

Juliet Stewart shows women how to use one product many ways, like making your eye shadow double as liner.

BOLD & beautiful

How Nyack's Juliet Stewart
MADE OVER HER LIFE.

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A year ago, Joan Mourikis was a self-proclaimed product junkie. The 42-year-old Valley Cottage resident had a serious addiction, proven by the two huge bags she kept constantly stocked with cosmetics. She'd buy the latest lip gloss at Barney's or the hottest blush at Sephora. She'd jump from one high-end mascara to another, scooping up whatever claimed to deliver the longest, thickest lashes. She was also completely hooked on bronzer.

Then she met makeup artist Juliet Stewart. And after a consultation at Stewart's boutique on Nyack's South Broadway, Mourikis was a changed woman.

Stewart pared her products down to essentials, including just three lipsticks and one blush. The bronzing powder went in the

trash, since Stewart suggested a cleaner look. Those pricey mascaras were tossed, too, since Stewart insisted that most brands deliver the same result. (Now Mourikis is partial to \$7 Cover Girl Lash Blast.) Mourikis also learned how to use certain items in multiple ways, like an eye shadow as a liner and a moisturizer as a night cream.

Thanks to Stewart, Mourikis can walk past a cosmetics counter these days without stopping. A working mother, she's also cut her morning makeup routine by 15 minutes.

And she's never felt more beautiful. "If I could sum up meeting Juliet in one word," says Mourikis, "it would be, 'freedom.' "

That's precisely what makes Stewart so interesting. The goal of this 48-year-old, Italian-born makeup guru – who looks like a cross between Juliette Binoche and a younger Susan Sarandon – is to free women

from the beauty industry's hype. Hardly the typical calling of a traditional makeup artist. She believes less is more – in other words, you don't need to buy 100 products to achieve one look. And she thinks it's wrong to make a woman feel invisible because she's reached "a certain age."

"For such a beauty industry, it can be one of the ugliest industries that exist," she says.

So for the last seven years, Stewart's studio has been nestled in Nyack, where she's lived since 1996, bringing her personal philosophy to the local community – and beyond.

Loyal clients come to Stewart's studio all the way from Manhattan because they agree with her empowering motto: "Be unforgettable ... own your own beauty."

Says Stewart, sipping a cup of green tea, "They come in knowing I'm going to nur-



ture them, and that I care about them.”

SAVING FACES

In 1999, after 20 years of traveling around the globe for cosmetics companies, Stewart left a senior makeup artist position at Prescriptives, where she brought in an average of \$1.5 million a year. She'd become disillusioned with the business and the message it was promoting.

To Stewart, makeup is a tool meant to highlight a woman's individuality — not change her into something she's not. Yet she found that the industry was more interested in conformity.

“What I disliked was that people were categorized by age, or dismissed because of what they looked like,” she says. “No one looked at each individual person with her own beauty and uniqueness. All the cosmetics companies had one standard.”



MAKE-UP FOR THE HOLIDAYS

For many of us, primping for a holiday party means putting on the glitz: plenty of mascara, red lipstick, maybe some bronzer to brighten that winter pallor. But makeup artist Juliet Stewart says there's no reason to go overboard.

“You're not a Christmas tree,” she says.

Instead, Stewart prefers a softer style — but one that still packs a punch. Just follow these three steps and you'll look celebratory and chic at the same time.

1. DEFINE YOUR BROWS. Unless your eyebrows are very sparse, Stewart doesn't like to use a pencil: “It can look harsh.” To add fullness, she suggests using an angled brush to stroke brows with a matte eye shadow in a color that matches your hair.

2. GO HEAVY ON THE EYES. Stewart likes a chocolate or burgundy pencil liner to line the upper lids. Extend the line slightly past where lashes end, creating a wedge. Set with a matching shadow. Keep mascara to a minimum, concentrating only on the outer third of the top lashes; your eyeliner is what will give the illusion of thicker, longer lashes. Most important: Forget eyeliner and mascara completely on the bottom. “This will give your eyes an uplifting and no-ending effect,” she says.

3. GO EASY ON THE LIPS. Stewart suggests staying away from deep red, cranberry or fuchsia, opting for light pink or peach. Using softer colors will draw more attention to the eyes, creating an elegant look that's still dramatic. “You'll be unforgettable,” she says.

Stewart's studio offers facials and other skin and body treatments, performed by trained estheticians.



During her years as a top seller at Prescriptives and Lancôme, Stewart found that high-pressure tactics weren't her style. She was disgusted by co-workers who would "push, push, push" products that customers didn't need. "I always thought, 'Don't you have any integrity?'"

Instead, Stewart's own sales success stems from putting her clients first, not focusing on how much money they might spend.

"Once you earn their trust," she says, "they will always come to you. They'll drive an extra 30 minutes to come see you, rather than go to the store next door."

Stewart was also bothered by what she saw as the industry's obsession with youth. She detested anti-aging campaigns that used teens or twenty-something models, setting up an unattainable goal for a baby boomer bullied into buying products that promise to turn back the clock.

"But no \$500 cream is going to do that," she says. "They're creating a fantasy woman

Visit Juliet Stewart

The Juliet Stewart Boutique & Studio is at 79 S. Broadway, Nyack. For more details, call 845-358-8419 or go to www.julietstewart.com

who does not exist."

SKIN DEEP

So Stewart established her own studio in 2003, in order to do what she does best: making every single person who steps into her store look – and feel – terrific.

"The minute you walk in there, she tells you how beautiful you are, and points out all your great features. She just sees your beauty immediately, and how you can accent it," says Patricia Doebler, 30, of Garnerville. "She is a life changer."

Yet Stewart's peach-colored studio isn't packed with cosmetics: She offers a tightly edited collection of products, some of which she's personally created.

Her own makeup and skin-care line is popular: In fact, she says she can't keep the Juliet Stewart foaming cleanser (\$25) in the store. She swears by MEG 21 moisturizer, a combination eye cream, day cream and night cream that reduces the appearance of fine lines. The lotion wasn't created by a cosmetics company, but discovered unexpectedly by doctors doing diabetes research. It's pricey at \$110 a jar, but as Mourikis puts it, MEG 21 "blows away La Mer."

THE BUSINESS OF BEAUTY

Even as a young girl, Stewart went her own way. She left Sicily at age 13 when her mother, who was dying of uterine cancer, moved Stewart and three of her siblings to the United States. She spent her teenage years in Arizona and was raised by her father and stepmother.

Stewart was fascinated by medicine, but her family couldn't afford to send her to college. At 17, she marched into a military

recruitment office to ask about joining the Air Force, so the government would pay for her education.

She never enlisted, but she met a handsome Marine whom she married at 18. Still, Stewart wasn't able to go to school or advance up a company's ladder because her husband moved so often: She lived in at least nine different places during the 17 years they were married. (They divorced amicably in 1995.) So every time she moved, she'd take a job selling cosmetics.

Then in 1989, her life shifted. Her sales numbers at a Lancôme counter in New Orleans were so high, corporate took notice. She was put in charge of sales, training and events at 26 department stores. A year later, she moved on to become a national makeup artist at Prescriptives, working throughout the U.S., Europe and Asia for 10 years.

Burned out from constant travel, she resigned from Prescriptives in 1999. The company's president asked her to return, though; she came back as a senior makeup artist based out of New York. Her task was to create a notable clientele: Stewart worked with wedding designer Reem Acra, as well as executives at Tommy Hilfger and some of Wall Street's biggest financial institutions.

But she left after only eight months, disheartened by what she felt was an unpleasant turn at the company. She was offended by a Prescriptives ad campaign featuring a heavily lacquered Asian woman – “they had her look like a lady of the night” – and she was upset that the company seemed to ignore older customers.

Following a few years of freelance work, Stewart set up the studio in Nyack, where she now lives with attorney Joseph Adams: “The love of my life,” she says.

Her clients are passionate, too; Stewart's business has grown strictly by word-of-mouth and she's looking at ways to expand. Last year, she launched a perfume, Juliet (\$125), and has sold about 300 bottles at the store and through her website (www.julietstewart.com) without any advertising.

She hopes to branch into high-end boutiques soon. (Ten percent of the perfume's sales go to the Ashikari Breast Center in Dobbs Ferry.)

She's also interested in writing a beauty book that emphasizes preventive medical care. And Stewart is talking to investors about the possibility of franchising her studio with hopes that others will adopt her outlook.

“It's not just all about products,” she says. “It's about the whole person – mind, body and soul.”



Makeup artist Juliet Stewart sells her own line of cosmetics at her Nyack studio.