

Author David Lehman on Frank Sinatra's drink of choice **D6**



OFF DUTY



Nice patchwork, if you can get it. (And you can) **D3**

EATING | DRINKING | STYLE | FASHION | DESIGN | DECORATING | ADVENTURE | TRAVEL | GEAR | GADGETS

© 2016 Dow Jones & Company. All Rights Reserved.

THE WALL STREET JOURNAL.

Saturday/Sunday, January 9 - 10, 2016 | **D1**

The Price Of Beauty

Given the onslaught of new ways to spend money on one's looks, we asked women to tally up their annual costs. The results—and the experts' advice on what's really worth it—might surprise you

BY MEENAL MISTRY

"WHO'S GOING TO spend \$50 on a blowout?"

That was Jessica Richards' reaction in 2005 when her neighbor in New York's West Village opened a salon that offered only blow-drying and styling—then an utterly novel concept. Ms. Richards, an ex-Vogue editor who owns Shen Beauty, a boutique-cum-spa in Brooklyn, is no longer so incredulous. "Now I go into a meeting," she said, "and I'm the only one in there without a blowout."

Blow-dry bars across the country are an indispensable part of many women's lives in 2016, and that's hardly the only difference between then and now. Over the last decade, the beauty landscape has grown considerably more crowded with new, wallet-taxing options like 15-minute laser facials, eyelash extensions and apps that can book you a manicure on your own sofa. When you visit the dermatologist, any number of jowl-tightening, saddlebag-zapping treatments are available right there in the office, at a few thousand dollars a pop. And thanks to the Kardashians, even those of us who don't work in show business are familiar with the complex stage-makeup art of contouring. Those palettes of foundation add up.

That's not to imply there's a conspiracy to make women overspend in the pursuit of physical perfection. Some of the above can be quite helpful and convenient for women who need and want to look good. But there is quite a bit to parse in terms of what's worth the money and what's not.

"I think people are confused because they're told so many different things in so many different places," said Shen's Ms. Richards. Certainly one way to cut through the noise and to avoid spiraling beauty expenditures is to ask a professional you feel you can trust. To encourage candor in her salespeople, Ms. Richards doesn't pay them by commission. Her own top recommendations are Antonia Burrell's Cream Supreme Moisturizer for \$115—"the best anti-acne product on the market in the most hideous packaging"—as well as LED light therapy, which involves a board (for the face) or a bed (for the body) of infrared lights that are meant to tighten the skin and kill the bacteria that cause acne.

New York-based facialist Joanna Vargas has also developed a reputation for a skeptical, no-nonsense approach to new procedures. "One of the reasons people come here is that I'm known for vetting technologies," said Ms. Vargas. "If you ask me whether you should do [nonsurgical

Please turn to page D2



FACE VALUES
// SOME TYPICAL COSTS

BLOWOUT **\$40**

HAIRCUT **\$125**

HAIR COLOR **\$215**

BROW SHAPING **\$25**

EYELASH EXTENSIONS **\$140**

CHEMICAL PEEL **\$20-\$600**

VITAMIN C+E SERUM **\$162**

FILLERINA HYALURONIC ACID **\$80-\$100**

ULTHERAPY **\$1,000-\$5,000**

CLEANSING CREAM **\$42**

SPF 30 SUNSCREEN **\$45**

KYBELLA INJECTIONS **\$1,200-\$2,000**

DÉCOLLETÉ CREAM **\$285**

MASSAGE **\$150-\$300**

WAXING **\$30-\$100**

VITAMIN INJECTIONS **\$400**

Note: Prices for beauty products and services vary widely. Amounts listed above are approximate.

INSIDE



IT'S TOASTED!

Two takes on avocado toast, Instagram's favorite breakfast **D11**



AGENTS OF SHIELD

Privacy screens that don't block the sun **D5**



YOU'RE GETTING WARMER

Ski, ungrumpily, with this revolutionary heated boot **D12**



DANGEROUS MAGIC

This high-risk adventure in the remote Andes makes Yosemite seem like a theme park **D14**