

GRAZIA  
PAMPERED



Will the boys fall for  
vamped-up lips or  
barely there gloss?

# How to catch a boyfriend with lipstick

IS THERE A SUREFIRE LOOK TO GUARANTEE LOVE AT FIRST GLANCE? THREE GRAZIA GIRLS GO UNDERCOVER TO FIND OUT

THE question's been asked a squillion times (oh, if we had a dollar!): what beauty look do guys *really* go for? Say you want to bag yourself an eligible bachelor, should you play it sweet, sexy or straight off the runway?

## THE EXPERIMENT

It's all highly scientific: three girls, 13 guys and seven minutes. We're speed dating – the ideal environment to investigate which looks make the Y chromosome quiver.

"Speed dating isn't about bravado or getting laid – the guys here are looking for genuine chemistry that could turn into a relationship," says Justin Parfitt, CEO of singles event company Fast Impressions ([www.fastimpressions.com.au](http://www.fastimpressions.com.au)).

Studies from the University of Pennsylvania claim it takes three seconds for love chemicals to clock someone's partner-potential. A lot is riding on fast face value, so our girls adopt control protocol. They dress demurely in black and agree to keep the guys talking about themselves (no unfair flirting tactics). They even prep with the same understated perfume (Kenzo's new Eau de Fleur De Soie Silk, \$79). Ding! Let the dating begin!

## ACTION IN THE FIELD

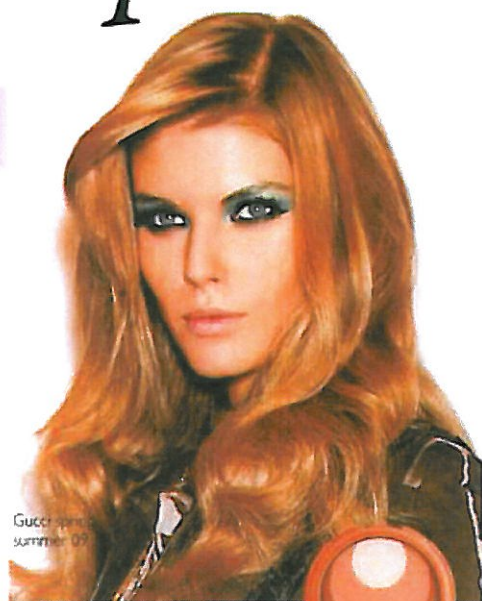
### The glamourista

Kirstin, 27, is channelling Gucci spring/summer 09 Milan. Move for move. Her brown eyes are over-exaggerated with the vivid turquoise of Make Up Store's Colibri Microshadow, ringed with smudgy black kohl, fringed with shu uemura lashes long enough to start a breeze with a blink. Her cheekbones are lifted skyward by an artful contour (Prescriptives Sunsheen Bronzing Trio – subtle, seamless), her lips left fleshy pink. It's fabulosity, verging on OTT. We gasp and adore it. "But won't guys think it's dragish?" she wonders dubiously.

Apparently not. They are transfixed and desperate to impress. Impeccable posture, shoulders back, best behaviour. Animated conversation as they vie to catch her electric eye. Date One ticks Kirstin's "yes" box, indicating he'd like to see her again, approximately two seconds after sitting down (that's one for science!).

Even "Mr Charisma", the guy who has been unselfconscious with every other girl in the room, launches a full scale charm offensive. He leans in, locking her with a gaze that lingers that half-second too long. Later he reveals she is his only "yes" vote for the evening: "She was the *wow*. Yeah, there were some great-looking, nice girls there but she stood out. She looked so confident."

Last date, who runs through a prepared order of questions with each girl, breaks code to comment good-naturedly on Kirstin's "stage makeup". Still, he's in no rush to leave when the gong chimes. ▶



Gucci spring/summer 09



1. Clarins *lip Rouge* Lipstick in Rose Sorbet, \$40 (02 9663 4277)
2. Prescriptives Sunsheen Bronzing Trio, \$58 (Mecca Cosmetics, 1800 007 844)
3. Lancôme *Virtuose* Black-Carat mascara, \$54 (02 9931 8888)
4. Make Up Store *Microshadow* in Color, \$29 (02 9360 5885)
5. Max Factor *Natural Minerals* Foundation, \$34.95 (1800 181 040)
6. Clarins *Kohl Eye Pencil* in Extreme Black, \$32 (02 9663 4277)
7. shu uemura false lashes in Black Facial, \$40 (02 9931 8888)

Vintage  
Valentino

## The vamp

The cushiony scarlet lips? The eyes winged with a fluid line, locked and loaded with lashes that curve toward her temples? Jen, 25, wonders if men will truly dig her Von Teese vibe or if that's just stereotyping.

"White Stripes" is no first-timer to speed dating but looks shaky in front of our sex bomb. He holds a glass half full of liquid courage in both hands the entire time and visibly exhales when the gong goes.

"The Conversationalist", who has been chatting freely all night, appears dumbstruck as Jen bats her lashes. Her bargainous L'Oréal Paris mascara adds full-on oomph with zero clumping.

"Cute Suit" isn't intimidated at all. He watches her red mouth move with obvious fascination, his eyes widen with her smile, he mirrors her body language...Sparks zap...Gong! He throws an annoyed look at the signal to move on and keeps talking.

"Jazz Man" politely (yet impatiently) waits in line. His attraction is instant. Palpable. He looks over his shoulder (twice!) when moving to his next date, Gotcha.

*"He watches her red mouth move with obvious fascination, his eyes widen with her smile, he mirrors her body language...Sparks zap"*

1. Estee Lauder Signature Hydra Lustre lipstick in Rich Red \$40 (1800 061 326)
2. Manicare Glam Nails in Lady in Red \$9.95 (1800 651 146)
3. Lipstick Queen Invisible Lip Liner, \$32 ([www.kifcosmetics.com.au](http://www.kifcosmetics.com.au))
4. Maybelline New York Eye Studio eyeshadow palette in Autumn Spirit \$16.95 (1 300 369 327)
5. Sula Contouring Trio \$80 (Mexico Cosmetics 1800 637 844)
6. M.A.C Fluidline eyeliner in Blacktrack, \$32 ([www.macosmetics.com.au](http://www.macosmetics.com.au))
7. L'Oréal Paris Extra Volume Collagene mascara, \$26.95 (1 300 659 259)



## The girl next door

Bec, 24, is here to test the oft-touted theory that guys love a glowing-fresh, low-fi girl. Of course, as any of us knows, her no-makeup makeup look took time. And secret weapons: Giorgio Armani Luminous Silk Foundation for satiny skin, Bobbi Brown Shimmer Blush in Washed Rose to bring out the bloom in her cheeks, a white liner to make her eyes shine.

It's amazing to see how the guys uncoil. They lean all the way in, follow her every word. "White Stripes" quits fidgeting – and reveals his knack for humour. Afterwards, he

recalls our three girls as "the Charlie's Angels" and calls Bec "the one with the great lips".

A PhD student is another textbook example of interested: palms open, inner wrists displayed as he admires that "she's just herself". Little do they know how Becca's new Sheer Tint Lip Colour in Estella is assisting.

A recent Irish import we're calling "O'Lovely" is so comfortable he says, "I'm making you a 'yes'. I'll tell you that right now!" Bec reports: "It was like I was talking with friends, not being chatted up." It's all in the delivery, Bec.

Preen spring/  
summer 09

REGZA



- 1 Revlon ColorStay Eyeliner in Brown, \$22.95 (1 800 025 488)
- 2 Dior 5 Couleurs eye palette in Elegante, \$98 (02 9695 4800)
- 3 Giorgio Armani Luminous Silk Foundation, \$86 (02 9931 8885)
- 4 Bobbi Brown Shimmer Blush in Washed Rose, \$55 (1 800 061 326)
- 5 Becca Sheer Tint Lip Colour in Estella, \$48 (02 8399 1274)
- 6 Bourjois Paris Volume Glamour Ultra Curl Mascara, \$20 (1 800 181 040)
- 7 Lancôme White Kohl eye pencil, \$44 (02 9931 8888)

## THE TALLY

The scorecards are counted. For natural beauty Bec, it's seven resounding yes votes, and a match (when daters check "yes" to one another). The first follow-up email arrives fresh and early the next morning from "O'Lovely". As though he's been thinking about her all night.

Smouldering Jen matches with "Jazz Man". The eight other guys who said they wanted to see her again are left panting and by noon "Jazz Man" emails an invitation for cocktails sometime soon. He texts too, in a quite-besotted kind of way.

### "Hair colour doesn't seem to make a difference..."

But Kirstin kicked ass, scoring 12 (out of 13) yes votes! One of the highest strike rates ever! Fast Impressions immediately emails to award her Elite status – she can speed date for discounted fees and attend Elites (i.e. hotties) only events. It's insane.

We call Parfitt to check if other variables could've skewed the results. Hair colour doesn't seem to make a difference. "I can tell you blondes don't have any more fun than brunettes or redheads," he confirms. Something else must have helped her cut through. We know a good makeup artist... ■