

QUIET PIONEERS

They may not be household names, but these four women have shaped the beauty industry in significant ways.

WAX FIGURE

In 1964, Lydia Jordane and her family left Macedonia and immigrated to a small town in Queensland, Australia, where she quickly learned—in swimming class at her new high school—that hair removal was going to be a priority. “Waxing in those days in Macedonia was a taboo thing. Nice girls didn’t do that, so we were all hairy,” says Jordane. “In Australia, everyone shaved.”

Jordane is the founder of Lycon wax, which is sold in 55 countries—including Canada, as of this year. Needing a maintenance wax in Chicago during their 2008 reunion tour, the Spice Girls were horrified to find that Lycon wasn’t available at the local wax bar, so they had it shipped from the U.K.

Jordane’s product is notable for removing hair as short as one millimetre at low heat, with minimal pain and redness. But her first prototype was an experiment from a formula found in a library book in 1967—her father was a cosmetic chemist, so she knew where to buy the pine resin, beeswax and paraffin ingredients—and she was her own first client, at age 17. She became a beauty therapist in 1978, which broadened her exposure to other hair growth patterns, and was soon selling her wax to local salons. “Initially, I had virtually no competition, which was lucky,” she says. In 1996, her business got a big trans-Pacific boost when Bliss Spa founder Marcia Kilgore started using the wax in her New York spa.

Now, Lycon has devotees at the many wax bars proliferating around the globe: Sales are growing briskly in the Middle East and Asia, despite the fact that it’s traditionally considered bad luck to remove pubic hair in China. “It’s hard work,” Jordane says. “You have to work fast, and a lot, because someone’s going to copy you.” She admits that while she’s seen as a pioneer within the industry, she isn’t really known away from the paper-covered table. “That doesn’t worry me one way or another,” she says. “I like being a little bit incognito.” —Rami Sheen



LYDIA JORDANE IN THE LATE '60S, SETTLING INTO HER NEW HOME IN FUZZ-UNFRIENDLY AUSTRALIA; LYCON STRIP WAX, OFFERED AT WAX BARS INCLUDING WAXON IN TORONTO



PHOTOGRAPHY: PICTURES COURTESY OF JORDANE; WAX BY CARLO MENDOZA



ELISA FERRI (RIGHT) WITH LONG-TIME CLIENT STEPHANIE SEYMOUR, 2003

TIP ADVISOR

Manicurist Elisa Ferri was on set for a late-'80s *Vogue* shoot when she worked up the nerve to ask fashion director Polly Mellen if her handiwork would be visible on the cover. "Polly got red in the face and very loudly responded that that would never happen. Hands did not show on the cover of *Vogue*," says Ferri. "Manicurists were new to the scene, and basically the low men on the totem pole."

Ferri was employed as a bookkeeper when she found her calling in nail care. Working at a spa in Westchester, N.Y., she began creating intricate nail art using basic tools like eyeliner brushes, toothpicks and pins. "I would do one nail at a time depending on the season, whether it was the Fourth of July or Christmas."

Recognizing her talent, one of Ferri's clients recommended her to an agent. It wasn't long before she was working with top-tier photographers Richard Avedon, Irving Penn and Francesco Scavullo. "They were like superstars and mostly unapproachable," she says. Ferri began travelling the world for editorial shoots, ad campaigns and runway shows, where one of her first clients was Gianni Versace. "All of the models were dressed and ready, and in walked Gianni. Literally, time stood still. He began to remake every look while the audience waited." Ferri continues to create runway manicures for countless designers—including Marc Jacobs, with whom she's collaborated for 15 years, ever since their introduction by mutual friend François Nars.

Although you won't see her name on the side of a polish bottle, Ferri has had a major hand in expanding the rainbow of lacquer shades available at drugstores around the world through her years of work on product development for mass brands like Cutex, Revlon and Sally Hansen. "When I started, the colours for nails were very few—muted mauves, pinky beiges and a few reds," she says. "And then it exploded. It's amazing." —Caitlin Agnew

SALLY HANSEN COMPLETE SALON MANICURE (\$9) IN "COM-MANDER IN CHIC" AND REVLON NAIL ENAMEL (\$6, BOTH AT DRUGSTORES) IN "REVLON RED"



SHOP GIRL

THE ICONIC L.A. STOREFRONT

If it weren't for Robin Coe-Hutshing, some of our cult-favourite beauty products might never have been discovered. "I found Smith's Rosebud Salve in a little hardware store in Maryland," recalls Coe-Hutshing, who was a buyer for Bergdorf Goodman before she opened a beauty store within Fred Segal Santa Monica nearly 30 years ago. In those pre-Google days, she had to hunt down indie brands by flipping through the Yellow Pages or smuggling them back from Europe. Her store shelves were stocked with then unknown brands like Kiehl's and Comptoir Sud Pacifique, and shoppers could play with products and blend their own perfumes. In 1984, that was a new retail concept and it redefined the beauty shopping experience. "At the department store, there was a strict division between the product and the customer," says Coe-Hutshing. "You couldn't touch the product." Since then, Coe-Hutshing has consulted for brands like Stila and started a celebrity beauty licensing company that helped create the Kardashians' Khroma Beauty, all while launching her own products, including Kissing Elixirs breath spray, Mémoire Liquide perfume and The New Black nail polish. Her ability to stay one step ahead of the trends has bolstered her reputation as something of a beauty oracle: "I think certain people have this divining rod in them." —Sarah Daniel

ROBIN COE-HUTSHING; ROSEBUD PERFUME CO. SMITH'S ROSEBUD SALVE (\$7, AT SEPHORA); THE NEW BLACK GLIMMER TWINS (\$11, AT SEPHORA) IN "PINK PRANKSTER"



PHOTOGRAPHY: COE-HUTSHING BY MELISSA VALLADARES; SEGAL STORE BY LONELY PLANET/GETTY; PRODUCT BY CARLO MENDOZA

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PROFILE

FACE FORWARD



JANE WURWAND, DERMALOGICA DAILY MICROFOLIANT (\$72) AND PRECLEANSE (\$50, BOTH AT DERMALOGICA.CA)



When Jane Wurwand launched Dermalogica in 1986, women still believed in a miracle cream in a jar. Layering several different light-weight products—one of the brand's cornerstones—was unheard of at the time. So Wurwand, and the growing army of skin therapists she trained at her International Dermal Institute to focus on skin health rather than beauty, spread the word. "We tried to break down myths, telling people skincare shouldn't be heavy, doesn't have to be greasy, doesn't have to be pink and doesn't have to smell of rosy fragrance," says the U.K.-born entrepreneur, who suffered from chronic eczema as a teen. Wurwand was also looking to the East long before BB creams hit our shores. "I was in Japan at the foot of Mount Fuji in Hakone, where most of their spas are. They were using rice powder on the skin and buffing it off with a brush." That gave her the idea for Daily Microfoliant, the first-of-its-kind brightening exfoliator that is one of the brand's top sellers across the globe. Another of her industry-advancing inventions—an SPF booster that could be added to any daily moisturizer—was considered so innovative that even her competitors praised her. "Many wrote to tell me they were excited about the idea of adding an active ingredient to an existing product to enhance and change its performance," she says. And she's never stopped dreaming up new ideas, even when she's away from her R&D offices in Los Angeles. "I was in the hospital after giving birth, and I thought, 'Why don't I have a waterless cleanser to remove all my tears and sweat and leave my skin feeling clean?' That was the advent of our ultra-calming cleanser," she says. "You look to your own needs, and that tells you what someone else needs too." Next up on her to-do list: hyperpigmentation. "It's the number one issue [the beauty industry hasn't] yet solved." If anyone can figure it out, it's Wurwand. —S.D.

PHOTOGRAPHY: WURWAND BY ANNIE LEIBOWITZ; PRODUCT BY CARLO MENDOZA