

# ALL MADE UP

*A look at the business of beauty in Boston*

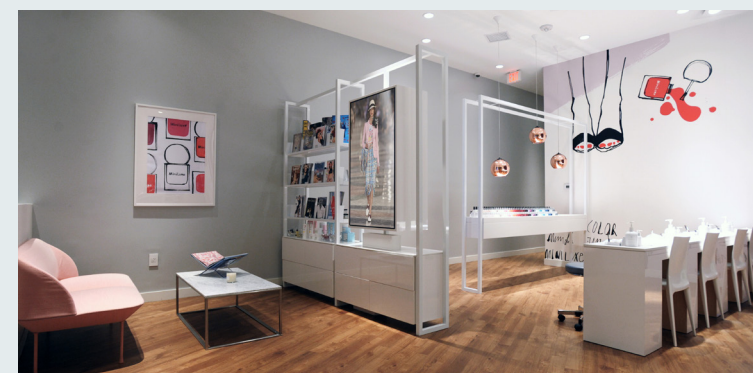
Boston's beauty scene, a relatively well-kept secret, is exploding in the advent of storefronts opening across the board. Take a drive around Boston and you'll lose count of the Sephoras, DryBars and MiniLuxes you pass. You'll never have to go out of your way for beauty services before a date or a night out — can you say “cheers!”?

From face to hair to nails, Boston's got you covered. If the fall is calling to you for a change, answer it — we definitely will be. Check out our favorites for spicing up your routine.

**MiniLuxe** : In need of a quality mani? Look no further than MiniLuxe, a specialty salon with 13 locations in Massachusetts. The business is a self-proclaimed place for clean freaks, and that concept permeates every last detail. Whether we're talking the modernly decorated interior of each store, the clean lab where tools are sterilized and mostly one-use or the products that are free of carcinogenic chemicals, MiniLuxe is in the business of fashion and environment. Wear your Boston pride by selecting from their city-specific colors, like Numbah-12, Boston Ballet and the Green Line. Their Performance Polish colors wear like gel but come off like regular polish, giving you the sense of newly painted nails for a couple of weeks. Not only can you go in for a manicure, pedicure or both, but they also offer a wide range of brow and waxing services. Before your nails dry, you'll be planning your next appointment!



**Sephora** : Sephora recently welcomed a new store to Newbury Street, its fifth location here. We don't need to guess why; it's pretty obvious. Founded by Dominique Mandonnaud in 1970, Sephora supplies premiere makeup brands, including their own collection, and the styles reflect the ever-trending times. With roots in France, the worldwide phenomenon has surged with its influential and retail prowess. Every trip, no matter when your last one was, is always a refreshing one. Return to stock up on your favorites and experiment with new colors, brands or products. Their exclusive Sephora PRO Warm Palette with 28 peach, gold and brown shades will keep every day's look fresh, while their Lashtash To Go provides samples of five favored mascara brands which will quickly become yours, too.



**DryBar** : DryBar is Alli Webb's baby, the product of an at-home, referral-based blowdry business. With roots in Los Angeles, DryBar has cropped up in cities nationwide and calls Boston home in four locations. The goal is simple: to blow you away with a blowout. And they consistently surpass that in their dedication to overall experience. Not only is your hair a priority, but your vision and expression of self. Come in and try one of their ten styles, like the Cosmo-Tai (a curly, beachy 'do), Dirty Martini (for tousled texture) or Southern Comfort (volume has never felt better!). They've just introduced their newest style, the Old-Fashioned Hollywood (think pin-up curls). And you can bring the quality home with the purchase of their hair masks, treatment oils, blowdryers and styling irons and shampoos and conditioners. Paired with a glass of bubbly, the DryBar excels in treating you and your hair like the queens you are.