

BRIDES OF '85

'Beautiful' bride more than legend

When Cleopatra traveled the Nile, legend has it, she scented the sails of her barge to command attention during her passage.

But when today's bride floats down the aisle, she should be a bit more subtle than the Egyptian queen about the fragrance she uses, says a leading beauty consultant.

"You don't want to overpower people. On the other hand, you do want to have a lovely scent about you," advises Sharon Queeney of Revlon Inc. "If the wedding ceremony is in a hot environment, I would suggest cologne. If a cold environment, perfume, because the bride will need that extra strength."

As director of consumer information, Queeney supervised the production of Revlon's "The Art of Beauty," a Doubleday book showing women how to look their best.

Because a bride is the star of the day, she is forced to focus on her physical appearance even more than usual.

"It's a day all women look forward to," she says. "It's a wonderful Cinderella fantasy, the one day in your life that all attention is focused on you, and you want to look pretty."

"But you can't wait until that morning and achieve marvels. In preparing for that day, you have to start a few weeks ahead of time.

"If you want to look glowing, with clear eyes and a beautiful complexion and look really healthy, the first thing you should start doing is to take care of your skin, following a cleansing, toning and moisturizing regimen, because you want your skin to look glowing and healthy and not tired and dry."

The bride-to-be can't be eating junk food and expect to look radiant, because the skin reacts externally to what is consumed internally, Queeney says.

"She should drink lots of water, watch what she eats, and get lots of sleep," she advises. "Sleep is important, if she doesn't want to be a bride with dark circles under her eyes."

A secret to successful makeup, the beauty consultant advises, is to dust the face with a big powder brush all over using a pale translucent powder before putting on eye shadow, blush or lipstick. Like an artist, the bride should use her face as a canvas, mapping it out, getting all the shine off with a light — not heavy — dusting.



NATURAL LOOK — "On your wedding day, the look you want is natural, soft and radiant," says Elizabeth Arden's Glenn Roberts. "Select pretty pastel pinks for lips and cheeks, muted misty blues and greys for eyes. Blend foundation carefully, keeping the look light and graceful."

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