

# About Lo & Co.

Laura Nadeau, aka Lo is a NYC makeup artist, beauty writer and on-air beauty expert. Her website LoandCo.com is a fun and fabulous on-line resource for women and was rated by Modern Bride as one of the top 50 Wedding Websites.

Lo has been a regular contributor to makeup.com (L'Oreal Property), blog/editorial writer for RealTechniques.com, pro-blogger for WeddingBee.com, and featured as an expert in *The Knot*, *Bride's Local* magazine, *Consumer Reports*, and *Modern Bride*.

Additionally, Lo has been featured as a beauty and wedding expert on morning TV shows around the country and her commercial and corporate clients include Condé Nast, Anna Sui, Muscle & Fitness Hers, USA Today, Deutsche Bank, and First Dibs.



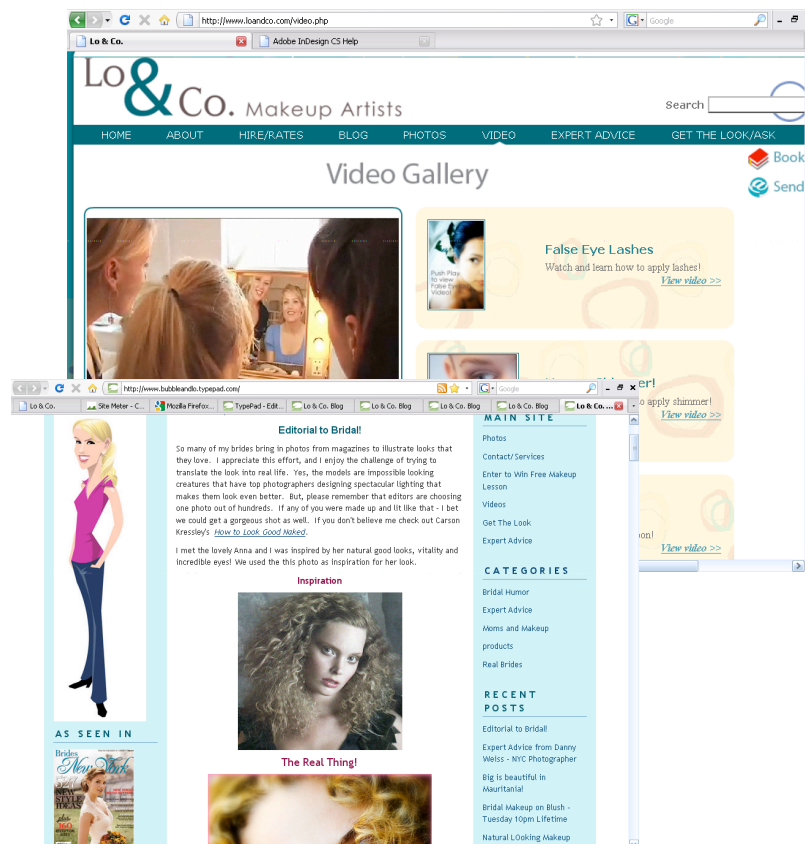
## Website Features

**How-To Videos** - learn how to apply fake lashes and how to apply shimmer.

**Get The Look/Ask** - learn which products were used for each look and have your questions answered.

**Expert Advice** - read what NYC top vendors have to say about weddings.

**The Blog** - Learn, laugh, and have fun with Lo!








# Beauty Blogger

In addition to the Lo & Co. blog, Laura is a contributing writer for Makeup.com and Weddingbeepro.com.









**trends**






**get the look**




**video**




WATCH THE EXPERTS

## Calling All Color-Phobes! The Non-Scary Way to Wear Vibrant Hues

Laura Nadeau  
04.04.2012 12:30 pm


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With the weather warming up, what better time to brighten up your visage with some super-saturated color? For all you color-phobes out there who are clutching your neutral and nude products for dear life, relax—you can keep them. They are the trusty undergarments of your makeup wardrobe. Vibrant pigments, on the other hand, are the accessories you add to make a statement.

**Tip of the Day**

04/20/12



BLOG BIOS BOARDS CLASSIFIEDS DIY GALLERY WIKI PRO FOLIO

posts tags bloggers archives


more by Laura Nadeau @ Lo and Co (oldest)

### Simple & Sassy - Get the Look

October 13th, 2009 @ 8:31 am by Laura Nadeau @ Lo and Co

I did a post on Jen's [video](#) a few weeks ago, and here is the "Get the Look" that I promised. Jen's look is actually quite simple and classic and I didn't even use false lashes because her natural lashes are so long. I have included a close up photo of Jen that I took during the trial so you can see how it would look if you were looking at yourself in a mirror. I feel that this perspective is so important since most photos are in brighter light and the makeup is very diffused. Jen looks as if she doesn't have on much makeup except for lip color, but in reality she has a strong eyeliner, foundation, concealer, filled in brows, and tons of mascara. I have a detailed product list on my [Get The Look](#) page. How adorable/pretty/cute is she?? I just love her.

Mariano Delgado - photography  
J Crew - dress and shoes  
Jennie Brent from Lo and Co. - Hair



**Laura Nadeau @ Lo and Co**

**Laura Nadeau, New York City**  
**Vendor:** Makeup Artist  
**Website:** [Lo and Co.](#)  
**About Me:** Laura (Lo) loves all brides all of the time, and nothing makes her happier than making another woman feel great! Laura was born and raised in rural Alaska among huskies, grizzly bears and way too much flannel! With stars in her eyes, Lo moved to New York to pursue acting and realized how makeup could help to create a character and transform an actor. Laura began to see how she could use this skill to transform women in their everyday life and thus her new passion was born - helping women feel confident and beautiful through makeup.

[About the Site](#)  
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## TV Appearances

Laura has appeared all over the U.S. as a wedding, beauty and style expert. Please go to <http://www.youtube.com/lauranadeaumakeup> to watch video segments.





# Featured in the Press



FASHION & BEAUTY

## Give Good Face SKIN

Preferences differ, naturally, but when it comes to bridal makeup, "timeless" is the most requested look. To achieve that, there are a few things to keep in mind. Here's what it takes to appear beautiful both on and off the camera. **BY LAUREN MATTHEWS | PHOTOGRAPHER: ELIZA**



**APPLY MAKEUP IN NATURAL LIGHT** Always face a window when putting on makeup, or take a mirror outside every so often during application to check blending and avoid streaks. "Brides are likely to be seen in daylight even if it's an evening wedding," says makeup artist Laura Nadeau. "Makeup applied in natural light will always look truer than makeup applied under artificial light."

(unless your skin is very dry) because they stay on longer. For severe acne, consider airbrush makeup. "It's great for someone who has problem skin or who is used to wearing lots of makeup," says Sherree. "It photographs flawlessly—but be aware that there's a tendency to look very made-up." **Try:** Classed Cosmetics EraFace Spray On Foundation, \$35

**STAY AWAY FROM FOUNDATION WITH SPF** "SPF interferes with camera flash and makes you look washed-out in photos," says Stacey Lyn. (Not to mention, your face and chest will be two different colors.) This rule also applies to mineral makeup (which don't have great staying power, either). Instead, look for high-def foundations and powders. "High-def products are meant for photography and don't contain SPF," says Carissa. "They're also lightweight, but contain skin-flattering pigments, so they pack a powerful punch when it comes to covering up imperfections without being noticeable in photos." An

outdoor need to wear a moisturizer an hour before makeup," says Cicelee Padilla. **Try:** Eve Pearl Definition Du Foundation, \$35

**RESIST THE PILE ON** An overly thick layer of makeup can create fine lines in photos. Instead, apply a light layer of sheer, translucent powder without pigment. "This sets the

foundation without building more color or coverage than you need," says Stacey Lyn. Use blotting papers to touch up throughout the day. **Try:** Koh Gen Do Cosmetics Maifanhi Face Powder, \$35

**USE MORE BLUSH THAN YOU THINK YOU NEED** Flash photography tends to wash out your face. "You definitely have to wear more blush than you're used to in order for it to show up on camera," says makeup pro Dana Bartone. Layering is the key to longevity, so apply a matte powder blush (no shimmer) on top of a cream or gel blush. To figure out the best color, pinch your cheek or use your lip tone as a guide. **Try:** Benefit Georgia, \$28; Smashbox O-Glow, \$26

**SEAL THE DEAL** For a smudge-resistant, non-oily finish, mist skin with makeup sealant once you're done applying everything. **Try:** Mepron Barrier Spray, \$8.95

**DON'T SKIP THE EYELID PRIMER** To make sure eye makeup stays put, start with a primer. "This gives makeup something to adhere to so that the natural oils of the skin don't eat through the shadow," says Laura. **Try:** MAC Paint in Bare Canvas, \$16.50

(finely milled) shimmer to the cheekbones and the inner corners of the eyes.

**REPEAT AFTER US: EYELINER, YES; EYEPENCIL, NO** "Even if you don't wear eyeliner in your day-to-day life, you'll want to line at least

then apply lashes using clear eyelash glue.

**DON'T FORGET YOUR BROWS** Eyebrows (especially blonde ones) can fade in photos. Use a matte powder in a matching shade and an angled brush to fill them in.

ck instead." For a liner is a great base something to adhere a lip brush lips you work nish with i want to wet" look. up VS Lip

**DON'T GONUDE** "The trend right now is to wear only clear lip gloss," says Cicelee. "But while a nude lip can look okay in real life, lipstick looks much better in photos." But be careful of what color you choose. "Brownish lipsticks photograph terribly," says Laura.

to avoid looking washed out," says Carissa.

**SKIP LONG-WEARING LIPSTICKS** "Long-stay lipsticks tend to wear off in the middle and look chalky and dry," says Sherree. "I suggest

...TONE, DANA BARTONE & COMPANY, CHESHIRE, CT | LAURA NADEAU, LO & CO., NEW YORK, NY | CICELEE PADILLA, TUSTIN, CA | CARISSA PASSERELLA, CARISSA BEAUTY, DENVER, CO | SHERREE POULS, LOS ANGELES, CA | STACEY LYNN WEINSTEIN, ONCE UPON A BRIDE, NEW YORK, NY

linda & john

**their ingredients**

**CEREMONY SITE** St. Paul's Chapel, Columbia University (212) 854-1487, New York

**RECEPTION SITE** Studio 450 (212) 871-0940, New York

**PHOTOGRAPHY** Jennifer Davis and Lindsay Flanagan/Jennifer Davis Photography, JenniferDavisPhotography.com, New York

**OFFICIANT** Tony Hileman, Senior Leader of the New York Society for Ethical Culture (212) 874-5210, New York

**GOWN** Vera Wang, Vera Wang Bridal House (212) 628-3400, New York

**VEIL** Vera Wang, Vera Wang Bridal House (212) 628-3400, New York

**HAIR** Kristiana Andrews (917) 658-5650, New York

**MAKEUP** Laura Nadeau, Lo & Co. (917) 225-6421, LoandCo.com

**FORMALWEAR** Men's Wearhouse & MW Tux (212) 856-9008, New York

**INVITATIONS** Lion in the Sun (718) 369-4006, New York

**FLOWERS** Chestnuts in the Tulleries (212) 367-8151, New York

**RENTAL EQUIPMENT** Party Rental, LTD (888) 774-4776, Teterboro, NJ

**CATERING** Abigail Kirsch Inc., Off-Premises Catering (212) 696-4076, New York

**MUSIC** Ceremony: Hire Conservatory Alumni (630) 292-6182, New York; reception: A Starry Night, Elegant Disc Jockeys (212) 946-5119, New York

**DANCE LESSONS** Anne-Marie Nespoli, Wedding Day Dance (917) 796-4960, New York

**CAKE** Ron Ben-Israel Cakes (212) 625-3369, New York

**TRANSPORTATION** Millennium Car Service (718) 956-9610, Long Island City

**HONEYMOON** Rome, Tuscany, Florence and Venice, Italy

BRIDES.COM 271



## Featured in the Press

# 50 Best Web Sites for your wedding

Here, Modern Bride's favorite spots for fitness tips, honeymoon deals—and so

## ACCESSORIES

**1. AdornBrides.com**  
This site takes the notion of "something borrowed" to another level, offering high-end jewelry rentals: A gorgeous \$9,800 multi-tiered diamond necklace, for example, is rentable for just \$360. Pieces arrive two days before the wedding, leaving just enough time for a last-minute dress rehearsal. **What we really love:** A style consultant is available by phone or e-mail to help you pick the right jewels to complement your dress.

**2. BlueNile.com**  
As the largest online jewelry retailer, this site not only offers a huge selection of engagement rings and bands at budget-friendly prices, but it's also very user-friendly, especially for jewelry novices. (See the Education page for useful tips on the four Cs and grading information.) **What we really love:** The Build Your Own Ring tool, which allows you to choose your setting, accents and the diamond itself (at all sorts of price points, from just over \$200 to \$2 million plus).

**3. JenniferBehr.com**  
If Behr's gorgeous hair accessories look familiar, chances are you saw some of her designs on *Gossip Girl* (Leighton Meester's character, Blair Waldorf, wore Behr's patent orchid headband in the season one finale). Click on the bridal collection for exquisite silk satin, beaded and antique metallic lace styles—they're chic and modern but still manage to have a beloved heirloom feel. **What we really love:** If you don't see exactly what you want, Behr, a former hair accessory designer at Frederic Fekkai, will work with you to create a custom piece.

## BABYS

**4. Care**  
This subscription resource you can't take along their out-of-town wedding directory, as profiled on the *Today* show, plus background check certificates for any caregiver. **What we really love:** No for needed: For \$25, subscribers range from \$5 to

**5. Bachelorette.com**  
Everything you need for your girls' night out can be found here, from the traditionally kitschy (penis straws, male blow-up dolls) to the more reserved (hot pink paper products, girly card games). There are even preassembled party kits, which include invites, banners and games. **What we really love:** The free recipes for cocktails, like Between the Sheets (a blend of brandy, Triple Sec and light rum) and other dirty-sounding drinks.

**6. BeautyHabit.com**  
A great stop for cult favorites like Biologique Recherche Paris and Dr. Sebagh, this site also offers a stellar selection of fragrances by Calypso Christiane Celine and Diptyque (and luxe, soothing candles, too). **What we really love:** For \$15 you can have up to six product samples sent to your home, perfect for testing new brands.

## 7. Bubbleandlo.typepad.com

Makeup artist Laura Nadeau offers insider tips for impeccable application, hair removal, and facials and other wedding-prep treatments. She breaks down which products to use and which to avoid on your wedding day (e.g., foundations that will melt off on a summer afternoon). **What we really love:** Her videos; she walks you through the application with clear instructions.

also are impressive select products, ideal for wedding a honeymoon carry-on. **W** Entire ingredient lists for products—a blessing for

## BLOGS

**9. MindyV**  
Having planned Heidi Klum and Seal, Brody recently, Ellen and Portia, I Trendsetter! happily shares tips on this fun, upbeat blog through the planning process: even posts snapshots of my or table settings. **What we** Gifts and Goodies section (Mindy's E-store); a well-edited bridal party presents and poured candles and golf **10. Sparkliatti.com**  
Penned by sought-after we



## STYLE REVIEW

# The Best of Beauty

Bridal makeup is tricky: It has to appear beautiful both on and off camera, plus hold up for 10 or more hours. Technique counts for a lot (we definitely recommend hiring a pro), but the right products are crucial. After surveying five top bridal beauty experts, we found these products stood out repeatedly as must-haves for the wedding day and beyond. **EDITOR: LAUREN MATTHEWS**

## NARS Concealer, \$21

Tired, dark-circled eyes are the enemy of gorgeous wedding photos, making a great under-eye concealer a must for any bride. The creamy texture of NARS' vitamin-E-enriched concealer ensures that it won't crease or flake, as other formulas often do. "I typically use Honey on brides with light skin tones, and Praline on those with darker skin tones," says Sherry McKenley. "I apply it with my finger, which helps mimic the natural skin texture of the under-eye area."

## Bobbi Brown Long-Wear Gel Eyeliner, \$19

For a liner with staying power, try gel formulas, which are waterproof. "You should never use pencils, because they can smudge and smear," says Laura, who relies on Bobbi Brown's gel liner, applied with a thin, angled brush to the top lash line.

## MAC Pressed Blot Powder, \$20

"Brides often think that when they're shiny, they should pile on the powder," says Sherree Pouls. "But doing so actually just adds more oil to the skin and removes makeup, creating a chalky finish." To avoid turning your face into a cakey mess, touch up with blotting papers, or with our editors' new favorite product: MAC Blot Powder. This pressed powder, containing mica and silica, is specially formulated for frequent touch-ups, absorbing excess oil without adding any noticeable color or texture.

## Stila Sheer Color Tinted Moisturizer SPF 15, \$32

For a fresh glow, take a pass on layers of heavy foundation. "I often just use a tinted moisturizer on clients to even out their complexion," says Laura Nadeau. Stila's version got raves from our pros for its sun protection factor—an outdoor wedding must—and its long-lasting coverage. "If your skin needs a bit more coverage, though, stick with an oil-free foundation. Oil-free is the way to go, especially in warmer months, because it will stay on longer," says Laura.

## Bobbi Brown Tinted Eye Brightener, \$32

This product contains tiny, light-reflecting particles that utilize natural light to "bounce" away any imperfections, providing skin with a brighter, more refreshed look. Plus, the formula's moisturizing agents help prep the eye area for concealer and makeup. "What is so fantastic about this product is you don't need to use a lot," says Kimberly Steele. "I actually use it everywhere—not just the dark areas under the eyes, but also to hide any redness around the sides of the nose and mouth, and to conceal blemishes."

## Important Extras

### FALSE LASHES

Even if you're going for a natural look, don't dismiss false eyelashes. "They really help eyes pop in photos," says Sherry. Try Ardell DuraLash Naturals Individual Lashes (about \$3). "Apply mascara, wait for it to dry, and then add in the individual lashes using dark-tinted lash glue," suggests Kimberly. "It will look dramatic without being over-the-top."

### PROFESSIONALLY SHAPED BROWS

"Having well-groomed brows is a great way to add glamour without adding a lot of extra makeup," says Laura. Just make sure to find a brow studio that uses tweezers—not wax. "Waxing is one of the worst things you can do to the sensitive area around the eyes because it tears the skin," says Sherree. Plus, eye shadow tends not to stay put on just-waxed skin.

### EXFOLIATION

Ridding your facial skin of dulling surface debris allows makeup to be applied evenly and last longer, so it's important to exfoliate, especially in dry climates. Just avoid overly abrasive products. "Many scrubs are made from apricot pits, which can tear the skin," says Kimberly. Instead, she recommends Dermalogica Skin Prep Scrub (\$29), which is made from finely-granulated, supergentle corncob meal.

## The Bridal Beauty Experts:



Kimberly Steele, Washington, D.C.



Rychel Wade, Cheek to Chic, New York, NY



Sherry McKenley, On Location Beauty, Los Angeles, CA



Laura Nadeau, Lo & Co., New York, NY



Sherree Pouls, Lips and Locks, Venice, CA

