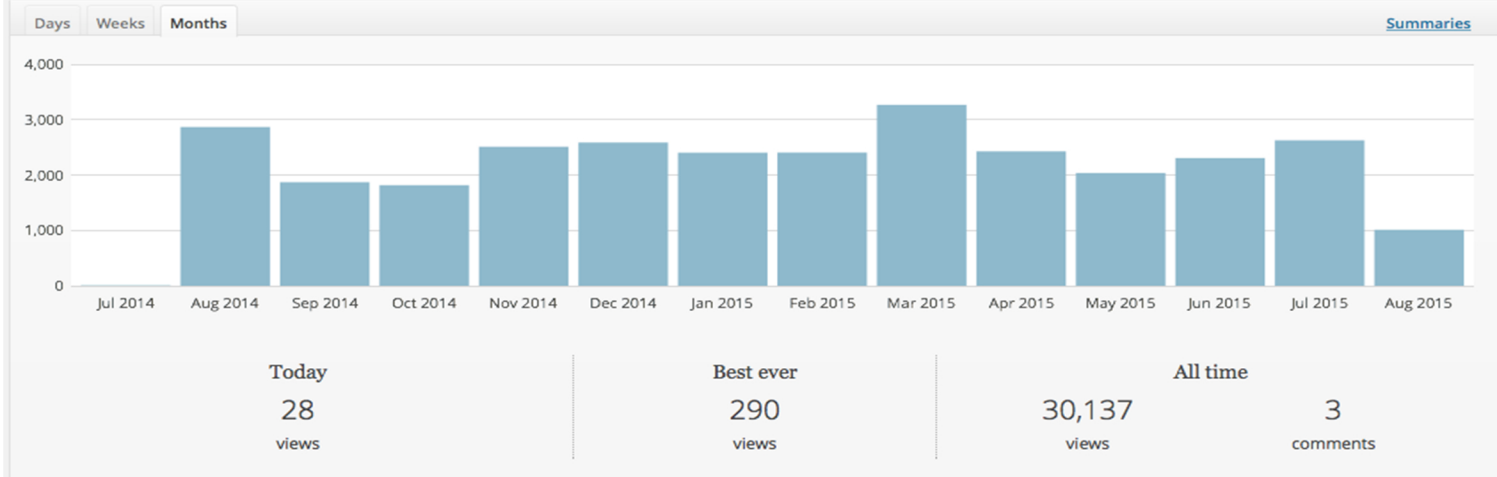
✈️ Discovering Your Beauty Roots

## ATWBEAUTY: SITE STATS AUGUST 2015

August 12, 2015, 2:01 pm

Did you know you can view enhanced stats on WordPress.com?

Show Me



### All-time posts, views, and visitors



POSTS

105

VIEWS

30,137

VISITORS

9,851

BEST VIEWS EVER

290

AUGUST 12, 2014

### Countries



20 788

#### Country

#### Views

	United States	788
	Morocco	104
	Netherlands	58
	Germany	55
	United Kingdom	44
	Canada	41
	Norway	30
	Brazil	29
	Japan	25
	Australia	20

## ATWBEAUTY: MEDIA STATS

Vistors: 30,137  
Monthly Views: 2350+  
Posts per Week: 2-3 Posts



FACEBOOK

1,281



TWITTER

4,000



INSTAGRAM

3,780



PINTREST

77

## AUDIENCE



Yound Females over 19  
Beauty Industry Professionals



Women Travelers





# PRESS

## AROUND THE WORLD BEAUTY

Lyndsay Green / Stephanie Flor



JUL 9, 2015 @ 4:30 PM

BEAUTY

# Surprising Beauty Trends Around the World

Beauty standards aren't so standard after all.



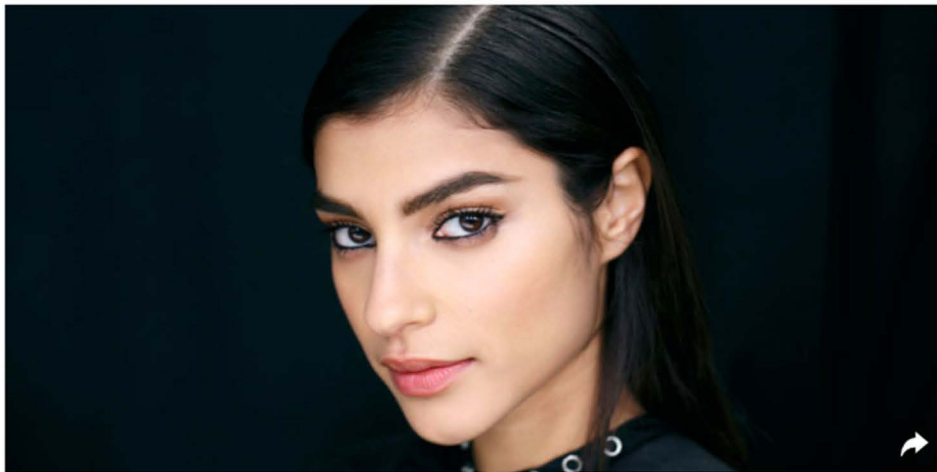
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Fact: Women all over the world are pushing beauty boundaries left and right. And when they get creative, we get buzzy new trends that inspire us to go a little more outside our

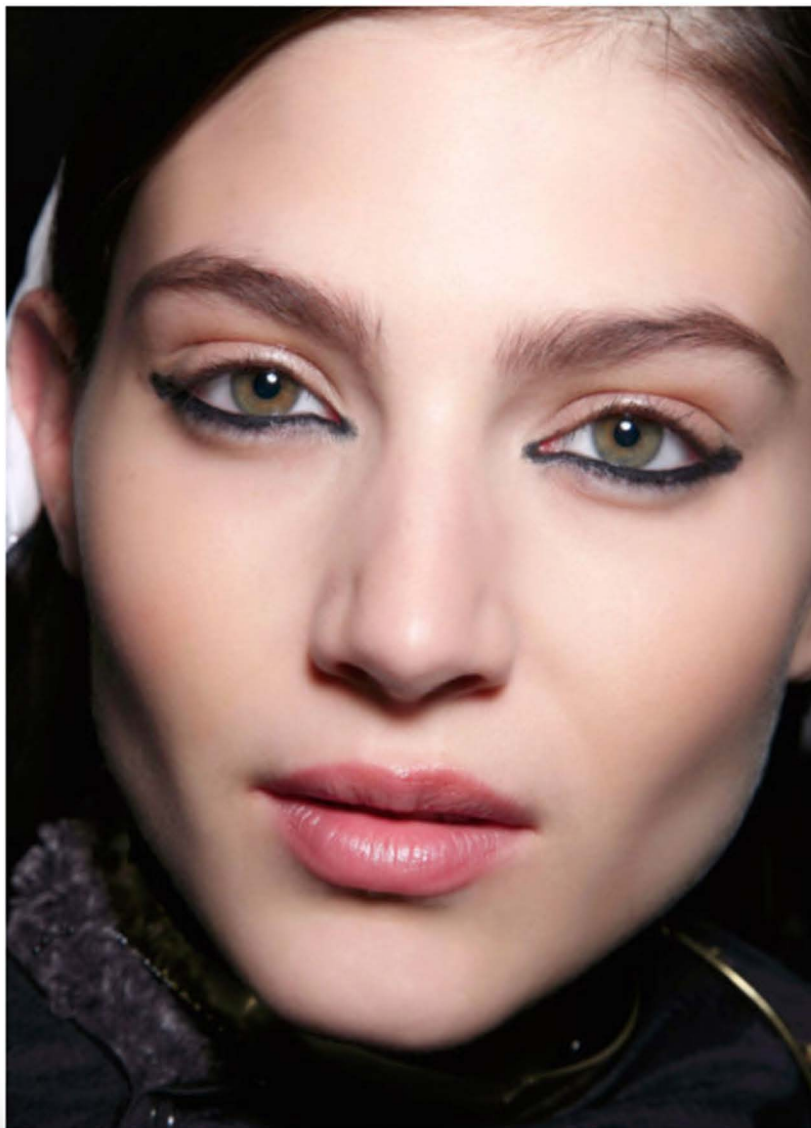
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**UNTIL THEY  
BUCKLE UP.**



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## COLORED LOWER LINER IN LATIN AMERICA

"I've seen in Latina cultures colored liner replacing highlighter under the eyes," says **Makeup Artist Stephanie Flor.** "People are really working the lower lash line which I don't see much in the U.S. either."

IMaxTree



BRIDAL AROUND THE WORLD

## Traveling in Search of Beauty

CLOCKWISE FROM TOP LEFT: African henna, Peruvian face paint, Ecuadorian mud bath, Thai elephant ride, making up in India, Thai child, Japanese hair fashion, African face paint

How far would you go in the pursuit of beauty? Stephanie Flor decided to go around the world. A successful make-up artist who describes herself as a "multicultural beauty expert," Flor's clients have ranged from Mariah Carey, Eve and Sting to former Mexican President Felipe Calderón and former Israeli President Shimon Peres. She has worked with brands including Make Up For Ever and Maybelline.

But when Flor turned 25, she began to think she could do more with make-up.

"I didn't feel fulfilled. I wanted to make a difference in a bigger way—a way bigger than me," Flor remembers. "And I knew I wanted to connect beauty with history."

So in 2012, Flor created Around the World Beauty (aroundtheworldbeauty.org), a website celebrating diverse beauty methods and techniques throughout the globe. When she visits a destination, she chronicles her adventures via a blog and video

segments.

"I decided I would combine my passion for beauty, culture and travel and launch a project about traveling to different cultures to learn about their beauty," says Flor. "It's not as easy as I make it sound, but let's just say I knew I wanted to live my dream life right now!"

Along the way, she's discovered the ancient ritual of using henna to paint fingernails in Zanzibar, unlocked both the spiritual and beauty benefits of practicing Ayurveda in India and experienced the soothing relief of a Peruvian Inca bath.

And then there was the tip she learned from the Maasai during her Tanzania visit.

"Africans have flawless skin, but their skincare regimen involves goat milk and blood," says Flor. "That kind of freaked me out. But based on how wrinkle-free and soft their skin is, I might be willing to try it next time."

But perhaps the most memorable destination was Ecuador. Having grown up in New York with immigrant parents—one from Costa Rica, one from

Ecuador—Flor had always felt a little disconnected from her roots. This changed when she arrived in the country during a backpacking trip through South America. She immediately felt at home with the land, the people and the music.

"I learned about sacred beauty traditions passed down from the Incas, learned about face paint, and all the natural beauty ingredients like aloe vera and volcanic mud," continues Flor. "While I was there, I came up with the Around the World Beauty tagline: 'Discover your beauty roots. I felt that once you can connect with who you are, your roots as a whole, you radiate beauty. Knowledge is power and the goal of our site is to promote information that will make you proud of your beauty heritage.'"

The time Flor is spending on her new endeavor has taken a toll on her make-up career. Before starting ATWBeauty, she was booking gigs daily. Three years ago, she made more money than she ever had in her life. Since then, she's poured the bulk of those earnings into

Continued on page 28

of her first trip, and she specifically looks for work opportunities that can lead to ATWBeauty encounters. She also offers tote bags on her site, with proceeds helping to fund the trips. Many of her exotic encounters she does solo, but she won't say no if someone wants to come along for the ride. A friend hooked her up with a videographer who shot two days of Flor's Tanzania trip. In India, she met a photographer who wound up shooting the Ayurvedic rituals. Flor looks for tours that will lead to her destination. Guides come in handy for solving a language barrier.

As ATWBeauty grows in popularity, plans include beauty tours to Ecuador and Tanzania in 2016. Fans will have the opportunity to join Flor on her adventures. She's also developing an in-depth investigation into the beauty claims cosmetic companies make.

"I would like to take them to the core of their truth," she says.

She'd also like to bring ATWBeauty to television. Flor is lobbying her fans for support as she vies to be the next Travel Channel Star. Competitors can win their own Travel Channel Web series by submitting a video making their case; submissions closed on April 15. The field will be whittled down until a winner is announced in September. Each round of voting will be overseen by Travel Channel experts, but fans can weigh in on their favorite contestant on travelchannelstar.com and Twitter.

"I believe the Travel Channel is the perfect platform for our mission and only ask for everyone to vote," she explains. "If you believe our show idea has a home there, make sure to vote, comment and share once it goes live."

—Chris Koseluk



# AROUND THE WORLD BEAUTY

## Pre-Wedding Rituals

by Stephanie Flor

Weddings have been a sacred celebration in civilizations and cultures across the globe. Today you might get a glimpse of extravagant ceremonies along tropical beaches, and metropolitan cities but there's another important part that most people don't get to witness. It's the preparation of the bride-to-be, the change of hands, and the passage to becoming a married woman. In countries like the Philippines, Tanzania, India, Thailand, and Peru their pre-wedding rituals are even more important to establish prosperity, joy, and love to a marriage.

In a fast-paced world many of these ancient beauty customs are dying out. But when it comes to nourishing your spirit these beauty traditions are the secret to radiating your inner glow. From kumkuma (Kumkuma is most often applied by Indians to the forehead, with the ancient Indian belief that "the human body is divided into seven vortices of energy, called chakras, beginning at the base of the spine and ending at the top of the head.) down the hair part to singo—a seven day scrub in Zanzibar—there's a distinct beauty in honoring rituals that have been practiced for centuries and to being the vehicle that keeps those traditions alive. On my travels I've been fortunate enough to take part as a special guest to these celebrations where women have shared with me their beauty traditions that are still practiced in modern times.



### KERALA, INDIA

Mehndi (or Henna) is used pre-wedding to tell a story of the bride-to-be. It can take up to 48 hours, but it's an extension of a woman's allure. Some interesting facts I've learned from Indian brides are that the darker the color the longer the marriage will last. You will see women using lemon after an application to darken it and make it last longer. Henna is said to heighten the senses and bring luck to a marriage. It's applied to the bride's hand and feet.



### THAILAND

For centuries, bundles have been made with a blend of 16-20 traditional Thai ingredients. These ingredients include citronella, lemongrass, turmeric oil, and other relaxing herbs that relieve stiff muscles and joints. It eases chronic pain and stimulates the senses to remove stress, and fatigue. It is popular to receive a bundle massage before a wedding day. Traditional Thai weddings will vary from region to region. Buddhism is an integral part of the Thai wedding, which includes the use of garlands and a white forehead marking to bring together the spiritual unity of the couple. The white marking is made of a paste that is blessed throughout the ceremony.



So, whether you are true to tradition or having fun creating new ones, it is important that you begin your wedding day: *Relaxed, Peaceful and filled with Love*

### INDIA (NORTH)

In the northern part of India, in the haldi ceremony turmeric is applied to the bride's face and body. The turmeric is associated with fertility and prosperity. It signifies a ritual purification and is meant to relax the bride and groom. This ritual is done the day before the wedding as part of the pre-wedding celebrations for a bride.



### PERU, SOUTH AMERICA

Bathing was a sacred ritual for women of Central and South America. Many women still bathe in rock baths filled with offerings to Pachamama the goddess of wind, and to mother earth representing love, beauty, and health. These baths were used as a rite of passage for young women before entering marriage and motherhood. Today you can find local spas like the Inca Spa that will create this beauty tradition with a massage and a very authentic experience. The aim is to purify the women and prepare them for their new beginning.



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### BORACAY, PHILIPPINES

Coconut oil is the Philippines #1 beauty ingredient. Knowing how to make it means you're ready for marriage. It's a tradition that many women in the countryside still hold true till this day. For many generations Filipinas have used coconuts for their skin, hair, body, and just about everything for beauty. Hence, as part of maintaining her own beauty regimen over the years, a wife is expected to learn how to make the oil straight from a coconut. The tradition is passed down from grandmothers and girls are expected to learn at a young age.



### ZANZIBAR, TANZANIA

Located on an island off Africa with a mixture of Arabic and African influence this Stone City is home to many Swahili beauty treatments. I visited Memba Spa, meaning beautiful woman, which openly shared with me their long tradition of Singo while listening to tarab music and enjoying their signature lemongrass tea. A week before a Zanzibar girl marries she will undergo a daily "Singo" of the skin. An organic scrub made of fresh Jasmine flowers, Ylang Ylang, rose petals, and sandalwood, mixed with rose water. The bride to be will be repeatedly scrubbed and massaged for several days—sometimes up until two weeks or at least until her skin is soft as silk. She will also be kept indoors to be revealed on her wedding day, believed to be lighter skinned and rejuvenated.



### MAASAI TRIBE, TANZANIA

A wedding in the Maasai culture is considered a new beginning. Women will cut their hair as a symbol of their love and as a rite of passage to a new chapter as a wife. Once a Maasai boy is circumcised he is ready to marry his first wife and will be painted in red paint.



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LED BY LATINAS WITH PASSION AND VISION, OUR SOCIETY IS CHANGING RIGHT BEFORE OUR EYES. FROM HOW WE INTERACT ON SOCIAL MEDIA TO THE WAY OUR CLOTHES ARE MADE TO THE LESSONS OUR CHILDREN LEARN IN SCHOOL, **THESE 10 MUJERES** ARE IN THE VANGUARD. BY CELIA SHATZMAN



## THE BENEVOLENT ENTREPRENEUR

**Amelía Toro**, fashion designer

Before Amelía Toro decided to launch her eponymous fashion line, she worked in factories in South Asia and vowed that her own facility in Bogotá would have different working conditions. "I was thinking about how to manufacture and create an industry that's more humane, less mechanical and still profitable, and more concentrated in human values and positive energy when producing a garment," Toro says. She empowers her seamstresses—many are single parents—by teaching them how to complete a single garment from beginning to end, which gives them a skill while also providing a satisfying creative process and giving them a lasting trade. Her elegant clothing and accessories, and the consciousness behind them, have earned her celeb clients like Shakira and Sofia Vergara, and they are carried by Searns New York and Saks Fifth Avenue. "Through a stable and healthy environment, one will always produce from positivity," says Toro.



## THE BEAUTY MAVEN

**Stephanie Flor**, 37, makeup artist and blogger

Women in Spain bathing in chocolate; pedicures in Japan where fish eat away dead skin; ladies in Thailand using bras calls around their necks to get a lift: Makeup artist Stephanie Flor has covered unusual beauty traditions and more from around the globe for her blog, *Around the World Beauty*. "I love hearing the stories of these rituals—how strongly they believe in their way of life," says Flor, who is Costa Rican and Ecuadorian. "The most interesting ones symbolize beauty in the softest way." After serving as makeup artist to A-list celebs such as Mariah Carey for years, Flor needed to sate her wanderlust and desire to delve deeper. "I wanted something with a story that could impact the soul," she explains. "I'm excited to be traveling to Mexico for the Day of the Dead and all throughout Central America this year, continuing my search for unique beauty stories and ancient secrets from our ancestors."

JUL 27, 2015 @ 7:04 PM

HEALTH & FITNESS

# The Many Faces of Skin Cancer: 5 Women Around the World Tell Their Survival Stories

Proof that skin cancer does not discriminate.



by LYNSAY GREEN

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## 9 Latin American Beauty Products You've Been Missing in Your Life

¡De nada!

LYNSAY GREEN FOLLOWING JUN 11, 2015



## 9 Productos de belleza latinoamericanos que debes probar YA

¡De nada!

LYNSAY GREEN FOLLOWING JUL 23, 2015





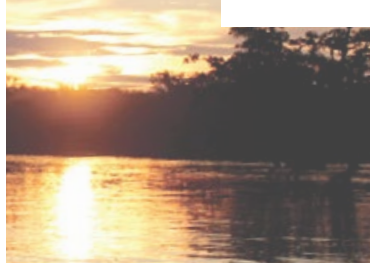


## THE LIPSTICK TREE

The seeds of the achiote plant, left, are mixed with water to create pigment. Women then paint their faces with it for special celebrations. Flor, at right above, gives it a try.

## Ecuador

"I felt a connection to the land as soon as I arrived," says Flor of the country, home to the Galápagos Islands. She suggests you explore the capital city of Quito, indulge in thermal baths and volcanic mud treatments in Baños, and canoe at the Amazonian Cuyabeno Wildlife Reserve.



## SHOPPING IN QUITO

Honey-infused soaps at artisanal beauty shop Api Real

# A Tour Through Latin America

Why not take a cultural beauty trip? Blogger **Stephanie Flor** gets you started with her top spots. ¡Buen viaje!

BY ERICA METZGER

Backpacking through South America in 2013 was a dream adventure for Stephanie Flor, 28, who documents her global grooming travels in her Around the World Beauty blog (aroundtheworldbeauty.org). More important, it gave the New York-based makeup artist a chance to reconnect with her Ecuadorian and Costa Rican roots. "It's beautiful to go back to your native country to discover traditions passed down through generations," says Flor. Follow her recommendations here.



## MUCKING AROUND

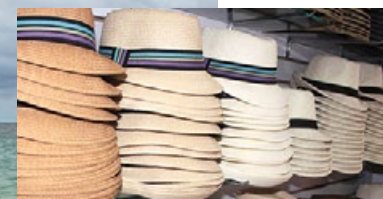
Flor treated herself to the \$8 DIY volcanic mud treatment at El Refugio spa, just outside Baños.

COURTESY OF STEPHANIE FLOR



## BEADED BEAUTIES

The Kuna women wrap strings of colorful beads around their arms and legs to protect against evil spirits.



## Panama

"Here you get to see how the Caribbean culture has influenced Central America," says Flor, who recommends a visit to the Bocas del Toro islands. "My favorite was a tour with area farmers and local women who make chocolate." And don't forget your selfie stop at the Panama Canal.



## DRUGSTORE GET

"Aloe-based shampoo is a staple for Latinas, known for their long hair." Here, a local favorite.

## Peru

"The climb to Machu Picchu is amazing, but to really experience local beauty, stay with a family in Patabama in the Sacred Valley," says Flor. Afterward, head over to Cusco for beauty and spiritual pampering. "The services incorporate so many ancient rituals," she says.



## WATER CEREMONY

Purifying herbs and flowers are poured during treatments.



## BELLEZA NATURAL

A visit with a local Quechua family taught Flor, far left, about the benefits of treating the skin and hair with yucca root and aloe vera.



## PRETTY PLAITS

Braids in Peru signify marital status and youthfulness.





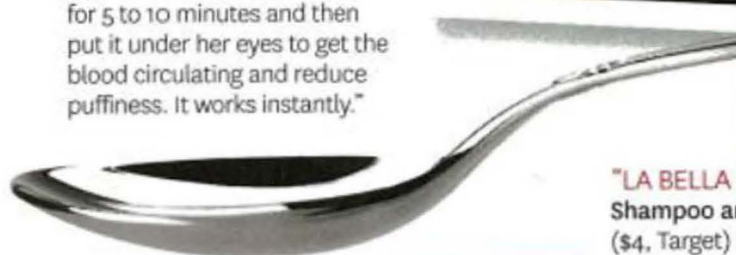
**Stephanie Flor, makeup artist.** NYC-based Flor draws inspiration from traveling around the world and documenting women's beauty rituals—but still relies on a few childhood tips.

"MY MOM MIXED BAKING SODA WITH WATER TO make a paste that cures chapped lips. Now for my clients I use **Bite Beauty Whipped Cherry Lip Scrub** (\$18, Sephora). A lip scrub is an everyday remedy for me since, like many Latinas, I wear bright lip colors and a dry pout is not sexy."

"A METAL SPOON IS A KEY BEAUTY TRICK IN MY FAMILY. It works as a lash curler, by warming it up with your blow-dryer and pressing against lids, and as a depuffer; my mom refrigerated the spoon for 5 to 10 minutes and then put it under her eyes to get the blood circulating and reduce puffiness. It works instantly."



"LA BELLA PLACENTA Shampoo and Conditioner (\$4, Target) has been around for over 30 years. I like that it has the same main ingredient as a shampoo I used growing up."



# MAMI KNOWS BEST

WHEN IT COMES TO BELLEZA, EVEN EXPERTS SHOW TO MOM'S WISDOM. OUR BEAUTY GURUS SHARE HOW THEIR MAMIS' AND ABUELAS' BEST TIPS INFLUENCED THEM.

BY AMANDA FLORES



"WHEN I WAS A CHILD IN MEXICO, my grandmother used to get my brothers and me up at about five in the morning to prepare all the botanical ingredients to make shampoo, conditioner, soap and oil, which we then sold."

Agave Healing Oil Treatment, \$40, [sephora.com](http://sephora.com)

"I GOT MY STRENGTH FROM HER."

"MY GRANDMOTHER always said, 'Simplicity is more.' She learned that you didn't need a lot of technology to make healthy products."

**Ando Romero, hair guru.**

growing up with his Mexican grandmother, Romero quickly learned the healing powers of agave, which later became the inspiration for his line of hair products.





## 6 LATINA BEAUTY TRADITIONS YOU NEVER KNEW

BY **STEPHANIE FLOR** • JANUARY 13, 2014 • 4:10PM

Forget Keratin treatments – Latin America has always had a rich history of beautifying treatments. Around the World Beauty founder Stephanie Flor went on an aventura to learn more about the beauty roots of Latin American countries. Find out how women in other countries showcase their beauty and culture:



Stephanie Flor [www.ATWBeauty.com](#)

1 OF 7

### Hair Braiding

Throughout Peru, you will see the native women of all ages wearing long braids. Long, braided hair represents much more than just a hairstyle to the Quechua; the braids signify the marital status of Peruvian women. Two braids reveals that a woman in the tribe is married, while one or many braids means that she is single.



2 OF 7

### Amazonian Body Clay

Volcanic mud (also known as medicinal clay) has been used for thousand of years to improve the appearance of skin texture. In Colombia you can find mud baths just waiting for you to jump on in. The clay is created when volcanic ash mixes with water and contains a combination of minerals including sodium, magnesium, and potassium. It works as a natural exfoliator that clears the skin of acne problems and rosacea while nourishing to the body in the process.



Stephanie Flor [www.ATWBeauty.com](#)

5 OF 7

### Sacred Inca Baths

Inca baths are sacred as many consider water a purification tool for the soul. It is thought to hold healing and cleansing qualities. Offerings like flowers, confetti, and beans are added into the water that symbolize different things, such as prosperity, wealth, health, good luck, and fertility. Legend has it that virgin girls would bathe in similar waters for purification as a coming-of-age before a wedding night or for ceremonial Inca beginnings. They are very popular in Peru.

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# Feed Your *Pelo*

*Mami* was right: Edible ingredients truly do nourish your hair. Our top five, here.

BY LYND SAY LUFF

**L**ong before *natural* was in anyone's beauty vocabulary, many of us relied on our mothers' recipes for taming unruly hair. (She got them from your *abuela*, who inherited them from... you get the picture.) Today we know our mothers were on to something—many top stylists swear by these homemade fixes! The hair pros to Paulina Rubio, Solange Knowles, and Adriana Lima tell us which ingredients they rely on for conditioning, strengthening, and volumizing your hair. They're all found in your kitchen, naturally.

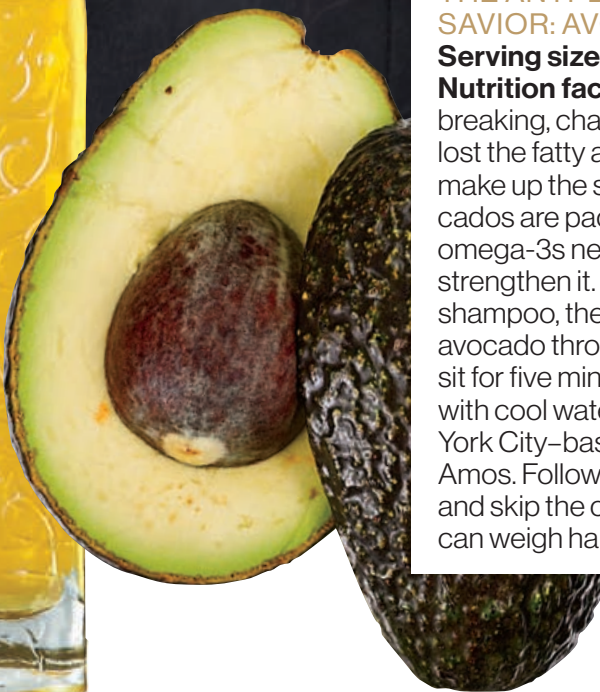
## THE SHINE BOOSTER: OLIVE OIL

**Serving size:** As needed  
**Nutrition facts:** "My Latina clients tend to blow-dry, curl, and flat-iron their hair a lot, which can damage it," says Gabriel Samra, a Pantene celeb stylist in Miami. The ideal fix? Lisa Price, founder of Carol's Daughter, favors olive oil. "Mix one part extra-virgin olive oil with two parts of your daily conditioner as a pre-shampoo," she says. Rinse after five to 10 minutes. Argan oil also does the trick.



## THE ANTI-BREAKAGE SAVIOR: AVOCADO

**Serving size:** 1 avocado  
**Nutrition facts:** If your hair is breaking, chances are it has lost the fatty acids that make up the shaft. Luckily, avocados are packed with the omega-3s necessary to strengthen it. "For a quick fix, shampoo, then run mashed avocado through your hair, let sit for five minutes, and rinse with cool water," says New York City-based stylist Chuck Amos. Follow with shampoo and skip the conditioner, which can weigh hair down.





# PASSPORT TO BEAUTY: *Mexico*

Mexican women know beauty. And here are their trusted ingredients: these nurturing natural elements, from aloe vera to the native mamey fruit.

BY LYND SAY LUFF

The secrets behind Mexican beauty (need we mention Salma Hayek Pinault's lush hair and Eva Longoria's flawless skin?) have been well tucked away since the days of the Aztecs and the Mayans—*hasta ahora*, that is. With aloe, chocolate, coffee, lime, and mamey seed oil leading the way, here's your guide to *la belleza mexicana*. ¡Adelante!

**CASTLE BY EL MAR**  
El Castillo, the most prominent building in the ancient Mayan city of Tulum



## INDULGE

Your face craves a little chocolate too—especially in the winter months. For a touch of color, we like Too Faced Chocolate Soleil Matte Bronzer (\$30, sephora.com).



## SMOOTH IT OUT

You can count on aloe vera to get that sleek *cabello* you've been wanting. We're into Ojon Rare Blend Oil Moisture Therapy Medium Texture (\$35, ojon.com).




## DRINK UP

Treat your skin to a margarita scrub. We like our sugar within (not on the rim) and a twist of lime like this Soap & Glory Sugar Crush Body Scrub (\$20, sephora.com).







"The ocean breeze helps keep my hair tousled. A girl's gotta embrace the elements!"  
—Alexa Helms, reporter



# *La Belleza de* **MIAMI**

*From the beach to the streets,  
there are beautiful  
chicas with impeccable style  
everywhere in this city!*  
**GLAM BELLEZA LATINA**  
*got their beauty secrets.*

*photographs by*  
**MARK LEIBOWITZ**



"I love a hassle-free look for Miami."  
—Jana Rose Carrero,  
social media manager



esto es glam

# Hair



Give your natural hair a smile every once in a while, like the gorgeous model here.

## My Pretty *PAJÓN*

Glam Belleza Latina's

**LYNDSAY LUFF** on how she came to embrace her biracial hair

**W**hat Latina credentials are *you* most proud of? Your olive complexion? Curves in all the right places? An *R*-rolling last name? A love of *tostones*? For me, it's my headful of curly hair.

How does it earn me Latina cred? Let me explain. I'm half African American, with brown skin and a last name that's just one syllable. So you might not immediately think I'm Latina. But I *am* half Puerto Rican, with plenty of Rivera-Rodriguezes on my mother's side. And for my entire life my hair has been able to say something my complexion alone cannot: *Soy latina*. Though I may not be able to rattle off my mom's native tongue, my figure-S curls sing *en español* with every step and every nod. And while I'm far more comfortable with the Electric Slide than a salsa step, it's my hair that fuels my sense of *orgullo latino* like nothing else.

But during elementary school, when my hair started growing faster than I could control it, pride wasn't quite the emotion my curls inspired. Frustration was more like it. And because my parents divorced when I was an infant, I lived with my mother and visited my father on alternating weekends. A very confusing arrangement for my hair, indeed. My dad, an

only brother to four African American sisters with coarse hair, had good intentions when he styled mine with heavy greases, but those slicked my curls away. His idea of a good hair day was a sleek, migraine-triggering ponytail, but what I longed for were the wash-and-wear bouncy coils that I watched my fully Puerto Rican cousin create at my *tío's* house with just a spritz of styling spray right out of the shower.

And my poor mother? *Bendito*, she was tasked with taming my hair for the first 13 years of my life. Today, when I ask her about our styling sessions, she says, "You *really* want me to relive those days?" That's because my hair resembled her own perfect ringlets but with a few bonus kinks here and extreme volume

MAIN: ONDREA BARBE/TRUNK ARCHIVE; LUFF: MON. WED. AND FRI: JENNA ANDREWS. ALL OTHERS: COURTESY OF SUBJECT



Mami and me on vacation, circa 1996. My hair was on its best behavior, but what I *really* wanted were long, loose curls like hers.

*everywhere.* And by my eighth birthday it had grown into a full-on frizzy mane, which required her, a single parent, to carve out extra time just to groom it.

Let's not forget my elementary school Spice Girls phase, when I believed that I was Mel B, a.k.a. Scary Spice, and rocked my hair bigger than ever, leaving Mom to tackle the matting that ensued when it got particularly, well, scary. And when I learned of the magic trick of relaxer that promised to smooth and tame my curls for three whole months, *Mami* transformed *la sala* into a salon and doused my hair with a cream that reeked of something like ammonia. It was an unfamiliar styling technique for my mother, who comes from a long line of women with *pelo fino* and loose curls. She did it all in the name of granting

my beauty wish. We'd rinse my hair in the kitchen sink, apply moisturizer and holding gel, and hope shiny, manageable curls would appear the next morning. The result, however, was stiff, stringy strands and what I considered a failed attempt to blend in with my *boricua* side.

After all of this trial-and-error with my parents, it wasn't until I graduated college that I considered letting my natural hair just *be*. I ultimately accepted that like me, my hair is sweetly mixed: Not all the way kinky, not all the way curly, so therefore, my goal of achieving the controlled Rivera-Rodriguez curl was unrealistic. But thanks to the #teamnatural era, curl creams now have their own section in drugstores for mixed chicks like me. And I've got to say, I enjoy watching my curls take their *own* form. The bigger, scarier, and kinkier, the better! Now my Puerto Rican cousin and *mami* take notes from me and my curls, wishing theirs had just a little more volume and a slightly tighter pattern. That's right, *my* Latina curls. ■

*Are you a biracial beauty? Share your experience with us on Twitter @glamlatinamag.*

## How I Style My Curls Today

One week of hair ideas—no repeats!

The true beauty of curly hair is its versatility. I'm all for rocking my *rizos*, but I like to do it differently every day! Here, a workweek in the life of my hair.



MON

That's me! And my curls are in their natural state. I simply washed, scrunched with a rich hair moisturizer, and diffused.



TUE

My A.M. timesaving secret? I've mastered tossing my hair into a sideswept curly updo in just seconds.



WED

A midweek curl refresher is a must. I wrapped limp strands around my ½-inch curling rod to save the day.



THU

Transforming my hair into stick-straight strands can take hours. (Three for this wash, blowout, and flatiron treatment.)



FRI

I bumped up my blowout by using a 1½-inch curling iron throughout. Yes, you can call me Queen Bey (cue hair flip).

### My favorite curl cream

Pantene Pro-V Truly Natural Defining Curls Custard (\$5, at drugstores)



**My styling must for *pelo lacio***  
Kérastase Paris Elixir Ultime Crème Fine (\$42, [kerastase-usa.com](http://kerastase-usa.com))



esto es glam

# Weekend

## PASSPORT TO BEAUTY •

# Spain

It's these products and ingredients (and maybe a little something in the sangria) that keep Spanish women's skin smooth and makeup flawless. *iDe nada!*

BY LYNDASAY LUFF

**W**hat comes to mind when you think of Spain? Flamenco dancing? Bullfighting? Breathtaking architecture? For us, it's the regal elegance of Spanish women—a mystical beauty that, it turns out, stems from the skin and makeup treasures of the Iberian peninsula. *Las españolas*, we found, rely on olive oil to keep skin silky; they also stock up on products with resveratrol, a compound found in red grapes that's recognized for its anti-aging properties. Rounding out their beauty musts: a statement lipstick, fresh scents, and a killer pair of high heels.

### ¡BAILA!

Flamenco dancers strike a pose in Seville.

### ROCK A RED LIP

It's a Spanish must. We like Laura Geller Beauty Color Enriched Anti-Aging Lipstick in Clove Red (\$21, ulta.com).

### WORK IN

#### ACEITE DE OLIVA

Exfoliate dry skin with an olive-oil-based scrub like Elizabeth Arden Red Door Spa Professional Olive Oil Moisturizing Salt Scrub (\$39, reddoorspas.com for salons).

### GET REFRESHED

Lather up with an herbal-citrus body wash like Hierbas de Ibiza Bath and Shower Gel (\$35, beautyhabit.com) for a sensorial experience.

### BRIGHTEN UP

Keep your skin radiant with a weekly vitamin C mask. Try Natura Bissé C+C Vitamin Soufflé Mask (\$40, naturabisse.com).

### DAB ON A FEMININE FRAGRANCE

The Spanish brand Desigual incorporates notes of orange blossom, a fragrant flower grown in Spain, in Desigual Love eau de toilette (\$59 for 1.7 oz., sephora.com).



FLAG: FLAMENCO DANCERS: ALAMY. GRAN VIA: GLOW IMAGES/GETTY IMAGES. CRUZ: DAVE M. BENNETT/WIREIMAGE. MONTIEL: AFP/GETTY IMAGES. PARRO: RICHARD RAMOS. STILL: JOSEPHINE SCHIELE



## How to Travel Like a Beauty Insider? ¡Así!

Let style-blogging sisters Dylana and Natalie Suarez show you their favorite destinations around the globe, from NYC to Bali.

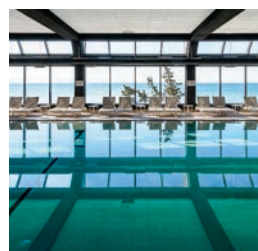
BY LYND SAY GREEN

**K**eeping up with bloggers Dylana and Natalie Suarez is like playing Where in the World Is Carmen Sandiego? The sisters, 26 and 23 respectively, are always in motion, gathering inspiration for their popular blogs Color Me Nana and Natalie Off Duty. “Natalie and I travel together often,” says Dylana. “It’s like having my best friend with me, so our adventures end up being for work and play.” The part-Mexican, part-Spanish, and

part-Chinese beauties pencil in indulgent treatments along the way—manipedis, massages, you name it—so they have lots of suggestions to share for your next trip.



**Jet-setting duo**  
Dylana, near right, and Natalie love discovering new beauty havens as they rack up frequent-flier miles.



### MONTAUK, N.Y. **FOR A FIN DE SEMANA SPA ESCAPE**

“I go to Montauk almost every weekend and always stop by Gurney’s for their relaxing spa and indoor seawater pool,” Natalie says. “The Marine Kur Therapy treatment [\$295 for 90 minutes] is a great massage that ends with a seaweed body mask.” A DIY alternative we like: H2O Plus Spa Sea Marine Body Scrub (\$20, h2oplus.com). Gurney’s Montauk Resort & Seawater Spa, 290 Old Montauk Highway, Montauk, New York; gurneysinn.com.

### NEW YORK CITY **FOR A NURTURING HAIR TREATMENT**

“I visit Lauren+Vanessa for my cut and color,” says Dylana. “The owners are so fun to talk to!” To keep dyed hair healthy at home, try Fekkai Technician Color Care Luxe Color Mask (\$25 for 7 oz., fekkai.com). Lauren+Vanessa, 80 Nassau Street, Suite 2A, New York City; laurenandvanessa.com.



advertisement

# MAKE YOUR MARK

Beauty has no boundaries. Makeup artist Stephanie Flor helps women discover their beauty roots by encouraging fluency in multicultural beauty rituals. Follow her inspiring story at [glamour.com/make-your-mark](http://glamour.com/make-your-mark).

"I want to take not just makeup, but the beauty industry to the next level."

—Stephanie Flor, 27



## ARE YOU MAKING YOUR MARK ON THE WORLD?

Enter by October 1st at [GLAMOUR.COM/MAKE-YOUR-MARK](http://GLAMOUR.COM/MAKE-YOUR-MARK). Are you entrepreneur, athlete or philanthropist? However you are pursuing your dream, we want to hear about it.

One lucky woman will win a **\$5,000 grant** and a fabulous trip to NYC to attend Glamour's Women of the Year gala, as well as being featured on a promotional page in the next issue.

NO PURCHASE NECESSARY. To enter and for full rules, go to [www.glamour.com/make-your-mark](http://www.glamour.com/make-your-mark). Starts 12:01 AM ET 8/12/14 and ends 11:59 PM ET 10/1/14. Open to legal residents of the 50 United States/D.C. 18 or older, except employees of Sponsors, their immediate families and those living in the same household. Void outside the 50 United States/D.C. and where prohibited. A.R.V. of prize: up to \$8,500. Sponsors: Condé Nast and Bayer. Winner must be prepared to travel to New York City the week of October 13, 2014.



best you



Mexico

## LIGHTEN UNDER-EYE SHADOWS with Manzanilla

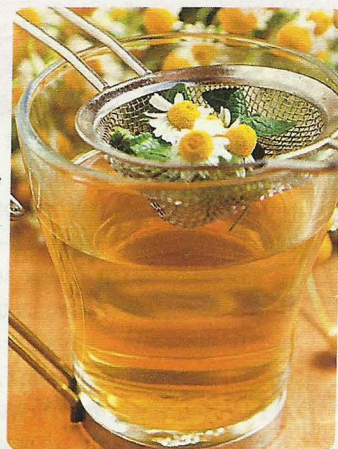
When allergies and heat-related water retention result in dark under-eye circles, Mexican women reach for *Manzanilla* (aka chamomile), says **Stephanie Flor**, creator of [ATWBeauty.com](http://ATWBeauty.com). The flower's active chemical, *bisabolol*, lightens skin, as anti-inflammatory *chamazulene* reduces puffiness.

**HOW-TO:** Steep 2 tea bags (like Celestial Seasonings Chamomile, \$5 for 40 bags, [drugstore.com](http://drugstore.com)) in boiling water, then pop them in the fridge. Place a chilled bag over each eye for 10 minutes.

### ONLINE CONSENSUS:

"I saw a dramatic reduction in my dark under-eye circles with cold chamomile tea bags in just 3 days!"

—Jackie on Pinterest



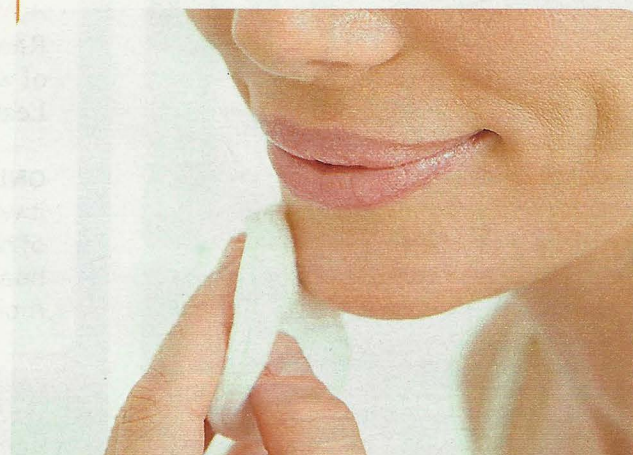
Costa Rica

## SHRINK LARGE PORES with orange juice

Beauties in Central America turn to citrus to improve the texture of their skin—the fruit's citric acid works as an astringent that instantly shrinks pores for a smooth, luminous look.

**HOW-TO:** "Dip a cotton pad into cool, freshly squeezed orange juice and apply to your face," suggests Shalini Vadhera, author of *Passport to Beauty*. Leave on for 10 minutes, then rinse.

**ONLINE CONSENSUS:** "I make a toner using left-over orange peels: Just pour boiling water over the peels, then store in the fridge and dab on with a cotton ball daily." —a reviewer from Texas



PHOTOS, FROM LEFT: GETTY (3); CORBIS.



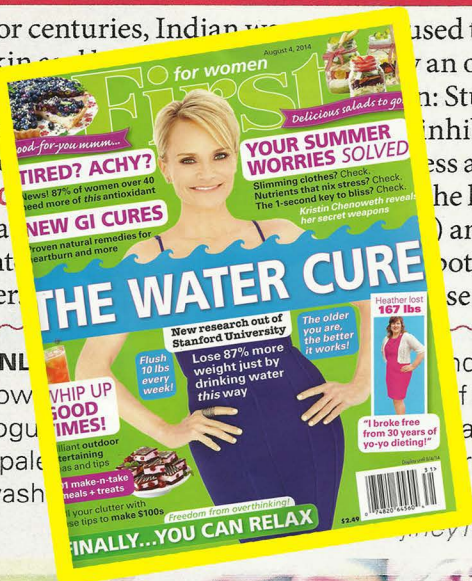
India

## FADE AGE SPOTS with turmeric

For centuries, Indian women used turmeric to brighten skin and combat an overproduction of skin pigmentation. Studies show that *curcumin* inhibits melanin production and reduces the appearance of age spots. The lactic acid gently exfoliates and 1 tsp. of turmeric mixed with warm water.

...nders! But the turmeric it does, apply plain at the yogurt assumes meric stain—then just good to go!"

...ney 17 on MakeupAlley.com







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