

Beauty Hero JEMMA KIDD

Renowned make-up artist and founder of Jemma Kidd Make-up School cosmetics, shares her inspirations, tips and fondest memories with *Top Santé*



what it was like being on the other end of a powder brush, I knew I'd found the right career.

NOTHING COMPARES TO THE THRILL OF WORKING AT LONDON FASHION WEEK. And I love translating that into my products. My aim has always been to take the mystery out of make-up. That's why, as well as the latest shades, every product comes with step-by-step application tips. My husband, Arthur, can't believe how heavy my make-up bag is – I test everything on myself, so it's bulging with prototypes!

THE 'NO MAKE-UP' LOOK IS MY SIGNATURE. What's key here is the right foundation.

When testing shades, sweep them across the apple of your cheeks, where your skin has more colour. If you're prone to oiliness, this may affect the foundation's pigments, so try it on your face – not the back of your hand!

PERFECTLY DEFINED LASHES FRAME YOUR FACE. I have fair lashes, so I can't live without mascara. As a teenager, I used Max Factor 2000 Calorie Mascara, £7.99. It completely changed my face and I felt instantly glamorous. My love affair grew when I created Lasting Tint Semi-Permanent Lash Colour, £15, as it stains lashes for 24 hours.

AS A BUSY MUM, I'M ALWAYS LOOKING FOR 'SKINTELLIGENT' PRODUCTS. In other words, clever products to achieve beautiful skin or flawless make-up in less time. Liz Earle's Cleanse & Polish Hot Cloth Cleanser, £13.75, is brilliant, it gives a



Jemma says nothing beats a good mascara for creating instant glam

deep-down clean and boosts circulation. I apply SkinCeuticals C E Ferulic, £129, which is full of antioxidants, underneath Elave Dermo Daily Skin Defence SPF45, £26.50, to protect my skin against daily aggressors, such as UV rays.

HEALTHY HABITS MAKE YOUR SKIN GLOW. I take Udo's Choice Ultimate Oil Blend (udoschoice.co.uk). It's packed with omega 3 and 6 essential fatty acids, which help your cells retain water, moisturising your skin from the inside.

MY ALL-TIME BEAUTY ICON IS ESTÉE LAUDER. I often remind myself of her motto, 'I didn't get here by dreaming or thinking about it, I got here by doing it.' ■

My secret address book

Favourite colourist... Ashley Javier, (he's so exclusive you have to be invited!)

Favourite facialist... Sarah Chapman at Skinesis Clinic (020 7589 9585)

Favourite wax... STRIP wax bar, (stripwaxbar.com)



FROM LEFT *Jemma's loves the antioxidant SkinCeuticals C E Ferulic; at work as a make-up artist*

GROWING UP, I SPRAYED MY PILLOW WITH FRACAS BY ROBERT PIGUET WHEN I WAS AWAY AT BOARDING SCHOOL.

It was the perfume my mother wore, its warm notes of tuberose and iris made me feel close to her. My signature scent now is Guerlain Mitsouko Eau de Toilette (pictured below left), £49.50 – it's the epitome of sophistication.

UNLIKE MY SISTER JODIE, I WAS NEVER COMFORTABLE AS A MODEL.

I felt more at home backstage, with the make-up artists. When I discovered



WORDS: FIONA EMBLETON WIN A PROFESSIONAL MAKE-UP EXPERIENCE AT JEMMA KIDD MAKE-UP ACADEMY, PLUS A GOODIE BAG AND OVERNIGHT STAY IN LONDON BY VISITING WWW.UDOSCHOICE.CO.UK/INNERBEAUTY