

**SPECIAL ISSUE!**

20<sup>th</sup> Anniversary (Thank you, Botox)

# allure

THE BEAUTY EXPERT

MARCH 2011

## What's Beautiful NOW

Brown Hair?  
Full Lips?  
Tawny Skin?  
And What About Big Butts?  
Thousands of Women and Men Answer

### Tear-Out **BONUS!**

OUR ULTIMATE HEAD-TO-TOE GUIDE

- The Two-Minute Hairstyle
- An Easy Undereye-Circle Fix
- The At-Home Zit Cure
- And More...Much More

WHAT YOUR  
**HAIR**  
SAYS ABOUT YOU  
Are You Sexy, Classy,  
Smart, or Aggressive?

THE 11  
**SKIN-CARE**  
PRODUCTS  
GUARANTEED  
TO MAKE  
YOU GLOW

Victoria  
**Beckham**

The American Dream, From Heathrow to LAX

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**PRO OF THE MOMENT: Chris McMillan.** The king of surfer style tends to Hollywood heads including Jennifer Aniston, Reese Witherspoon, and (above) Jennifer Garner.

**September 2004.** Britney Spears's Curious is the best-selling department-store fragrance of the year. Her name has been put on eight more scents...so far.

**October 19, 2004.** *The Biggest Loser* mixes inspiration and perspiration as overweight contestants compete to drop pounds and win \$250,000.

**November 19, 2004.** *Bridget Jones: The Edge of Reason* premieres. Star Renée Zellweger allegedly pocketed a \$3.2 million bonus for putting on 30 pounds for her role.

**March 2005.** Is there anything it can't do? The **Fraxel** laser, already FDA approved for treating wrinkles and age spots, adds skin resurfacing to its repertoire.

## 2005



**September 20, 2005.** Talk-show host Tyra Banks submits to a sonogram on air to prove she doesn't have implants.



**July 2005.** Dove's Real Beauty campaign, showing real women in white underwear, generates buzz—and a jump in sales.



**May 20, 2005.** *Sex and the City* star Sarah Jessica Parker creates her first fragrance, *Lovely*.



**April 2005.** *The Karl Lagerfeld Diet* details how the designer lost 80 pounds in one year on a doctor's regimen.



**PRO OF THE MOMENT: Pat McGrath.** Toting about a dozen duffel bags of makeup (weighing 70 pounds each), McGrath creates the faces at 19 fashion shows for the spring season, including Versace, Prada, and Dior.



**April 2005.** Jergens Natural Glow, a \$6 gradual-self-tanning lotion, sells out across the country.



**October 2005.** The stock market is high—and skin-care prices soar: La Mer the Essence costs \$2,100.



**March 21, 2006.** *The Real Housewives of Orange County* gives an inside look at aerobic shopping, cosmetic surgery, and catfights.



**PRO OF THE MOMENT: Odile Gilbert.** The queen of elaborate runway hair for Chanel and John Galliano, Gilbert reaches new heights with hair sculptures for Kirsten Dunst in *Marie Antoinette*.



**May 15, 2006.** Baby boomers pass the half-century mark, and L'Oréal Paris signs 60-year-old actress Diane Keaton as a spokeswoman.

**June 2006.** The FDA approves Juvéderm, an injectable line filler with the highest concentration of hyaluronic acid yet.

## 2006



**June 2007.** Amy Winehouse's retro sound, beehive, and eyeliner are a hit along with "Rehab."



**April 2007.** Victoria Beckham is photographed holding a copy of *Skinny Bitch*. Two months later, it's a *New York Times* best-seller.



**HOTTIES OF THE MOMENT: Gossip Girls.** Blake Lively and Leighton Meester set style trends as two fashion-obsessed private-school girls.



**February 16, 2007.** After checking into and out of rehab, Britney Spears enters a salon and takes electric clippers to her head.



**November 18, 2006.** The FDA lifts its 14-year ban on silicone breast implants—but says cosmetic patients must be 22 or older.



**HOT TREND: Black nails.** Not just for goths: Chanel's Black Satin polish, \$18, is selling on eBay for \$50.

## 2007



**September 10, 2007.** Anita Roddick, activist and Body Shop founder, dies, but her message of animal rights and rain-forest protection endures.



**HOT TREND: Brazilian hair straightening.** The salon treatment gains popularity but is found to contain formaldehyde, a carcinogen.



**November 2007.** Rapper Kanye West's mother (and biggest supporter), Donda West, dies from complications during cosmetic surgery.



**December 2007.** A shot of Jennifer Love Hewitt in a swimsuit hits the Internet, along with criticism of her body. She responds, "To all girls with butts, boobs, hips, and a waist, put on a bikini—put it on and stay strong."



**February 2008.** Former model Carla Bruni takes to wearing flat shoes. Her husband, French president Nicolas Sarkozy, is reportedly five feet five.

## 2008