

Monday, January 31, 1983 O&F



Speaking before the Rochester Business Women's Roundtable Jan. 5, makeup artist Jeffrey Bruce talked about his varied experiences in the cosmetics business.

DAVID FRANK/Staff Photographer

## Foundation missing in makeup artist's claims

By Kathy Parrish  
staff writer

Jeffrey Bruce believes in making the most of what you have — or don't have.

And the New York makeup artist apparently has applied a few cosmetic touches to his own life.

Insisting he's "honest to a fault," Bruce readily volunteers details about the plastic surgery on his nose, ears and eyes. He also doesn't mind mentioning the occasional coverup under his peers.

But the regular WXYZ-TV "Kelly and Company" guest isn't as quick to admit polishing his background, much of which appears to be cosmetically enhanced as well.

"We all might stretch the truth and embellish periods in our careers," said the owner of Jeffrey Bruce Cosmetics when pressed about inaccuracies in his success story.

"But for people to bring up the past is unfortunate."

Questions about Bruce's background arose after he spoke to the Rochester Business Women's Roundtable Jan. 5.

IN A LETTER to the sponsoring Greater Rochester Chamber of Commerce confirming his appearance, the makeup artist gave some details of his past.

Bruce wrote: "As far as applicable publicity information, I feel that the following points should, certainly, be brought out:

- "Regular substitute host on 'Kelly & Co.'"
- "Regular beauty advisor on 'Good Afternoon Detroit.'"
- "Voted 'Top Makeup Artist in America' six years straight."
- "Coty Award Winner (unprecedented for a makeup artist) for the past two years."
- "The fact that the luncheon will include a lecture/demonstration format, as well as questions and answers."

In his speech — which was covered by the Observer & Eccentric Newspapers and the Windsor Star — Bruce detailed his career.

He cited high school graduation at 15 ("I cheated like crazy — it was the

only way at that time to get through high school"), attending the University of North Carolina on a swimming scholarship; "out of college at not quite 18," then hired by New York hairstylist Kenneth as his first makeup artist.

Bruce detailed work experience with makeup entrepreneurs Estee Lauder and Charles Revlon of Revlon and as personal makeup artist to movie stars Ann Margaret and Lauren Bacall.

WHEN QUESTIONED after the talk about his college degree, he said it is in personnel administration. He added that he is a regular host twice a week on "Good Morning New York."

Many of the claims were backed up by previous newspaper articles.

"I've been very lucky in business, but I've worked very hard," said Bruce. "You have to work a little bit."

After the Observer & Eccentric story appeared Jan. 13 a reader called to question his claims.

"I think he's misleading a lot of people," explained the caller, who doubted Bruce had won Coty awards.

Long distance phone calls quickly confirmed those suspicions and turned up more.

The coordinator of the prestigious Coty American Fashion Critics Award, which goes to American designers, said only one makeup artist has won the honor in its 40-year history. And that was Pablo Manzoni — not Jeffrey Bruce.

"Bruce never has won a Coty Award. I can assure you of that," said Marjorie Ambrogio, with Coty 21 years and also its public relations director.

In town last week for personal consultations and a "Kelly and Company" appearance, Bruce admitted he's never won a "major kind of award" from Coty.

He said his honors were special citations from Coty in 1980 and 1981 for makeup worn in Chanel and Lancome ads.

A Coty representative asked why it would give out awards for makeup work done for Chanel and Lancome ads when those companies have their own makeup lines.

"I'm not saying it didn't happen,

but it doesn't make sense," said Ambrogio.

Chanel couldn't confirm or deny Bruce's claims, but a spokesman said it doesn't give out citations.

"I don't know Jeffrey Bruce," the spokesman said.

"None of our marketing people have ever heard of him. And we don't give out special citations," said Susan Duffy, assistant manager of public relations for Cosmair, L'oreal-Lancome in New York.

"As far as I know he's never done anything for one of our national ads."

Donald Berman, producer of "Good Morning New York" on ABC-TV, had never heard of Bruce. "He's definitely not a host and hasn't been even a guest since August when I took over the show."

BECAUSE OF THE time that has passed, it is difficult to verify Bruce's work for the New York makeup firms.

His employment dates are: 1965, makeup artist in Kenneth's salon and started the Bloomingdale's operation; 1967, national training director at Estee Lauder; and 1968-72, director of cosmetics at Revlon.

A public relations representative for Coty Award-winning hairstylist, Kenneth, said that Kenneth remembers Bruce. "He does recall the name. He worked for us."

At Estee Lauder and Revlon — where Bruce said the company owners personally asked him to join them — memory of him is also dim.

Estee Lauder employee relations has no record of him, but there records only go back to 1978 and makeup artists do tend to come and go, a spokesman said.

Revlon records show Bruce worked there for four months. Bruce said he quit Revlon after being told to hire an Avon executive then fire him two weeks later.

"I COULDN'T live with myself. I was raised to be a very honest individual," Bruce had told the Rochester group about his Revlon stint.

"We were all prostitutes in the cosmetic business because we wanted to keep our jobs."

Please turn to Page 6

## Cooking workshops scheduled

Judy Antishin, cooking instructor at Farmington Community Center, is teaching a mini-series of cooking workshops designed to help avoid the midwinter doldrums.

Beginning at 7 p.m. Feb. 3, Antishin will share six new appetizing treats and two punches designed for spontaneous cold-weather entertaining. A special feature is the advance preparation so that spur-of-the-moment parties and potlucks are made easy.

At 10 a.m. Feb. 9, a one-session workshop is set for Super Soups. Antishin will demonstrate the techniques of preparing a basic stock which can be used in three different soups for cold winter days.

The recipes will include a top-of-the-stove soup as well as an oven-baked variety.

"Soup is very versatile. It can be an appetizer or entree, served hot or cold, and can fit any occasion or pocketbook," Antishin said.

Samples of each soup, crackers, light dessert and beverage will be served.

Make Ahead Gourmet Dinner is scheduled for 7 p.m. Feb. 17 when Antishin will demonstrate and serve a seven-course meal. The meal can be made for 2-20 guests and advance preparation frees the hostess to enjoy the festivities.

Antishin has been a volunteer at the center for several years. She will donate her teaching fees for the Feb. 3 Easy and Elegant workshop to benefit the center to ensure the continuation of educational, cultural and social events.



Judy Antishin helps end the midwinter doldrums with a mini-series of cooking workshops at the Farmington Community Center.

It offers in the community. The fee for each workshop is \$10 payable in the Farmington Community

Center upon registration. Early registration is suggested as the workshops are limited in size.

## Cheerleaders called for tryouts

WXYZ Newstalk Radio, flagship station for the USFL Michigan Panthers statewide network, and the Michigan Panthers announce a statewide search for 36 cheerleaders for the 1983 Michigan Panther season.

WXYZ's morning talk host, Mike Miller, will emcee the preliminary tryouts. Those tryouts will be held at 10 p.m. Saturday, Feb. 5 and the finals at 6:30 p.m. Monday, Feb. 7 in the main ballroom in the Pontiac Silverdome.

To qualify, participants must be 18 years of age or older. A panel of celebrity judges and the Michigan Panthers cheerleader choreographer will select finalists based upon personality, coordination, and appearance. Finalists also will be judged on voice and kicks.

Those auditioning must register at the Silverdome by 10 a.m. Feb. 5 and must wear sneakers and a body suit or leotard and tights.

Glamour, excitement, and a myriad of opportunities await the 36 squad members selected. There will be an additional six to eight alternates chosen as well.

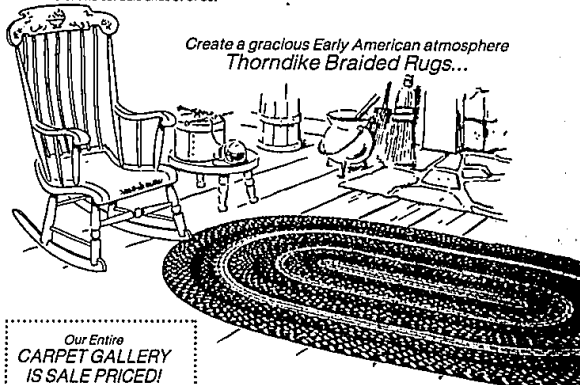
For inquiries, participants can call the WXYZ Newstalk Radio Michigan Panther hotline, 298-6010.

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