

New cream helps the fight against facial hair

DISCOVERING BEAUTY



MARY ANNE TOCCALINO

Lately, I've been inundated with questions about the prescription cream Vaniqua, which causes me to ask can a cream get rid of unwanted hair for good?

So, in order to learn more about the product, I had clients use the product for a few months and spoke with them about the results.

Many now swear by the cream, which slows - but doesn't completely stop - the growth of facial hair.

Rub a drop of Vaniqua on the hairy spots twice a day and in about one month, the hair will re-grow more sparsely and less noticeably, my clients tell me.

Karan, an insurance representative from Royal Oak and a client of mine, claims "I used to have waxing hair on my upper lip that I would get a five o'clock shadow. Instead of waxing once a month, I would have to wax once a week. I viewed this as torture, so Vaniqua has been my knight in shining armor releasing me from my torturer." In this case, her torturer would be me, Mary Anne.

Here's what else I've learned about the product.

Vaniqua contains eflornithine hydrochloride, a chemical that blocks the enzyme present in all hair follicles.

The cream, which is bleach and hormone free, works whether you have heavy, coarse hair growth or just a few strands.

Clinical studies have shown that about 60 percent of women who used the cream for 60 days had noticeably less hair re-growth. That doesn't mean they have to tweeze less often but also raises their self-confidence about appearance.

Vaniqua costs about \$50 for a month supply.

And because Vaniqua only slows hair growth, rather than stopping it, you'll need to continue with your traditional hair removal regime, whether it be waxing or tweezing.

However, you'll need to use that removal method much less frequently - hallelujah!

If you decide to stop applying Vaniqua - I can't imagine why - your facial hair will return to its normal rate of growth and texture in about one month.

That in mind, I've noticed as a make-up artist that clients who wax their skin have improved their complexion. With reduced waxing and tweezing, there is less tork to the skin.

Make-up also goes on more easily and smoothly when skin has been waxed.

Now, as an esthetician who is constantly chastised for the pain I cause by waxing clients' faces, it's nice to know there's a product out there that reduces the frequency of visits.

I'm going to miss our visits, but I'm pleased that the results are easier and less painful.

Send your questions to Mary Anne by e-mail at matnup@yahoo.com. Toccalino is a professional make-up artist and skin care consultant. Toccalino studied at Joe Blasco's School of Cosmetics in Hollywood where her training included work in special effects and make-up for film and print.

Best sales in town

Calling all savvy shoppers! If you come across a great sale or bargain that's slated to last through this week and next, let us know.

Be sure to include the store name, its location and the merchandise on sale. Please be as specific as possible.

We'll publish the best of the best sales in town as information becomes available to us.

Send an e-mail to nstafford@oe.homecomm.net or call (248) 901-2567.

On and off the green

Birmingham designer still driving trends in women's golf apparel



STAFF PHOTO BY JERRY ZOLTOWSKI

Looking ahead: Karen McCarty stands near the entrance of her Birmingham golf wear boutique Sugar Mag. The store does double duty as a showroom for prospective clothing buyers, but McCarty started her business in a cramped apartment in Birmingham.

BY NICOLE STAFFORD
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Four years ago, Karen McCarty set out to create Sugar Mag women's golf wear because the offerings for female golfers did little to flatter the female form.

Traditional golf apparel did even less when it came to stroking a woman's fashion sense.

In other words, McCarty wanted to design clothing for the golf course that didn't look like golf wear. Shorts, skirts, polos and other pieces that could be mistaken for department store sportswear.

"When we started four years ago with doing a lifestyle golf line, we were a rarity, and it was kind of a hard sell," says McCarty from her downtown Birmingham boutique, which does double duty as a showroom for prospective clothing buyers.

Now, the philosophy behind Sugar Mag speaks to current trends in women's golf attire - clothing that can be worn both on and off the course.

So popular is the look that women who don't golf are purchasing the active apparel for their day-to-day wardrobes.

With well-known clothing designers like Ralph Lauren and Liz Claiborne getting in on the action and golf's current popularity, it's no surprise that looks for the links are crossing over into everyday sportswear.

McCarty, whose Sugar Mag line is carried in more than 100 pro shops at private clubs and upscale resorts across the country including Arizona, California, Florida and Hawaii, says the competition validates her



Preppy chic: Skorts or Capri pants in a print called Pineapple Aloha paired with a hot pink top is the most popular outfit in Sugar Mag's current line of golf apparel.

idea and work.

"Women don't want a separate wardrobe. And they don't need one," she says, pulling examples of separates in her collection that work as well off the greens as they do on them.

Bright colored polos, for instance, can be worn to the office under a suit. "We wear these to meetings with pants and heels," says McCarty.

Or, pair a golf piece with a dressy blouse and cute handbag for a lunch meeting. Other pieces work for a day at the beach or a weekend of camping.

And when a woman comes off the golf course, she simply need take off her cleats and put on a pair of shoes to be dressed for dinner and drinks in the clubhouse.

McCarty began Sugar Mag, which has been housed in its current location for nine months, designing in a cramped Birmingham apartment. Later she moved to a loft space in the city's downtown shopping district. With a little bit more success, including mentions in national magazines like *Seventeen* and *InStyle*, she pursued opening a retail store, which unlike most showrooms, enables buyers to see the collection merchandised on the floor.

Downstairs, there are offices where a staff of six attend to marketing, distribution and sales. McCarty's design office is on the first floor next to a meeting room.

Today, McCarty, who describes Sugar Mag as "preppy and kitschy" is designing resort-inspired clothing for everyday wear as well as golf apparel.

The resort-inspired look she's talking about surfaced last summer and was dubbed preppy chic.

But the trend only seems to be gaining in popularity.

"There's a classicism going on in fashion right now," says Gregg Andrews, central states fashion director for Nordstrom, which carries Liz Golf, Calloway and Izod golf wear lines in their Troy store's Active Wear department.

Next March, the retailer plans to add Nike women's golf apparel to the mix, says Andrews.

While Nordstrom's all-season Active Wear department is nothing new, what's changed is the retailer's golf wear customer, says Andrews. "Nordstrom has two types of golf wear shoppers. There's that woman who truly is a golfer. And there's the woman who isn't a golfer and she's buying the apparel because it's comfortable, casual, easy to wear and has the performance qualities of active wear. ... When we talk about Liz Sport and Izod, we're really talking about cross-over lines."

ADDED ATTRACTIONS

THURSDAY, JUNE 21

OSCAR DE LA RENTA SHOWING
Saks Fifth Avenue at the Somerset Collection in Troy presents Oscar De La Renta's fall 2001 special order collection, through June 22, Designer Salon, second floor. To schedule a personal appointment, call (248) 614-3393.

FRIDAY, JUNE 22

MOONLIGHT MADNESS SALE
The Boardwalk shopping center on Orchard Lake Road between 14 Mile and 15 Mile roads in West Bloomfield hosts its annual Moonlight Madness Sale, 10 a.m.-11 p.m. Also, donations to the Food Bank of Oakland County and Gleaners will be accepted. Shoppers who bring non-perishable food items will be entered into a drawing for a \$500 shopping spree at The Boardwalk.

HELEN KAMINSKI SHOW
Jacobson's in Rochester Hills hosts a show of Helen

Kaminski's fashion accessory collection, noon-4 p.m., Fashion Accessories department. Call (248) 651-5000. The collection moves to Jacobson's at Laurel Park Place in Livonia to be shown noon-4 p.m. June 23. Call (734) 591-7696.

RESALE SHOPPING TOUR
Nicola Christ, owner of Nicole's Revival resale clothier hosts a metropolitan Detroit resale shopping tour, departs at 9 a.m. from Nicole's Revival, 958 North Newburgh Road in Westland, and returns at approximately 5 p.m. Tour fee of \$35 per person includes a continental breakfast, boxed lunch and chauffeur service on an air-conditioned bus. For more information or to reserve a spot, call (734) 729-1234 or e-mail sales@nicolesrevival.com.

SATURDAY, JUNE 23

TOY SHOW
Plymouth's Collectible Toy Show returns to the Plymouth VFW Hall at 1426 South Mill Street and features vendors and collectors of new, used, antique and collectible toys, 10 a.m.-3 p.m. Admission is \$4 for adults. Children under 10 who are accompanied by an adult enter at no charge. For more information, please call (734) 455-2110