

THE FUTURE OF BEAUTY

NEWBEAUTY[®]
MAGAZINE

CATHARINE MEKETA-POIROT | EXECUTIVE DIRECTOR, MEDICAL AESTHETICS, NEWBEAUTY

NEWBEAUTY'S MISSION



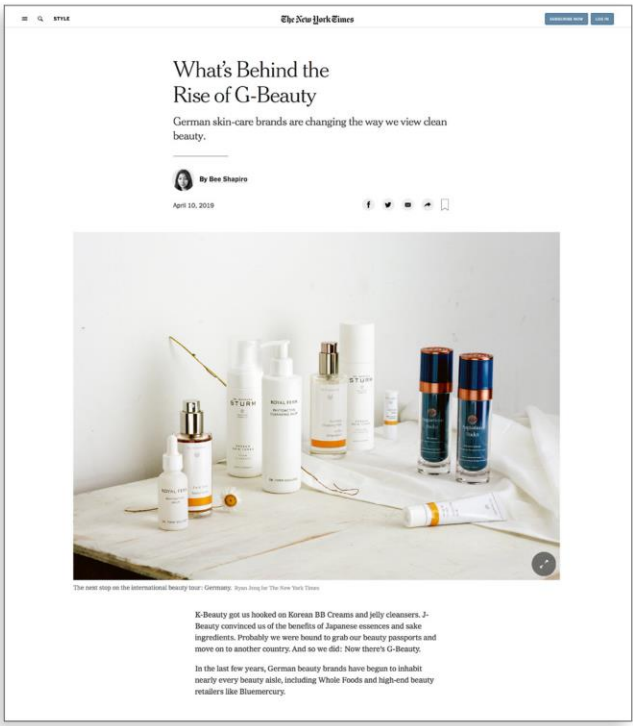
To inspire, educate and guide women to make smart, informed and confident beauty choices.

FUTURE TELLING

NEWBEAUTY, June 2018



The New York Times, April 2019



**BODY POSITIVITY
MEETS
MY BODY / MY CHOICE**

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MEETS
MY BODY/MY CHOICE

CULT CRIMSON

HOLY ORAL

DIOR ROUGE 999

Christian Dior, so obsessed with the color red, nicknamed certain red fabrics "Scarlet" and "Scream." For one of his first fashion shows, he created a costume "scarlet" lipstick shade for his models, and 70 something years later, the same shade, 999, has become a staple both on the red carpet and the runway.

NUMEROLOGY

9
Superstitious
M. Dior's lucky
number

CHANCE AGENT

When Richard, president and managing director of Dior Makeup calls the New York Herald Tribune, "It's fascinating how a sense of 'luck' is one your performance and it's a weapon for clarity and assertion."

SHOWSTOPPER

Designer Maria Grazia Chiari
Dior's night-exclamation-chorus
theater-traditional-rouge story to
Dior's 100th anniversary
"Crimson shade is part of the fabric
more 80% of course, during their
inspiring performances."

HOT AND COLD

The shades magical ability to further
every after time comes down to the
color itself. "Midnight, crystal and blood
is a dark, dark, dark, dark, dark, dark."
"It's a true love of it that has a
certain undertone, it's not directly
cool or warm, so it reaches as a true red
and a wide range of complexities."

Why
we love it

So hydrating that it could put
lip masks out of business, the
high pigment formula is laced
with skin care all stars like
mango butter and sea French,
leaving lips "smooth and
moisturized." says 999 fan
New York dermatologist,
Marius Poreks, MD.

DIOR.COM

SMOOTH OPERATOR

HOLY ORAIL

BOTOX COSMETIC

O.G. beauty editors will shiver about the "Great Botox Drought" of '97; for two scary months, there was a shortage, as doctors—treating wrinkles off-labeled—sped through the original hatch made in 1979. Fortunately, this tragedy will never happen again: Allergan produces plenty of the wonder drug each year.

Why We Love It

It's the most effective anti-ager on the market, just ask any dermatologist (or Neurotoxin editor). By quelling the nerve signals to muscles, Botox Cosmetic craves wrinkles as less than five days.

GLOBETROTTER

80 million vials have been distributed worldwide

MONKEY BUSINESS

In the U.S., neurobiologist Dr. Alan Hayton has watched his own forehead and eyelid bowdlerize from his four-year-old muskrat. But he's also experienced the first recorded "Botox®"-corrected wrinkle, and after three years, Fish Awarded the Nobel when husband and wife clinched her face. At Allergan Company's longest meeting, Zurich's Hayton, on general or the ophthalmology/neurology office,

LAB FAB

Nearly armed guests for a T-to-tipped seminar (one guest of the pure toxin on a patch) and from the U.S. to Thailand, instead. As the inevitable high-tech hit, no global has been overlooked. In fact, it's been the 2001 Tokyo show that paved the way for the world's first botox before the first month of "water for correction." And now, the new Botox is being used by the new headliner editor-in-chief Emily Groggins.

FULL SERVICE

The FDA has approved Botox Cosmetic to treat crow's feet, glabellar lines (the frown between the eyebrows) and forehead lines, but doctors, always thinking, have discovered all kinds of applications for the wonder-drug. From some aging and a few less to even...and...and... "We were becoming a lot more like the olden days," says Botox's vice president, Glenn Miller. "Do you see Botox?"

REVIEWER'S NOTE | 45 | WINTER / SPRING 2003

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NO BORDERS: INTEREST IN GLOBAL INNOVATIONS



Kate Moss leaving
Dr. Joney de Souza's
London office

UNITED KINGDOM

“With more advanced injection techniques, fillers have definitely taken over Botox in popularity. We are using them more structurally and holistically to achieve lovely results.”



SOUTH KOREA

“Middle-eastern patients are traveling to Seoul for nose thread lifts, popularized by K-pop beauty standards. During the procedure, absorbable threads are put into the nose subdermally—from the tip to the glabella region.”



GERMANY

“The leading surgical procedure here used to be liposuction, but it’s now upper eyelid surgery.”



AUSTRALIA

“Brazilian Butt Lift (BBL) surgery is becoming more and more popular here following trends overseas from social media and celebrity copying. Although Australian women are not seeking the same level of exaggeration, as say a Kardashian or J.Lo, it is a new area of concern that perhaps was rarely mentioned five years ago.”



COLOMBIA

“There is a trend in our country where women are more open to talking about their bodies: Colombia is the country where the most vaginal rejuvenation procedures are done worldwide.”



CHINA

“Historically, the accentuation of facial features by having double eyelid surgeries and rhinoplasties has been the focus. Now, however, facial rejuvenation surgeries such as facelifts and necklifts are more popular.”



NO BORDERS: INTEREST IN GLOBAL INNOVATIONS



Made in the USA:
NewBeauty celebrates
the real USA aesthetic
spectrum, from subtle
to high-impact

FALSE CONFIDENCE



PAINT VS. PAINTER



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