

APOTHECARY

» Health, beauty, skin care, findings

TIPS AND TECHNIQUES

LIPSTICK THAT LASTS

A careful application is the way to go.

Keeping lipstick on lips, rather than transferring it to a coffee cup or a loved one's cheek, is the holy grail of the makeup world. "Most women apply too much or apply it incorrectly, and it winds up getting rubbed off very quickly," says Mary Curran, Martha's stylist and a makeup artist in New York City. Curran suggests following these steps to keep lipstick in place.

1. PICK A LIP LINER

The color should be similar to that of your lipstick (no more than one shade darker).

ESTÉE LAUDER

Double Wear Lip Pencil, in Spice, \$19

MAC

Cremestick Liner, in Sublime Culture, \$15

2. FILL IN LIPS

Use the liner to line lips but also to fill them in, except at the center of the top and bottom lips. "This will help make the lips look fuller and give the lipstick something to adhere to," Curran says.

3. BRUSH IT ON

Instead of applying lipstick directly from the tube, use a lip brush. You'll use less and work it into your lips better so that it will stay on longer. Curran recommends matte lipsticks for their lasting power.

LAURA MERCIER

Lip Stain, in Scarlet, \$20

CLINIQUE

High Impact Lip Colour SPF 15 lipstick, in Go Fig, \$14

BOBBI BROWN

Retractable lip brush, \$25; Lip Color lipstick, in Uber Beige, Orange, and Brown, \$22 each

4. ADD GLOSS

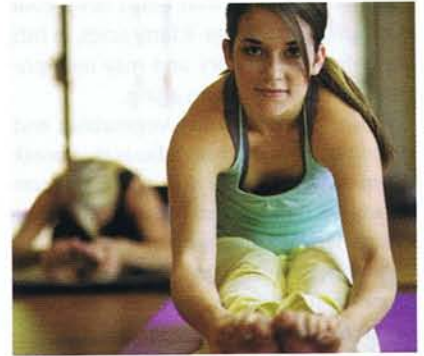
Finish by dabbing gloss on just the center of your top and bottom lips, to add shine and make lips look fuller. One with a stickier texture won't come off as quickly.

LANCÔME

Juicy Tubes lip gloss, in Spring Fling, \$18

COVER GIRL

Outlast All-Day Lipcolor, in Sparkling Wine, \$11



EXERCISE AND BREAST CANCER: *more good news*

Numerous studies have shown that physical activity may help protect against the development of breast cancer and its progression. Now a new, large-scale study, conducted by researchers at the University of South Carolina, has found that women who have high fitness levels are less likely to die from breast cancer.

"Some of the biological effects of physical activity that may play a role are the regulation of hormones, lower rates of obesity, and less inflammation," says Steven Blair, a coauthor of the study and a professor of exercise science at the University of South Carolina's Arnold School of Public Health.

The study followed more than 14,000 women from 1973 to 2003. It found that those with the lowest fitness levels (as measured by treadmill tests) were nearly three times more likely to die from breast cancer than those with the highest fitness levels.

Women don't have to run marathons to gain this protective effect. Blair recommends a commonsense weekly exercise routine: five hours of moderate activity, such as walking, or two and a half hours of vigorous activity, such as jogging.

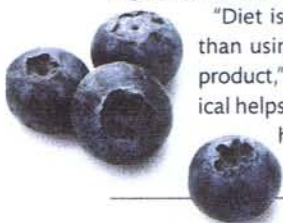
A RECIPE FOR GOOD SKIN

Heart-healthy foods have more than one benefit. "When you eat what's good for your heart, you will also be doing your skin some good," says Leslie Baumann, a dermatologist in Miami.

"Good" fats, such as olive oil, safflower oil, and walnut oil, contain linoleic acid, an essential fatty acid that helps keep your skin hydrated. Omega-3 fatty acids, in fish, are anti-inflammatory and may help prevent some signs of skin aging.

Antioxidants, in fruits, vegetables, and green tea, fight off free radicals that break down collagen, cause skin aging, and contribute to skin cancer. They are also anti-inflammatory. There is no one best fruit or vegetable, Baumann says. "Make sure to get a mix." In addition, she recommends drinking at least a cup of green tea per day.

"Diet is much more important than using the right topical skin product," Baumann says. "The topical helps the skin, but a good diet helps everything."



BEAUTY AT HOME

COLOR *simplified*

If your hair is professionally colored and you'd like to stretch the time between appointments, it's possible to get good results with store-bought products. "Look for kits that are user-friendly, like ones that come with brush or comb-on applicators and don't require complicated mixing or painting," says Michael Casey, a colorist at Toka Madison, in New York City. He offers this advice for at-home coloring.



1. FIND THE RIGHT HUE Look for a shade that's close to your current color. If you're a brunette, Casey suggests going one shade lighter. For blondes and redheads (who need to avoid looking brassy or orange), it's best to choose one shade deeper. Casey recommends Clairol Nice 'N Easy Perfect 10 (\$14).

2. APPLY CORRECTLY Divide hair into four quadrants by making a part down the middle, and then another one from ear to ear. Clip each section to keep them separate. First, apply the color along the two parts, at the roots. Then work one quadrant at a time, picking up ½-inch sections and applying color, starting at the roots.

3. COVER ROOTS Extend the life of your color by keeping roots from showing. Casey recommends using a product designed for that purpose (such as Revlon ColorSilk Root Perfect, \$4) that lets you comb, brush, or dab color directly at your roots—and using it only around your part and hairline.

4. MAKE AN APPOINTMENT If things go awry, rather than attempt an at-home revision, call a colorist. "Color correction is best left to a professional," Casey says.

Martha's pick



Martha likes many things about this liquid eyeliner. It stays on for long periods but is easy to remove with soap and water. The brown shade is one of her favorites because it's versatile enough to wear during the day and at night. A thin line applied above the upper lashes makes eyes appear more open and lashes look longer. The liner comes with an applicator, but Martha applies it with a separate extra-fine brush to ensure a very thin and precise line.

T. LECLERC
Liquid Eyeliner, in Brun Moiré, \$22, and liquid liner brush #10 (not shown), \$19, barneys.com



THE WEB offers a wealth of information about breast cancer, but it's not always easy to find the most helpful sites. Here is a short list of ones worth visiting.

cancer.gov/cancertopics/types/breast

A clearinghouse of information about breast cancer from the National Cancer Institute. You'll find statistics, research news, and lists of current clinical trials.

cancerandcareers.org

This site is a resource for working women coping with cancer of all kinds. It includes information on how to handle legal and insurance issues, share health news with colleagues, and address skin care, hair loss, and other appearance-related concerns during treatment.

komen.org

Susan G. Komen for the Cure was started by Nancy Brinker in honor of her sister, who died of breast cancer. Log on to find a local Race for the Cure, one of a series of fundraising runs and walks.

marthastewart.com/warriorsinpink

In partnership with Ford Warriors in Pink, Martha Stewart Living Omnimedia has developed a special rubber-stamp kit. Net proceeds go to Susan G. Komen for the Cure.

nationalbreastcancer.org

The National Breast Cancer Foundation provides education, raises awareness, and promotes early detection of the disease.