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## define:beauty

In the Magazine, [Makeup](#), [Style](#), [Winter 2012](#)

### Makeup artist launches line that defines a woman's natural beauty

By **Cheryl Fenton**



Beauty. Although Webster's is the end-all for the word's meaning on paper, we all have our own interpretation. One woman might define it by the size of her child's smile. Another finds it hidden in the last size 8 of coveted Prada peep toes. It could even be synonymous with a "job well done" from a seemingly never-pleased boss.

How do you define beauty? One Boston makeup artist has an answer. Or at least the answer on finding your own definition.

"Beauty celebrates us as women and empowers us," explains Mariolga Pantazopoulos, a staple on the local and global beauty scene. "Beauty is about giving birth. It's the radiance of college, of breaking out [into the world], of crying with your boyfriend. When we talk about defining beauty, we're talking about the art of defining yourself."

For the last decade, Pantazopoulos has been beautifying some of the Hollywood's most recognizable faces — Maria Menounos, Jennifer Garner and Daryl Hannah, to name a few. Now she's poised to help women everywhere find beauty with define:beauty, her aptly named new cosmetic line scheduled to launch in early 2012. Two years in the making, it boasts seamless formulas and rich colors and contours that let your own magic shine through.

"Everyone possesses beauty," she says. "It doesn't matter when you start applying makeup, whether you're 13 years old or in your 60s, we're always trying to figure out what works for us. We're all trying to define our own beauty. Beauty is empowerment. When we feel good about ourselves, we project ourselves differently."

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Pantazopoulos' story is one of following her passion despite personal health battles with eating disorders and tragic family loss in her native Puerto Rico. It's this struggle that has created her desire to help others face the world with strength.

"We forget that it's not wrong to feel good about ourselves. Be proud and walk tall. It's about finding your own path," she says.

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With a fashion designer father and beauty maven mother who always left home wearing lipstick, Pantazopoulos' path brought her to Pratt Institute in Brooklyn for study in art. So began her fascination with coloring the world.

And attention to detail. With high shine blacks and whites mixing with sleek glass, the define:beauty containers are impressive. Within those containers runs the gamut of must-have makeup and tools — eyebrow gels, shadows, foundations, cream blushes, lipsticks, brushes and eyelash curlers.

Dig deeper for the line's true meaning and the intrigue continues.

"All the product names are birth years of powerful and inspiring woman," says Allie Cuozzo, who Pantazopoulos calls her "luster" within the define:beauty team. "The concept is that that was their year. Now this is yours ... define it."

There's a clever sense of purpose in those annual tributes. The brow tints are named after significant years of Frida Kahlo's life (her birth, her solo art show in Paris, her death). The foundation colors are birth years of Coco Chanel, Susan B. Anthony, Babe Didrikson and even Pantazopoulos.

"We want our users to feel proud of a product they use and when there is a force or an accomplishment behind it all, it heightens their sense of empowerment," continues Cuozzo.



Mariolga Pantazopoulos at home in her studio. (Quentin Didonna Photos)



Pantazopoulos put aside the trend and instead named her lipsticks after her own inspirations — a red for daughter Sofia, an orange to celebrate daughter Marina's favorite color, and a nude for her late best friend Kim Kennedy and his love of this shade's understated elegance.

The products are named in honor of strong feminine figures, but the actual colors denote a sense of calm. The hues define beauty for most — dark Amazon wood, a warm split peach, a brilliant desert tan, a milky

latte, a lovely setting sun.

"If you're looking for a line that has crazy colors, I'm not that person," says Pantazopoulos. "I worked with many makeup lines and used to have two big trunks to carry to shoots and shows. I always wondered if I ever did a line, what

would I take with me. I call them core colors that I can do any skin color, at any age.”

Pantazopoulos’ line remains simple, creating a complete look in five products or less.

“Lines have gone broad in colors and products, I wanted to keep it real,” she explains. “I want something women can relate to. I don’t want them to go home with 10 products and just sit in front of them.”

Part of this ease is multi-tasking. Eye creams that layer for a thin veil or dramatic depth. Cream blushes that color lips. “I wanted to have products that can travel through your face,” she explains. “Then a woman can say, ‘I can play with this’ and feel good about it.”

Her signature “skin on skin” look is created with three define:beauty products — two different foundations for eyeshadow and a cream blush on both cheeks and lips. This look was recently Tagged by Tonya on NECN for must-have simple fall beauty. “I like things you can see the texture of your skin coming through a little. It’s like seeing the real you,” says Pantazopoulos.

Today, it’s not unusual to see a very real Pantazopoulos working an L.A. photoshoot, then hopping a plane home for Sofia’s soccer game or to play with her son Marco. “I’m a mother of three,” she says proudly. “That comes first.”

But clearly beauty is on her mind. “Everyone defines their own beauty,” she continues. “Architects do it through their design. Designers through their clothes. Makeup is my tool to empower. I don’t want people to say ‘your makeup looks beautiful.’ I want them to say ‘you look gorgeous.’”

*define:beauty is available at The Loft Salon + Day Spa (253 Newbury Street, Boston) and online at [definebeautycosmetics.com](http://definebeautycosmetics.com).*



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