

Time Out

New York

FACE VALUE Dollar-a-pop beauty line e.l.f. can make you look like a million bucks.

CheckOut

A smart buyer's guide to styles, shops, sales and services

line e.l.f. (as in, eyes, lips, face—not *Lord of the Rings*) offers the best deal on beauty loot since Wet 'n' Wild—each product from the proletarian line is just a dollar apiece. True to its name, the supersheer colors make each potion interchangeable for peepers, pouts and skin.

The product: Just because e.l.f. is inexpensive doesn't mean its ingredients are downmarket. Sacrificing fancy packaging for quality potions, the no-frills, drugstore-style dispensers belie haute ingredients, such as vitamins A and C, echinacea and soy, in addition to cornsilk in eye shadows, which keeps the product from creasing.

Standouts: Carmindy says she's never seen an eye pencil for under \$10 glide on more easily, and the Hypershine Gloss, which looks a little like a hypodermic needle, delivers a drop of sticky stuff to soft bristles each time you click the tube's bottom clockwise. Considering the rudimentary packaging, application wands, which come with the Soothing Lip Glosses and Tone-Correcting Concealers, are an unexpected bonus.

Pro's assessment: The sheer products deliver a dewy, natural look—perfect for women who are normally afraid of makeup, says Carmindy. The low-cost line is also a

wallet-friendly way to update your palette, she notes—cheap price tags mean you can stay on top of the season's color trends without maxing out your Visa. And Carmindy points out that e.l.f.'s products are so understated that you can use one product on more than one facial feature, giving you yet more bang for your buck. Available at Cantaloup, 1036 Lexington Ave at 74th St (212-249-3566), and at www.eyeslips-face.com; \$1 per product.

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BEAUTY SCHOOL

A makeup expert puts four new-to-New York cosmetics lines to the test By **Kelly McMasters**

Photographs by **Chris Clinton**

It doesn't matter if a beauty product costs 60 dollars or 60 cents, good results are in the application—or so says professional makeup artist Carmindy. The first-name-only maquillage pro would know, having experimented with gazillions of kohl, rouges and lipsticks while transforming mugs on TLC's makeover show, *What Not to Wear*, and painting such famous faces as Björk's and Heidi Klum's. *TONY* asked

Carmindy to test out some new low- and high-end beauty lines, such as just-launched dollar-a-pop cosmetics line e.l.f. and luxe French line Stephane Marais, to see if they do the trick, regardless of price.

e.l.f.

The line: Started by former Hard Candy executive Scott Vincent Borba, month-old makeup