

BEAUTY GUROO

FOUR YEARS AGO, A SOUTH JERSEY INDIAN GIRL LANDED A PLUM JOB AT ALLURE. EIGHT FASHION WEEKS, THREE GYM MEMBERSHIPS, AND COUNTLESS MASCARA WANDS LATER, A BLOG WAS BORN.



ABOUT THE AUTHOR



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A former ELLE

magazine staff editor, Roopika Malhotra (née Nayar) has covered beauty, fitness, spas, food, and fashion for publications such as Real Simple, Allure, Allure Bride, Self, Condé Nast Traveler, In Style Weddings, and VanityFair.com. Her beauty adventures have taken her behind-the-scenes at New York Fashion Week, where she's grilled trendsetters including Charlotte Tilbury, Orlando Pita, Dick Page, and Pat McGrath. By day, she's a professional beauty writer; by night, a devoted product tester. A true Jersey Girl (by way of New Delhi) at heart, she never strays far from her trusty Chanel Le Crayon Khol Intense Eye Pencil (in Ambre) or generously loaded on Nars blush (in Orgasm). Chronically plagued by dark undereye circles, Malhotra continues her search for the perfect concealer.

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High Brow

Being a textbook control freak, I'm pretty obsessive about most things. Especially my brows. Every two weeks, I visit **Shobha** on the UES for a touch-up with Sima or Tabi, the salon's expert stylists. In mere minutes, my naturally shapeless, thick, unruly eyebrows are transformed into carefully sculpted, sophisticated works of art (The key is "a natural-looking, subtle arch," says Tabi). The ancient threading technique--wildly popular in India and the Middle East--they use is much gentler than waxing, and far more accurate (no threat whatsoever of lopsided results). And I especially love the rose water-soaked cooling cloth that's used afterwards to soothe redness. The salon even confirms my appointments via email, eliminating the annoying need for phone tag! Aaaah, instant order and efficiency, for a helluva lot less than therapy.

POSTED BY ROOPIKA MALHOTRA 