



Mickey Williams Beauty

BIOGRAPHY

Mickey Williams Mickey Williams is a beauty consultant with globe-trotting experience working with movie stars, celebrities, corporate executives and clients from all walks of life. Throughout her career she has worked as the artist, spokesperson and advisor.

Mickey has collaborated with the world's top fashion houses and cosmetic conglomerates including Dolce & Gabbana, Liz Claiborne, Procter & Gamble, Kao, L'Oreal and Estee Lauder.

Additionally, her artful expertise has been viewed by millions on networks like HBO, Showtime, Fox, CNN, NBC and Oxygen. Her editorial and commercial career kept her busy with national campaigns including Coca-Cola, JetBlue Airways Corporation, Fortune Magazine, Time and The New Yorker.



Mickey was a beauty editor for Stylebakery.com where she shared her expert tips, advice and product reviews with over 200,000 subscribers. In January 2008 a dedicated sister site, StyleBakeryBeauty.com was launched around Mickey's personality and expertise.

Mickey regularly appears as an expert source and spokesperson for international beauty brands on a wide range of national and local broadcast segments including NBC's Today Show, ABC's The View, CBS' The Early Show, ABC's Good Morning America and Extra where she shares her beauty enhancement solutions with audiences across America.

With every appearance and consultation she has one common goal – to help the viewer and client look, feel and exude beauty.

Contact Information:

Email: info@mickeywilliamsbeauty.com

Website: www.mickeywilliamsbeauty.com

Beauty Blog: <http://mickeywilliamsbeauty.com/blog/>



Twitter
@mwmakeup



Facebook
Mickey Williams Beauty Expert



LinkedIn
Mickey Williams



YouTube
TV Segments



Mickey Williams Beauty

TELEVISION APPEARANCES

Mickey regularly appears across all major television networks including Fox, NBC, CBS, ABC, WGN and QVC



Today Show

Countdown to Memorial Day
Sunscreen & Sun Therapy Picks



Click [here](#) for full segment

Today Show

Faking It



Click [here](#) for full segment

Daytime

Holiday Party Makeover



Click [here](#) for full segment

WGN - Chicago

Middy Fix: Inexpensive Home Beauty Treatments



Click [here](#) for full segment

QVC

RapidLash Eyelash Renewal Serum



Click [here](#) for full segment

QVC

POP Stylemaker Debut



Click [here](#) for full segment

ET!

Red Carpet Skincare



Click [here](#) for full segment

Visit Mickey Williams' Beauty Channel on YouTube for more of Mickey's appearances!





Mickey Williams Beauty

FAMOUS FACES

Some of the celebrity clients Mickey has worked with include:

Barack Obama, Hilary Clinton, Bill Clinton, Steve Jobs, Bono, Mark Wahlberg, Jack White, Karen Duffy, Jennifer Love Hewitt, Henry Kissinger, Carrie Fisher, George Pataki, Bob Dole, Mike Bloomberg, Eartha Kitt, Wolf Blitzer, Jerry Stiller, Warren Buffett, Ann Meara, Benjamin Netanyahu, Ben Stiller, Colin Powell, Gary Sinise, Richard Branson, Mary Tyler Moore, Jalal Talabani, Sarah Ferguson, Elizabeth Hurley, Larry King, Marcus Schenkenberg, Charlie Rose, Allan Houston, Anderson Cooper, Walter Cronkite, Bill Maher, Wayne Gretzky, Bill O'Reilly, Nelly, Jack Nicklaus, Big Pun, Antonio Banderas, Fat Joe, Sylvester Stallone, Caroline Kennedy, Quentin Tarantino, Alanis Morissette, Holly Hunter, Tom Petty, Robert Redford, J.K. Rowling, Val Kilmer, Samuel Jackson, Judy Collins, Ed Koch, Jennifer Connelly, Martin Scorsese, Kirsten Dunst, Joy Behar, Robin Givens, Jon Stewart, Keith Richards, Martha Stewart, Ringo Starr, Hillary Duff, Andre Agassi, Donald Trump, Bjork, Lillias White, Queen Latifah, Oliver North, Lou Dobbs, Dan Rather, Steve Forbes, Ali Landry, Jack Welsh, Paris Hilton, Raven Simone.





Mickey Williams Beauty

PRESS

examiner.com

[Time For Lip Service & Enter to Win](#)

By Stacey Gardner

September 26, 2011

Lips. They're a part of our body that may be neglected when it comes to moisturizing. But now, it's time to listen up and pay more attention to that pucker!

According to a national poll about one's morning ritual released by [Blistex](#), only half the women surveyed use lip balm to protect their lips from dryness and sun damage. Just like all our other body parts, our lips need to stay healthy and moisturized. I had the opportunity to sit down with International beauty consultant [Mickey Williams](#) to learn more about the [Blistex line](#) and the must haves for the fall:

Revive and Restore

In stores everywhere in October, I got a sneak peek at the newest product from Blistex called Revive and Restore. Two separate jars full of fruity goodness that can be locked together, Revive is perfect for the day leaving your lips invigorated and refreshed with key ingredients like shea butter and SPF15. Restore, loaded with Vitamin E can be used in the evening to rejuvenate your lips and soften any dullness from the day. I've used it at night and it's nice to wake up with lips ready for a kiss! Another great thing is that you can carry these jars as a set or keep one in your purse and the other at home for the second shift! Either way this product has makes you want to apply it all the time!

Cold and Allergy Lip Soother

There comes a time when you get a cold or the flu and one thing that can be affected is your lips which causes dryness and irritation. Blistex has created a clever product, the Cold and Allergy Lip Soother which will comfort your lips in your time of need. The lips can be an afterthought when you're sick, but this soothing product has some key ingredients on defense:

- Pramoxine HCL – advanced analgesic that alleviates sensitivity to lip soreness, pain and itchiness, without a medicated flavor and scent.
- Dimethicone – delivers a highly effective barrier that prevents moisture loss and protects lips.
- Glycerin, lanolin and sunflower seed oil – help re-moisturize lips parched from the effects of illness or dry air.
- Vitamins C & E, chamomile, green tea, honey and elderberry – provide comfort to irritated lips.

Just in time for the fall season, the Cold and Allergy Lip Soother will also be available in October.

Now that I've given some lip service, head to your nearest drugstore next month for these fall lip essentials and also check out Blistex for their [entire product line](#) and [lip tips](#)!



Mickey Williams Beauty

MODERNmom

FASHION & BEAUTY

[Beauty Expert Mickey Williams Shares Tips for Luscious Lips](#)
September 19, 2011

Mickey Williams is an internationally renowned makeup artist and hairstylist with quite an impressive resume – throughout her career, she's worked with celebrity clients, top fashion houses, major cosmetic brands like L'Oreal and Estee Lauder, and even served as the beauty editor for Stylebakery.com.

Seriously – this is lady who knows her way around lipstick.

So we jumped at the chance to pick her brain, and ask her a few questions (submitted by ModernMom readers via [Facebook](#)). Below, Mickey shares beauty tips for luscious lips, new make-up trends for fall, and even lets us in on her own most embarrassing grooming habit!

What's the best way for busy moms to keep their beauty routines quick and easy?

Find products that multi-task! It is essential for skin care. My favorites include any cream that addresses sunscreen, anti-aging and is packed with anti-oxidants.

What's your best beauty trick?

Honestly, it's something as simple as whitening my teeth. It takes years off of my appearance and it's as simple to do as just brushing your teeth and using a mouthwash. My favorite combo is Rembrandt Deeply White.





Mickey Williams Beauty

Let's talk lips: what's the best way to keep them healthy and full?

Use a product that delivers moisture to the surface of lips but also penetrates and hydrates into the lips. My absolute favorites are by Blistex. I use them on every single client I work with. **Deep Renewal** works as an anti-aging lip treatment with hyaluronic acid and coenzyme q-10 for moisture with an added SPF 15.

Blistex also launches their Revive and Restore Lip treatment in October which will be a big buzz for lips in the beauty sphere. It has two formulas in two containers that lock together. Revive has SPF, anti-oxidants and amazing moisture with a Shea Butter base. The Restore formula has Phytonutrients for maximum renewal and a thicker base for when lips are on the rougher side or need the extra shot of moisture. Best of all, the formulas can be worn over and under lipstick which is why they will be constants in my make-up kit.

Any tips and tricks to avoid chapped lips when the weather gets colder?

Put a formula like Blistex' Restore by your alarm clock. When you set your alarm clock you will be reminded to give lips a healthy coat.

What are some your favorite makeup looks for Fall?

I have always loved big hair, bold eyes and a strong, rich-hued lip. Fortunately, these are the trends for fall, so I'm very excited about that!

What are some of your favorite celebrity makeup looks?

I met Salma Hayek last week, and I must say she has a natural beauty that is only enhanced with the lightest touch of makeup. I also think Adele has a beautiful retro look to her hair and makeup that seems to be soft-focused and always perfect.

When did you first become interested in makeup and beauty?

As a child, I stole my mother's makeup and wore it to kindergarten. Once she caught on, I would bury it in the back yard rather than it be taken away. It was an obsession from a young age, and it only got stronger as I moved into adulthood. There wasn't a chance that I would follow any other path.

What are some hair or makeup products you couldn't live without?

Elnett Hairspray makes styling as an artist easy and you can change the styles by simply brushing out the spray and creating the next look. I try out so many different shampoos and conditioners that my shower looks like salon. Right now I am using Salma Hayek's Nuance Quinoa Smooth and Shine Collection and I am loving it. For makeup, I haven't been able to find a better eyeliner than Physicians Formula Eye Booster.

What's your most embarrassing grooming habit?

Dying my eyebrows back to their original color after I bleach them too light. It happens nearly every season.

What's your personal beauty philosophy?

There are no rules in beauty. There is no right way or wrong way to do or apply something. No specific color you cannot wear. NO RULES. As long as you feel confident and beautiful before you walk out the door each day, that is all that matters. Makeup can influence this, but what's inside plays a bigger role.



Mickey Williams Beauty

REFINERY29

[This Is Funny: Cynthia Rowley Is Launching A Glambulance for Fashion Week](#)

By Kristian Laliberte

September 1, 2011



If you're anything like us, you know **New York Fashion Week** is full of pitfalls, from style emergencies to calamities that actually *ouch*. What better way, then, to heal all our wounds than a **BAND-AID**, that childhood cure-all that seemed like it could fix everything. So, **Cynthia Rowley** deserves some genius points for her latest collab with the *owie* brand, hilariously billed as a travelling "**Glambulance**." Launching during **Fashion's Night Out** (the ultimate evening of sore feet and bruised heels), don't look for a stretcher in the amped-up ambulance. Instead of EMTs, the mobile unit boasts a hairstylist, acclaimed make-up artist Mickey Williams, and very fashionable first-aid kits, including Rowley's own fabulous new adhesive bandages featuring designs like gold chains, sequins, and lace—all available on CynthiaRowley.com September 8. We've never wanted boo-boos so bad.



Mickey Williams Beauty

real beauty
POWERED BY YOU

Beauty Street Style: Summer Hair and Makeup Trends

By Samantha Lajterman

July 13, 2011



Mickey, 37, Makeup Artist, Beauty and Trend Expert

Mickey's gorgeous blonde hair looks super shiny, healthy, and smooth. Her pale pink lip gloss goes perfectly with her neutral-colored eyeshadow and hint of blush, which creates a sunny glow.

Must Haves: "To keep my hair healthy, I try not to wash it everyday. If my hair starts to feel brittle, I avoid products that are super rich in protein—protein can help your hair immensely, but too much can work in reverse. I'm pretty obsessed with Keratin Earth right now for frizz-free hair. I've probably applied the at-home treatment to about 15 clients at this point, and it makes the blow out so much faster and easier! I'm also a huge advocate for gently whitening teeth. I'm a fan of Rembrandt's two hour whitening kit—I feel like a bright smile can always make you look more awake, youthful, and just better overall."



Mickey Williams Beauty

LADIES' HomeJournal

MARCH 2011

Smarter Ways To
**Organize
Your
Kitchen**

A Get-Real Guide
To Romance
For Grown-Ups

PRETTIEST
NEW CLOTHES
FOR SPRING

**EASIEST DINNERS
FROM TOP TV CHEFS**

The Heart-Health Danger
That Threatens Women

TRY RACHAEL RAY'S
SIMPLE STEAK RECIPE

EXCLUSIVE INTERVIEW
Country Superstar
Miranda Lambert



LHJ.com



Mickey Williams Beauty

beauty/

We polled skin, hair and makeup experts to create a list of beauty products that really, truly do what they promise.

1st Annual "This Stuff Works"

BEAUTY AWARDS

CONCEALER (1)

A lot of concealers can make you look older, but the creamy consistency of Amazing Cosmetics Amazing Concealer, \$28, leaves skin with a luminous finish. It has the perfect amount of peachy undertones to camouflage dark undereye circles.



← **Rebecca Restrepo**, New York City-based celebrity makeup artist



MASCARA (2)

CoverGirl Lash Blast Fusion Mascara, \$7, is everything I need. It plumps and lengthens lashes really dramatically. I rely on three coats for day and four for evening to glam up my look.



← **Ashunta Sheriff**, celebrity makeup artist in New York City

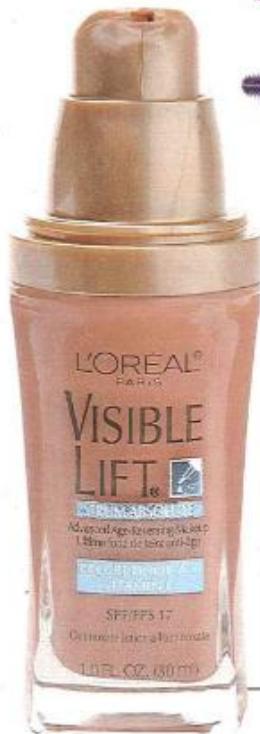


FOUNDATION (3)

The combo of corrective pigments and antiaging serum in L'Oréal Paris's Visible Lift Serum Absolute, \$15, makes it my new favorite. It evens out the skin tone and leaves a luminous finish.



← **Mickey Williams**, New York City-based makeup artist



LIPSTICK (4)

MAC makes the best lipsticks, \$14.50. They're highly pigmented and come in every shade under the sun! Plumful is a gorgeous new color for spring.



← **Nadine Haobsh**, blogger (NadineJolie.com)



BLUSH (5)

I love Nars Blush in Orgasm, \$27. The powder is superfine, so it can be easily blended. The color flatters practically every skin tone and has a touch of shimmer that catches the light and creates a beautiful glow.



← **Gita Bass**, celebrity makeup artist in New York City





Mickey Williams Beauty

real beauty
POWERED BY YOU

Wake Up Pretty: 5 Things to Do Before You Sleep

By Colleen Moody

February 4, 2011

Wouldn't it be nice if you woke up and your skin and hair looked so good that half of your beauty routine could be nixed? Get ready to hit snooze a few more times with these overnight tricks from beauty consultant Mickey Williams. Waking up just got a whole lot easier.

Before You Hit the Sheets

The single most crucial thing to do before going to sleep? Wash your face! "Over the years it's come to my attention that more people than you think do not wash their face at night," says Williams. "This is the most important thing you can do for your skin. If you can't use a mild cleanser to strip your skin of pollution and makeup, try a pre-moistened cleansing cloth (like POND's Wet Cleansing Towelettes Evening Soothe). Follow this with a nighttime moisturizing cream. It helps if you put both on your nightstand so it's right there before you go to bed."

Bye, Bye Blemishes

"If you have a big day ahead of you, the last thing you want to wake up to is a blemish," says Williams. She recommends a system like Tria Clarifying Blue Light to stimulate oxygen under the skin and clear the affected area fast. For a cheaper solution, try a heavy-hitting acne system like Proactiv. "When you wake up, make sure to use an exfoliating face wash to get rid of any skin feathering or dry spots."

Tick Back Years

Even the way you sleep could affect your skin, Williams advises. "Try to sleep on your back as much as you can, and make sure the products you're using are supposed to stay on your skin for extended hours." For a boost of antioxidants for your face, Williams recommends Youth Corridor Antioxidant Boost with Melatonin.

Though you might think it's best to dry out oily skin overnight, the opposite is true. "You need some oil to keep your skin healthy," says Williams. Opt for a mask like Neova Illuminating Mask with Silica to revive skin and absorb excess oil as you snooze.

Hello, Healthy Hair

These days there are loads of overnight treatments for your hair (find our favorites here: Best New Hair Products). Williams says that no matter which formula you prefer, make sure you're using the right amount for your hair type. "If you have coarse, thick hair you'll need to apply the product from roots to the ends, as opposed with thin hair where you may only need to treat your roots."

Whether you treat your hair at night or not, there's one beauty practice everyone should do for healthier hair come morning. "Get a silk or satin pillow case to use as your beauty pillow," says Williams. "Cotton cases absorb moisture from your skin and hair while you sleep but satin ones have a smoother surface, leaving you with shiny strands when you wake up."

Beat Blowfish Face



Mickey Williams Beauty

Do you wake up bloated and puffy in the morning? If so, try these additional tips from Williams:

-Watch what you eat: "If I ever wake up swollen around my eyes and nose in the morning, it's usually due to what I ate the night before." If this happens to you, cut out salt, dairy, and alcohol before bed and try sleeping propped up with a few pillows to elevate your face and keep swelling down.

-Be mindful of your breathing: If you snore so much you actually wake yourself up (or the person sleeping next to you), try Breathe Right Nasal Strips for your skin and a good night's sleep. They keep the nasal passage open as you sleep which also keeps swelling significantly down.



Mickey Williams Beauty



Learn
real be

THE BEAUTY BEAN

[Beauty School with Mickey Williams](#)



As an internationally renowned makeup artist, hairstylist and product guru – as well as the former beauty editor for Stylebakery.com, Mickey Williams has firmly established herself as an expert in the beauty industry. Having worked with clients ranging from celebrities, movie stars and TV personalities to the world's top fashion houses (like Dolce & Gabbana and Liz Claiborne) and cosmetic conglomerates (like L'Oreal and Estee Lauder) it was no wonder when, in January 2008, StyleBakeryBeauty.com was launched around Mickey's personality and expertise.

You've likely seen her on a wide range of national and local broadcast segments sharing her beauty enhancement solutions with audiences across America where, as with all her appearances and consultations, she has one trinity of goals in common: to help the viewer and client look beautiful, feel beautiful and exude beauty.

We head to Beauty School with Mickey Williams where she fills us in...

I first knew I wanted to be in the beauty industry when... I started stealing my mother's Revlon Coffee Bean lipstick and wearing it to kindergarten. When she found out, I started burying it in various locations in the back yard, in order to keep my paws on it! She doesn't know where I hid them to this day. Hah!

If I weren't a make up artist I would be... a behavioral anthropologist. I am still obsessed with watching people and their interactions – especially the methodical people or the intriguing ones. Naturally, this is why I was drawn to celebrity!

If I could get my beautifying hands on one person it would be... Ahh, it would be Michelle Obama. Lovely lady, but she needs more eyebrow. Fergie had the same problem for a while. These ladies need brows! Nothing dark, just a light blonde shading to make the line not so severe.

My beauty icon is... Patti Italiano and Betty Roche. They refined me.



Mickey Williams Beauty

Currently I am inspired by... Johnny Depp. I am obsessed at how much he looks like Madonna in the Alice film.

My biggest beauty splurge is... everything. I currently was in a Nordstrom in Florida with my friend Katherine and they conveniently placed the beauty section across from the shoe department. Needless to say I bought everything on both sides that worked. But as for something that isn't an impulsive buy and something consistent that I purchase - it would have to be eye cream.

Can you use face cream around your eyes? [Click here to find out!](#)

My perfect pamper day would include... a full day of working out and then a full evening of steam, massage and relaxation.

The next big thing in beauty will be... interactive shopping with touch pad TV's. Maybe not the "next" thing, but I see beauty being more and more a part of home shopping and sooner or later you will have a way to put everything in the cart straight from your live television.

If I could paint the world one color, I'd paint it... I wouldn't do this. I am inspired by new hues and shades every day. Half the colors I create on my clients are colors that are blended and represent so many shades. I'm too fickle on tone to pick just one!

My favorite beauty product under \$10 is... Blistex Deep Renewal Lip Balm. I can use it on everyone and it doesn't weigh down or look goopy. I line the lips and then use Deep Renewal as my moisture base. I've been a huge fan for years!

If I could only use 3 beauty products for the rest of my life they would be... I am just going to assume that you mean color cosmetics, because I cannot fathom including both skincare and color in the same three. Concealer. Mascara. Lip Gloss.



Mickey Williams Beauty



10 Things You Didn't Know About Sun Protection

By Sarah Jio

June 30, 2010

Learn uncommon facts about sunscreen—and more—to better protect your skin

You slather on sunscreen and hope for the best, but are you doing right by your skin? Here, we've compiled a surprising list of things many people don't know about sun protection. Read, and your skin will thank you.

1. Your washing machine can help protect your skin. The latest trend in sunscreen isn't something you rub into your skin; rather, it's something you throw in with the laundry. While clothing does provide a barrier between the sun's harmful rays and your skin, many fabrics pack a pretty puny punch. Take lightweight cotton, for instance. Don't count on getting more than SPF 5 protection. However, a new product called SunGuard, endorsed by the Skin Cancer Foundation, can simply be added to your washing machine load along with detergent to add an extra level of sun protection to your clothes. After your favorite T-shirts and pants are washed and dried, the protective coating is said to block more than 96 percent of the sun's rays from permeating the fabric. Best part? The product is very affordable. One package, just \$1.99, gives a load of laundry protection for up to 20 washings. That's an entire summer's worth of tees!

2. Drinking fruity, alcoholic beverages means you need to reapply sunscreen more frequently. Do you love to lounge at the beach drinking a piña colada or margarita? That umbrella cocktail in your hand may be weakening your sunscreen's effect, says New York-based skincare and beauty product expert Risi-Leanne Baranja, who cites the research of dermatologist Frederic Brandt, MD. "He explained that if you're drinking a significant amount of sugar or alcohol, you are causing inflammation in your skin and you will release more free radicals," she says. "Then the sunlight suppresses your immune system. Therefore, it's important to add more sunscreen in these situations to combat it."

3. Chocolate may protect your skin from the sun. No, don't ditch your sunscreen in favor of a chocolate bar, but researchers say there may be something to our favorite treat's sun-protecting effects. According to a recent study in the *Journal of Cosmetic Dermatology*, antioxidant-rich dark chocolate may increase your own UV protection. The researchers suggest eating little bits of chocolate—preferably dark chocolate, with 70 percent cacao content or higher—throughout the day to increase your body's natural sun protection. Hey, we're not arguing with that!

4. You're probably not using enough sunscreen. Think about how much you squirt on your hand when applying it in the morning. A dime-size amount? A quarter-size? Both are far from enough, says New York-based celebrity makeup artist and skincare expert Mickey Williams. "Sunscreen should be applied liberally. Most people apply only 25 to 50 percent of the recommended amount of sunscreen. About one ounce of sunscreen, enough to fill a shot glass, is considered to be the amount needed to cover the exposed areas of the body properly." If your face is the only real exposed area of your body, especially during the winter months, follow this advice from Dr. Brandt: "To ensure adequate coverage, apply a teaspoon of sunscreen—at least SPF 30—for your face and neck alone," he says.

5. There's no such thing as "waterproof" sunscreen. Many people think that if their sunscreen is water-resistant, they're good to go all day at the beach. Not so, says Williams. "The general rule of thumb for sunscreen application is to reapply every two hours throughout sun exposure," she says. But if you're in the water, reduce that time frame to every 40 minutes. According to FDA guidelines,



Mickey Williams Beauty

explains Williams, bottles marked as “water-resistant” last just 40 minutes during water immersion. Those labeled “very water-resistant” may last as long as 80 minutes before reapplication is needed.

But beware of products that claim to provide “all day” protection or are labeled “waterproof,” as these are misleading statements and are not supported by the FDA.

6. You can avoid burns by wearing a UV-monitoring wristband. According to David Bank, MD, president of the New York State Society of Dermatology and Dermatologic Surgery, it’s easy to assume that once you’ve put on sunscreen for the day, you don’t need to reapply. Instead of wondering if you’re getting too much sun or pressing your finger against your skin to gauge it (which doesn’t really work), consider using a smarter method promoted by dermatologists: UV-monitoring wristbands. “These tell you when you should reapply sunscreen based on how much sun exposure you are getting,” explains Dr. Bank. “The wristbands provide you with a simple sun-sensitive gauge that alerts you through color change when you need to reapply sunscreen and when to get out of the sun and its potential damaging effects.” You can find these types of bands at your dermatologist’s office or purchase them online.

7. Sunscreen is controversial. Melanoma is the most common form of cancer for young adults, and according to statistics, skin cancer is on the rise. So why would there be any question as to whether sunscreen is vital and necessary? The Environmental Working Group (EWG) recently released a report linking certain ingredients in sunscreen with an increased cancer risk. Scary? Yes, but Marta Rendon, MD, a board-certified dermatologist in private practice in Boca Raton, Florida, says not to toss your sunscreen just yet. “Every year around this time, EWG releases a report about sunscreens, which winds up confusing and panicking our patients,” says Dr. Rendon. “The study that EWG cites was supposedly done by the FDA a decade ago and, in essence, says that vitamin A might have sped up the incidence of cancerous cells in sun-exposed lab animals. However, numerous studies since then have shown the benefits of vitamin A in reversing the effects of sun damage.” While she does acknowledge that there needs to be further study on the matter, “everyone should continue taking proper measures to protect his or her skin against sun damage. That includes using a broad-spectrum sunscreen that includes both UVA and UVB protection.”

8. Apply sunscreen everywhere—melanoma likes to crop up in strange places. “One of the most common places melanoma has been detected is between the toes, an area most women neglect,” says Brian Bonanni, MD, a dermatologist practicing at the New York City spa Gotham Skincare. “Sunscreen should be applied to scalp, ears, hands and feet.” And don’t forget your lips, too. “A physical sunblock with micronized zinc and titanium should also always be applied to the lips. There are now formulas that do not leave white residue on the lips, which women are more likely to use.”

9. You should never leave your sunscreen in a hot car. We’ve all done it—left our sunscreen in a bag inside a car on a hot summer day. But this may weaken its potency, says Dr. Bank. Instead, treat your sunscreen like you would prescription medication and keep it away from extreme heat. “Most preservatives in sunscreens are designed and tested in a range of temperatures close to room temperature,” he explains. “If you leave it in a hot car, there is a reasonable chance that the preservative and active ingredients may to some degree degrade so it won’t be as effective.”

10. Sunscreen can’t protect one vital area of the body, so take extra precaution. The one place that’s visible to the sun’s pelting rays yet can’t be protected by sunscreen? That’s right—your eyes. According to reports, 5 to 10 percent of all skin cancers appear on the eyelids. While you can apply sunscreen to your lids, it’s your eyes that sunglasses can really protect. The sun’s rays may play a role in eye degeneration and the development of cataracts. A pair of shades can go a long way in protecting your peepers. The American National Standards Institute requires that all shades (even the cheap drugstore varieties!) provide at least 95 percent UVB protection and 60 percent UVA protection.



Mickey Williams Beauty

VITAMIN G

DAILY HEALTH & FITNESS BLOG

[3 Surprising Things You Didn't Know About Sun Protection](#)

By Sarah Jio

July 7, 2010

We're experiencing a heat wave here in Seattle (shocking!) where I live, so I've got sun-protection on the brain. You might be surprised by these three things I learned about sunscreen and sun protection recently ...



I recently wrote [an article for WomansDay.com](#) about surprising facts about sun protection. Here are three that really stuck out to me:

1. Drinking fruity, alcoholic beverages means you need to reapply sunscreen more frequently. Do you love to lounge at the beach drinking a pina colada or margarita? That umbrella cocktail in your hand may be weakening your sunscreen's effect, says New York-based skincare and beauty product expert Risi-Leanne Baranja, who cites the research of dermatologist Frederic Brandt, MD. "He explained that if you're drinking a significant amount of sugar or alcohol, you are causing inflammation in your skin and you will release more free radicals," she says. "Then the sunlight suppresses your immune system. Therefore, it's important to add more sunscreen in these situations to combat it."

2. Chocolate may protect your skin from the sun. No, don't ditch your sunscreen in favor of a chocolate bar, but researchers say there may be something to our favorite treat's sun-protecting effects. According to a recent study in the *Journal of Cosmetic Dermatology*, antioxidant-rich dark chocolate may increase your own UV protection. The researchers suggest eating little bits of chocolate—preferably dark chocolate, with 70 percent cacao content or higher—throughout the day to increase your body's natural sun protection. Hey, we're not arguing with that!

3. You're probably not using enough sunscreen. Think about how much you squirt on your hand when applying it in the morning. A dime-size amount? A quarter-size? Both are far from enough, says New York-based celebrity makeup artist and skincare expert Mickey Williams. "Sunscreen should be applied liberally. Most people apply only 25 to 50 percent of the recommended amount of sunscreen. About one ounce of sunscreen, enough to fill a shot glass, is considered to be the amount needed to cover the exposed areas of the body properly." If your face is the only real exposed area of your body, especially during the winter months, follow this advice from Dr. Brandt: "To ensure adequate coverage, apply a teaspoon of sunscreen—at least SPF 30—for your face and neck alone," he says.

Check out more surprising things about sun protection, [here](#).



Mickey Williams Beauty



Summer Travel Beauty Tips with Mickey Williams

By Brianna Auza

July 2010

Mickey Williams is an internationally renowned makeup artist, hairstylist and product guru who has established herself as an expert in the beauty industry. Now that summer travel is in full swing, the See Jane Fly crew thought we'd share her expert tips on staying lovely wherever your travels take you...

1.) What would you say are your summer beauty must haves?

I am obsessed with sunscreen in multiple variations and I like having a solid sunscreen built into my tinted moisturizer. I've found that these aren't usually very effective, but recently stumbled onto DemaQuest's Breathable Foundation. It has an SPF, is super durable, comes in a slew of shades, and has enough pigment to cover a lot of imperfections. Lipgloss is perfect for this time of year, with a great pearly white highlighter/ shadow for eyes - add a cheek stain and mascara and you are glowing!

2.) If you had to break it down to the very essentials, what do you like to take on your carry-on this time of the year?

Beauty-wise, I usually take Trish Mcevoy High Volume Mascara, the Mini powder Jar of Makeup Forever's HD Powder, eyeliner and blonde eyebrow pencil. I like to take lipgloss in every color and whatever powder bronzer and blusher I am crazing over at the moment. Mini rembrandt toothpaste and basic face wipes are a must.

3.) Best tips for fresh makeup during the summer, especially during vacations? Beach Vacations?

Keep it light and clean. A good self-tanning can pose as a foundation for days. Tan for two days lightly before your travels. You will build up a good color that will fade slightly if using gentle cleansers and moisturizers. If you are heading to the beach, deep condition beforehand. Wear sunscreen as moisturizer so skin glistens and is protected if heading out in the early evening. Stay away from harsh or heavy makeup at the beach. Natural is pretty and IN!

4.) Favorite beauty bloggers.

I like Sephora's Beauty and the Blog for staying up to date on the latest products. Allure's Daily Reporter Beauty Blog is great for beauty tips and tricks and Alexis Wolfer's The Beauty Bean has a great mix of beauty, skincare and wellness articles.

mwb

Mickey Williams Beauty

SHECKY'S™

BEAUTY BOOK

New York City

Mickey Williams Beauty

Oh Mickey, you're so fine, you blow my mind! And with just one makeover, you'll look just as fine as Mickey herself. She's created looks for celebs as diverse as Bjork and Hilary Duff—and with that kind of range, she can definitely help you update your look. If you'd like a beauty overhaul, go for her makeover. It'll cost you \$500, but it involves everything from selecting the best shampoo for your hair type to learning how to properly clean your makeup brushes. You'll get a makeup application lesson too, and for \$45 you can tack on an eyebrow shaping. Book her for your next gala event or Halloween party—costume makeup starts at \$300. She also does weddings (four-person minimum) and will travel if your nuptials aren't happening in Manhattan.

WWW.SHECKYS.COM



Mickey Williams Beauty



[Affordably realizing your eyes' potential, with your Visa](#)

February 7th, 2010



Flutter your baby blues like Paris. (c) Celebrity Beauty Buzz

We all know that curling our lashes is a big "eye-opener," but the curl only reaches its full potential with the right mascara application. One technique beauty expert Mickey Williams shares with her clients that makes their eyes the focus and their lashes the frame, is to use a business card during application.

Read on to see how the celebrity makeup artist to Paris Hilton and Ali Landry creates sexy smizes (that's smiling with your eyes!).

- * Place the business card behind your lashes and in front of your eyelid. Make sure to place the card right up to the base of the lash line.
- * Next gently sweep mascara onto your lashes pressing against the card. This enables you to cover every strand from corner to corner without leaving flecks of mascara on your lid or brow bone.
- * When applying to the corners move card to cover the skin right behind the lash line.

With proper mascara application, you may find you'll leave the liner out of your daytime makeup routine.



Mickey Williams Beauty

Excerpts from Mickey's StyleBakery Beauty Column

stylebakery  beauty
beauty buzz, product love & more

beauty features

star style

ask mickey

product reviews

tips & tr

Ask Mickey

Ask Mickey: Advice For Preventing Runny Mascara and Eyeliner

By Mickey Williamson April 3, 2008 | [Permalink](#)

Q. No matter what I try, my eyeliner and mascara runs within a few hours of putting it on! I've tried everything (or so it seems)! I've given up wearing anything! Any suggestions?

Yes. I suggest [Blinx's Kiss Me Mascara](#) and eyeliner. Some Sephoras carry the line but it's probably easier to [order online](#). The formula is water-based, so it dries to a material somewhat like rubber. It's super lightweight and the only way to remove it is with warm water (preferably in the shower). You should definitely read the instructions on [their website](#) about maintaining the formula (like not pumping the wand in the container) and about removing it. I love the brush on the eyeliner. It's fool-proof because it's so thin. Good luck.





Mickey Williams Beauty

Ask Mickey: Dry Skin and Breakout Issues

By Mickey Williamson March 31, 2008 | [Permalink](#)

Q. have really dry skin between my eyebrows and often breakout there as well. My Whenever I apply makeup my skin begins to flake. Do you have any skincare recommendations and makeup products that won't irritate and aren't drying?

suggestion is to make an appointment with a good dermatologist. Sometimes, it's as easy as just switching to a non-soap cleanser or using a cream to treat the area. If you are breaking out and have dry patches, something is happening from your environment or from within your system. Anything cosmetic you put on in the area will probably just increase the irritation.

Ask Mickey: Products To Even Skin Tone

By Mickey Williamson September 25, 2007 | [Permalink](#)

Q. I am 53 and am looking for a product to even my skin tone. I don't want to wear liquid foundation. I heard there was a product that you put on like a powder, but it appears to change to a foundation look.... does that make sense to you? Also, I need/want something that is very translucent as I don't like to "look" like I'm wearing makeup on my skin. I was looking at the L'Oreal Translucide powder, but I don't know if that is just a matte finish to wear over foundation, or if it is worn as an evening skin tone powder. Help?

It sounds like you need a little color correcting rather than a mask-like foundation. In order to get this look, you need to color correct first, and then you can put any powder on top, but I do prefer the Translucide's natural finish.

Color correcting is simple: you just need to find a concealer that works well with your skin type and tone. Two great companies to look into for this are Prescriptives and Laura Mercier. You will just dab a bit of camouflage onto any area that appears redder or darker and blend edges into skin surrounding area. You will find this works much easier and looks more natural when applied over your moisturizer right after you've put it on. Then, make sure to apply with a large fluff brush a thin setting powder over area and the rest of your face to get a balanced over all color. This is not a makeup cake-y looking face. It's as natural as it comes.



Mickey Williams Beauty

stylebakery beauty
beauty buzz, product love & more

beauty features star style ask mickey product reviews tips & tricks



10 Tips For A Perfect Self Tan

By Mickey Williamson July 17, 2008 | [Permalink](#)



Looking for that perfect streak-free at-home bronze? Here are 10 tested tips to help make you a sunless tanner pro:

1. Tight fitting [rubber gloves](#) do work just as good as your hands. They should fit snugly and be thrown away after each use.
2. Elbows, knees, armpits, and under forearms and ankles should always be prepped pre tanning with lotion or a sunscreen to prevent build-up of tanner. Afterwards, designate a wash cloth for a quick semi-damp pat over.
3. Exfoliate from head to toe. Body exfoliation should be done with a non-oily or moisturizing scrub. Oil based scrubs prevent color from applying evenly to skin. Try scrubs that are designed specifically for self tanning like [L'Oreal Sublime Bronze Sunless Body Scrub](#). Salt scrubs should be avoided if you plan on shaving before tanning.
4. If using darkly tinted self tanners, you may want to shave legs the day prior. This is especially helpful if you plan to go on with your day after self tanning application. The dark tint usually settles into fresh hair-free pores and can give off a spotted effect on skin.
5. I am a huge fan of tanning when staying in hotels. This way, you can apply tanner before you catch zzz's and wake up golden. It also keeps the mess off your sheets at home (come on, they bleach these sheets at seriously hot temperatures so there's no problem getting self tanning stains removed!)
6. Avoid your facial moisturizer and body creams for as long as you can and be sure not to apply at all until color is in full effect.
7. After tanning, exercise should be a sweat free activity and swimming is completely off limits. If it's raining, stay indoors. Once you're caught in the rain, you'll find tiger streaks rather than an even glow.
8. If you need tan longevity, steam showers, saunas, and hot baths should be avoided during your days of deep glow.
9. Wear dark loose fitting clothing to avoid tan transferring. A tight pair of jeans put on immediately after tanning will absorb tan lotion and leave creases on your skin.
10. After tanning face, be sure to swipe a wet cotton swab across eyebrows and rub out tanner that could have deposited. Also, a cotton ball moistened across your hairline will remove where tanners like to build up during application. This will ensure a no-tell tanned face.