

beauty health & fitness

editor: Sarah Brown

ON YOUR MARK:
BERNADETTE
THOMPSON NAIL
POLISH IN SHIRLEY.
PHOTOGRAPHED BY
RAYMOND MEIER.
SITTINGS EDITOR:
ELISSA SANTISI.



Springtime is no time to spend indoors. Kick your beauty regimen into high gear with top-speed treats and trimmed down services.

Maggie Bullock beats the clock.

the power hour

Spring beauty is speeding up: The latest wave of salon and spa services—from mandatory maintenance to not-so-necessary splurges—are designed to deliver maximum results in minimum time. Brow waxes performed at department-store cosmetic counters, body-slimming island tans administered tout de suite, and sun-kissed highlights in less time than it takes to ease into a white terry robe and slippers are just part of the picture. Leaving the spa day in the dust, summer's instant overhauls will have you gone in 60 seconds.

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maintenance in minutes

Designed for beauty aficionados with a need for speed, traditional treatments have begun moving out of the spa and into the country's best department stores. Barneys New York shoppers looking for instant updates sneak into the privacy of the Remède Complexion Care Room for on-the-spot brow, lip, and even bikini waxes, or cut to the chase with the high-tech, 30-minute Multi-Acid Exfoliation with HyperOxygen Spray—a light-on-pampering, high-on-results skin "resurfacing" peel followed by a vitamin-enriched oxygen blast, which promises to "take ten years off your face." At Saks Fifth Avenue's Prada Beauty counters,



speed of light
GRETCHEN
MONAHAN
OFFERS
FIFTEEN-MINUTE
HIGHLIGHTS AT
BOSTON'S G-SPA

soothing two-minute eye and hand massages using the company's luxe skin care are offered gratis. L.A. eyebrow queen Anastasia is in on the action, too: Her legendary brow-shaping technique, known to transform a face in ten minutes, is on offer at her counters at Nordstrom in Chicago and Boca Raton. Already in place at London's Harvey Nichols, and coming soon to the States: QuickBliss Beauty Bars, the latest brainchild from Bliss spa founder Marcia Kilgore. QuickBliss offers timepressed—and not particularly shy—shoppers the opportunity to get lip and eyebrow waxes, plus a number of other abbreviated Bliss treatments like the rejuvenating alpha-beta peel (cut from 30 to 15 minutes, a less potent version of what's available in the spas), right on the cosmetics floor. Seriously scheduled Manhattanites head downtown to the Helena Rubinstein Beauty Gallery, where they book one of the spa's five 30-minute Express

Facials (focused on collagen plumping, moisture boosting, radiance restoring, and so on) or go for the full-scale treatment: the Rush Hour Trio—a one-hour beauty blitz in which a mini-facial, manicure, and pedicure are administered simultaneously. Thrown in for good measure: complimentary makeup application on your way out.

millisecond makeovers

Life in the fast lane now applies to t seeking image-changing overhauls, well. With her harried clientele in n Boston-based Gretchen Monahan, own the city's chic Grettacole spas, opened G-Spa, a full-service salon with strategically time-edited services. "I hate being trapped in a salon—even if it's my salon," says Monahan. "I want to get in, get done, get out." In addition to an accomodating, no-appointment-necessary policy, the salon offers fifteen-minute face-framing highlights, ten-minute bang trims, and five-minute, bare-bones buff-and-polish manicures.

When a trip to the salon is too much to handle, maintenance-minded speed demons take matters into their own hands. Hair-cleansing sprays like Sebastian Dry Clean Only and KMS Tumstylr (designed to refresh models' overstyled hair in the hectic moments between shows) are the latest backstage beauty secret to make their way onto salon shelves. "It's perfect for the third day of a blowout, when your hair needs a lift," says Australian hairstylist Kevin Murphy of his new, no-shower-required Fresh Hair spritz. Murphy swears that his on-the-go spray produces just-washed, shampoo-like results in 30 seconds, plus it doesn't wet the hair, so blowouts survive intact.

The instant—though truly temporary—facelift has arrived, too. Dior Capture R-Flash, the A-list's glamorous alternative to the fabled skin-firming egg-white mask, harnesses patented botanical ingredients to immediately tighten and tone skin with the same potency as its more traditional (but somewhat less savory) counterpart. In true Cinderella fashion, it lasts until it's washed off.



minute miracles
SISLEY PARIS
RADIANT GLOW
EXPRESS MASK
AND DIOR
CAPTURE R-FLASH

Sisley's new Radiant Glow Express Mask targets lackluster complexions, using red clay to deep-clean and restore vitality in five minutes. Dentists are also racing the clock. According to New York—based cosmetic dentist Steven Fox, D.D.S., Zoom! Whitening—a new, one-hour technique in which a high-power Zoom! light is used to accelerate a topical bleaching solution—maybe the quickest route to a million-dollar smile. "It works in a fraction of the time required for at-home trays, and produces nearly similar results—lightening teeth by eight to ten shades," says Fox. The Rozenberg Dental Day Spa in New York offers Propy Power sessions, which speed-clean and shine teeth in 30 minutes (half the time of a regular in-office cleaning) and are a hit with the red-carpet crowd seeking in-a-blink smile maintenance



head-to-toe glow
MDSKINCARE'S
ALPHA-BETA
DAILY BODY
PEEL BRINGS
THE MEDISPA
HOME