

IT'S KENDALL APPROVED!

Estee Edit makeup/skincare collection curated by Keeping Up With The Kardashians star

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Kendall Jenner's #insta-beauty just got more attainable.

That's because the 20-year-old model and *Keeping Up With The Kardashians* star helped curate some of the makeup collections for The Estee Edit, the new edgy and fun 82-piece makeup and skincare collection from Estee Lauder available now in Canada and exclusive to Sephora.

For example, the limited edition eyeshadow palette that bears Jenner's name (\$60) includes 14 shadows to shape and highlight the eyes, and include her favourite colours like browns and purples, not to mention two "transformer" shades in gold and silver with black light technology that glow-in-the-dark with the right lighting.

The line ranges from the more edgy (teal lipstick, anyone?) to softer nude shades, like the lipsticks and liners in the nude collection, emphasizing colours and textures that are customized, blended and layered for whatever effect you're trying to achieve. Targeting Millennials who love Jenner, The Estee Edit has also enlisted Korean beauty blogger Irene Kim to help like-minded beauty junkies decide what looks they want to create and share on social media using the hashtag #beauty-attitudes.

Sarah Creal, creator of the Estee Edit line, said in an interview last Wednesday



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that the line wasn't totally influenced by social media, but rather concepts came as a result of collaborations with younger consumers, makeup artists and product developers. Creal set up a beauty shark tank so to speak in her home to find out what's been missing from cosmetics lines and they went from there. "That's always a really great rich place for opportunity," said Creal.

"This woman, 23, she said 'I love mascara ... I'm a mascara freak,'" said Creal. "And she said, 'I'm tired of carrying around two — one for volume and one for curl'. So this is where this idea came from to create The Edgiest Up and Out Double Wand mascara (\$28) that has a bristle for volume, molded for lift and curl."

Banking on the love of selfies, the line has products that can enhance those who can't

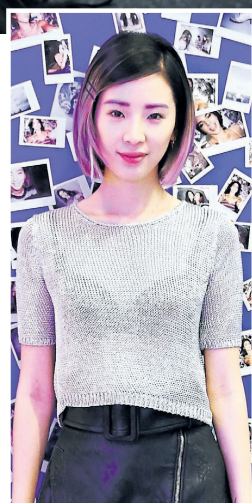
resist doing the duck face.

Also one of Jenner's favourites, The Flash Photo Gloss (\$26) is a must-try. The lip gloss has a blue-ish tint to it, so it "makes your teeth look whiter," said Creal. "When the flash goes off it imbues your smile with whiteness."

In the same family, The Flash Photo Finishing Powder (\$40) "totally illuminates" the skin and is perfect for taking photos that you'd want to post on social media. It's also great for darker skin tones explained Creal.

The Flash Illuminator (\$35) looks promising combining a highlighting and hydrating creme that "gives a glow to the skin," according to Creal, which to us spells out banishing boring dull skin and getting that ultimate glow all the time, regardless of age.

For those ready to push



boundaries, the Lip Flip Shade Transformer (\$26) in Turn Up Yellow or Turn Down Black really lets your freak flag fly and make a statement. Which is what makeup styles and trends are all about.

"This age group, they're using makeup to express themselves," said Creal. "What's happened already is that they're using the yellow by itself or the yellow and the blue to make an ombre lip. What we're really hoping for that this line goes out into the world and we get to have a two way conversation and see what's their beauty attitude and I think they're going to tell us what they like and what they don't and what's working."



The greatest love of all

Many of us live under a false premise that our most important relationship in life is with our partner, our children, family, dear friends, or even work.

The most important relationship is the one between you and you.

Your relationship with you sets the tone for every other relationship you have, with your mate, kids, family and friends. It is the backbone relationship you have with the ufamilyniverse (under which unfolds personal interactions, experiences, and so on).

I love something Melissa Etheridge said to me years ago: "The strongest, most powerful thing you can do in your country, in your town, on your street, in your family, is to love yourself. And when you hold onto that, you will affect your family, your town, your country with a vibration that then moves out and changes the world."

Want to reset the relationship between you AND you? Here are simple, powerful ideas that work fast and last:

- **Be conscious about the story you tell yourself about you and your life.** The thoughts you think about yourself attract the next thought you think and the next, and that's how you create the reality of who you are and the life you lead.
- **Be gentle with yourself.** What's on loop in your head? What do you declare aloud, or on social media? Edit old stories that don't serve you. "I like the idea of more ease and flow in my life" is a reframe I'm currently using as I manage a demanding career while journeying through an unexpected, painful end of marriage. (You don't want to hear my old story on that one.)
- **Be loyal to yourself.** Stop calling people who don't call you. Stop using the word 'should' regarding yourself. Stop comparing yourself to others; you're irreplaceable. Don't make time for people who don't for you, or think of people who never think of

you. Betrayals of self are toxic, and fester within as time goes on.

• **Stop being possessive about things you don't desire,** i.e. "my cancer," "my awful boss," or "my fat ass;" don't own what you don't want. And know that what you choose to say after "I am" is a powerful choice. Instead of "I am broke," for example, try, "I am loving the idea of better finances."

• **Please yourself with your mind.** Displeasing yourself feels awful — not because it's true, but because it's bogus to who you truly are, which is a genius, wonderful person. So congratulate yourself often — on big things and little things. Write, "There is so much good that wants me" on paper and tape it on your bathroom mirror so it is the first cue about you that you receive each day.

• **Please yourself with your actions.** Buy yourself flowers, take yourself on a date. Last year I mailed a note from the Dominican Republic, where I was writing a book, to my home here in Toronto. The note said: "Congratulations on your bestseller." I have not opened the envelope yet, or finished the book, but it's there in my office and when I spot it — almost daily — I feel a visceral boost in confidence, from me to me about myself, and my work.

• **Be gentle with yourself.** Speak to and of yourself as your best friend would. Love the feeling of your own complexity. Let yourself off the hook more. It doesn't matter who you used to be, it matters who you've become.

Investing in your relationship with yourself pays dividends that will quickly surprise and delight you. You will never regret having been kind to yourself, this I guarantee.

Shaun Proulx hosts *The Shaun Proulx Show on SiriusXM 167. He is the publisher of TheGayGuideNetwork.com and leads a #ThoughtRevolution on ShaunProulx.ca*