



Beauty on a budget

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Special to Postmedia Network

Reports about Teri Hatcher pouring red wine into her bath to soften and purify her skin and Nicole Kidman advising blondes to pour champagne over their locks might draw a guffaw but before passing judgement, consider whether you have a few of your own costly beauty rituals.

If you did the math, you might be surprised at how much you spend on those rituals in a year but it is possible to maintain a polished look at a fraction of the cost. Beauty expert and *Cityline* alumni Dino Dilio (www.dinodilio.com) shares some tips:

Have a spa party

“Some of my clients get together once a month and have a spa day at one of their homes,” he says. Pick up one-use facial masks or buy a larger package and split the cost.

“Some are even brave enough to wax each other,” Dilio says. Master simple treatments like pedicures with the help of on-line tutorials.

Other DIY ideas include using basic kitchen staples. Soften rough feet

and elbows with olive oil following an evening bath; exfoliate your skin with easy-to-make salt and sugar body scrubs. “They dissolve easily and prevent you from over-scrubbing,” says Dilio, also an instructor at George Brown College’s school of makeup esthetics.

Visit the dollar store

Stock up on everything from cotton pads, makeup brushes and emery boards to fake eyelashes, eyeshadows and blushes.

“It’s a myth that those products are expired” says Dilio. Dollar stores also offer great deals on lipsticks and nail polishes — especially if you’re looking for a shade you won’t wear often. The only item he avoids purchasing there are cotton swabs.

Space out professional services

Regular nail salon appointments can quickly add up but there’s really no need to treat your cuticles every couple of weeks, Dilio assures.

Unless you have dry or

brittle cuticles, you may be able to go a couple of months without a full manicure.

Instead, cut your own nails, give them a quick file and request a polish change. To save even more money, paint your nails yourself or if you don’t have a steady hand, ask a friend or your sweetie for help.

Invest in a good haircut and you may be able to go up to six months without even a trim. Learning how to colour your hair yourself can also save you money. “My tip is stay close to your colour to eliminate grey and unify colour — enhance it; don’t change it,” says Dilio. “There’s a difference between colouring your hair and changing the colour of your hair.”

Be a wise shopper

Approach beauty and cosmetics counters with caution. Don’t get “bamboozled” by beauty experts trained to sell and end up buying products you simply don’t need, Dilio warns.

Sign up for email newsletters, flyers and promotions from your favourite stores and stock up on products you buy regularly — such

as mascara — when they’re on sale. Watch for bonus

packs, such as a free eyeliner with a mascara.

Spend less per item by buying in bulk at warehouse outlets. “Transfer products like shampoo and conditioner to smaller containers so you don’t have gigantic bottles in your bathtub or shower,” Dilio says. Remember, some products can serve multiple purposes. Eyeshadow, for example, can also be used as an eyeliner and eyebrow pencil.

Book a service at a beauty school

A shellac or gel polish manicure for \$12? Yes, please. A classic facial for \$25? Why not!

Services provided by students learning their craft — such as those offered at George Brown’s school of makeup and esthetics spa — are a fraction of the cost of a professional salon or spa and are offered under the guidance of experienced teachers.

Oprah expands portfolio with Weight Watchers purchase

Oprah Winfrey has purchased a 10% stake in diet-plan company Weight Watchers International in a bid to transform the corporation into an organization that promotes overall health and wellness.

The New York company said Winfrey would make a “substantial equity investment” in Weight Watchers and join its board of directors, in the process “bringing her insight to future products and programs.” She will also receive options “to acquire an additional 5% of the fully diluted shares.”

The move expands Winfrey’s media portfolio. She is also an owner of the OWN cable network — a media outlet that distributes programming based on her sensibilities — through a joint venture between her Harpo Productions and Discovery Communications. Through a partnership with Hearst Corp., Winfrey publishes *O*, a magazine with a similar mission.

The inspirational figure rose to larger fame with the syndicated talk-show she hosted for 25 seasons between 1986 and 2011.

“Weight Watchers has given me the tools to begin to make the lasting shift that I and so many of us who are struggling with weight have longed for,” said Winfrey, in a prepared statement.

As part of the pact, Winfrey, whose efforts to maintain a healthy weight have long been scrutinized, will become a member of the Weight Watchers

➔ **We believe that her remarkable ability to connect and inspire people to realize their full potential is uniquely complementary to our powerful community. »**

— Weight Watchers’ chief executive, Jim Chambers, on Oprah joining company

program. “Through our conversations, it became clear that there is tremendous alignment between Oprah’s intention and our mission,” said Jim Chambers, Weight Watchers’ chief executive, in a statement. “We believe that her remarkable ability to connect and inspire people to realize their full potential is uniquely complementary to our powerful community, extraordinary coaches and proven approach.”

— VARIETY

