



Gene Sherrod mixes a beauty potion. (Photo by Linda Solomon)

## The fashion plate

# Beauty is personalized

By RUSTLE SHAND

"I teach women how to be beautiful," said the handsome, young makeup expert who plies his artistry with Marily Miglin's powders and pastes.

Gene Sherrod reigns over the makeup salon within Claire Pearone's Somerset Mall shop. The native Detroit brings unusual expertise to the exclusive women's store.

A graduate of the University of Detroit with a degree in marketing, he decided he didn't want to spend his life in business. So he became a licensed cosmetologist.

"I wanted to fulfill a dream," he said. "I believe there is a large demand for personal attention for women who have real questions in the area of beauty. And, besides, cosmetics are second only to food in the American market place."

Sherrod has worked for the cosmetic divisions of Halston, Calvin Klein, Revlon, Biba and Ultima II.

**THE MARILY MIGLIN** beauty artists are known for teaching women how to create an exquisite image independent of current fads, Sherrod said. It is best to make an appointment for the consultation and makeover, which takes an hour and a half.

The consultation begins with recommendations for a skin care regime, then progresses to a complete makeup application which is recorded on a lesson sheet so the client knows exactly how to re-

peat the makeup application herself.

"Our goal," explained Sherrod, "is to teach a woman her lessons well enough so that she need not only spend 10 minutes applying her makeup and 10 more minutes caring for her skin in the evening before bedtime."

"**HIGH VISIBILITY**," said Sherrod, "is the best way to describe the look in makeup for this spring and summer. It means making a statement — not being afraid to say, 'see, I'm wearing makeup.'"

Eye artistry is an important part of the new makeup. Often four different shades of eye shadow are combined. "Thin eyebrows are out," he said. "The new brow serves as a proper frame for the eye art."

He also stresses home facials for thorough cleansing and stimulation of the skin. He warned against sleeping face down or on the side.

"It encourages facial wrinkles," he said. "It is best to sleep on the back. And better yet to sleep with your pillow under your feet instead of under your head." That position will increase blood flow to the face and provide the natural gravity pull which helps to keep the facial skin taut, he explained.

**SHERROD SAID** that in addition to the consultation in the shop, he will also give lesson and makeup demonstrations for civic and social groups.

## Volunteers

The Oakland County Volunteer Bureau, a program of the Volunteer Action Center of United Community Services, has weekly listings of volunteer opportunities. Further information about these and other volunteer needs at over 200 agencies may be obtained by calling the bureau at 642-7272. Any nonprofit organization needing volunteer assistance may also call the bureau.

**OFFICE AIDE** — Volunteers with general office experience are needed at St. Joseph Mercy Hospital in Pontiac. Duties vary according to department but may include assisting librarians, assisting desk clerks, record keeping, admitting and telephoning. A four-hour weekly commitment is required. Some evening and weekend jobs are available.

**COURT WATCHERS** — Volunteers interested in attending sessions of the Oakland County Circuit Court in Pontiac are now being recruited. Volunteers attend sessions at their own convenience and complete report forms on the proceedings. Training is provided.

**PROJECTIONIST, BINGO CALLERS** — Hilton Convalescent Home in Ferndale is looking for a volunteer who could bring and run a 16 mm sound projector on Wednesday afternoons. Also needed are bingo callers on Fridays, 2-3:30 p.m.

**PATIENT SERVICE CHAIRMAN** — A volunteer is needed to assume this position with Michigan Cancer Foundation in Royal Oak. Exact duties include supervising other volunteers who keep records of inventory of medical supplies and equipment.

## Classes are for diabetics

A series of six diabetic classes will be held 7:30-9:30 p.m. Thursdays beginning May 31 at the Oakland County health division, 27725 Greenfield, Southfield.

The classes are for diabetics and their families. Oakland County Health Division sponsors the classes, which are taught by registered dietitians and a public health nurse.

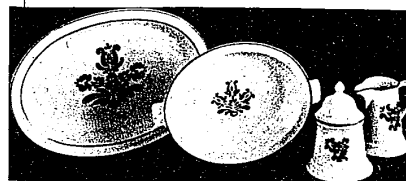
There is no fee, but classes are limited, so those interested are asked to call the Oakland County Health Department, education Office, 858-1394.

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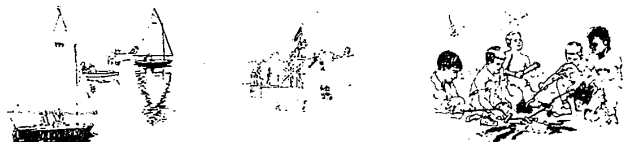
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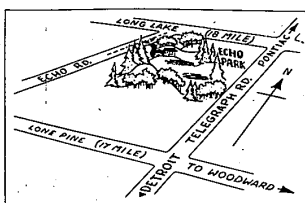
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