

## STYLE & FASHION

AT MY VANITY

# NICKY KINNAIRD

The founder of luxury apothecary chain Space NK on the cream of the beauty product crop

**TO HEAR** Space NK founder Nicky Kinnaird rhapsodize about a dry shampoo in the odd, melodic vowels of her Northern Irish accent is enough to convert even a die-hard cosmetic minimalist. "It's a whole sensory experience," she said recently, pleading the case for Oribe's Dry Texturizing Spray. "It's unbelievable for adding volume, and diligent use can extend a blow out for three days."

Ms. Kinnaird has been a devoted seeker of the world's most rarefied potions since 1993, when she opened her first store, in London's Covent Garden neighborhood. Though she grew up in Northern Ireland, she credits the three months a year her family spent at their vacation home near Valencia, Spain, and her exposure to "European pharmacy culture," for providing the spark of inspiration for her mini-empire. "It just wasn't like that back home in Belfast," she said. "In Spain, everyone would dress to the nines for their paseo along the seafont. They were beautifully groomed."

Today, Ms. Kinnaird spreads the grooming gospel at 83 locations across the U.K. and US with more to come; the newest, at the Marin Country Mart in the Bay Area, opened last month. Here, a few of her beauty secrets.

**With makeup, the hardest thing to achieve is the imperceptible.** I'd rather someone say, "Your skin looks amazing" than notice any makeup. By Terry Touche Veloutée Highlighting Concealer brush is the best thing out there to sweep away signs of fatigue and plump up fine lines. Nothing else comes close.

**My idea of a vacation is boot camp.** I went to the Ranch at Live Oak in Malibu the first month it opened. It's all about education and retraining with exercise, food and massage. To me, that's total escapism. You can just focus on yourself and let them take you apart and put you back together again.

**Your lifestyle shows on your face and body.** We want to provide options for people to take care of themselves internally, too. Trainer David Kirsch's supplements are very good. People see their energy doubled with his B12 spray, which is a healthier option than a 3 p.m. coffee.

**People forget to protect and treat their lips.** By Terry's Baume de Rose lip balm is incredible, not something you pick up for 50 cents at the checkout

counter. I use it as a cuticle cream and also to keep my eyebrows in place.

**My favorite thing is a deep-tissue massage.** I work out every day. I run or go to the gym. I appreciate that it's all about getting rid of tension and lactic acid, and preparing for the day ahead.

**The minute it gets cold,** I am a sucker for Diptyque's Feu de Bois candle. It takes the edge off the air. It's a little piece of extravagance when you can scent your personal space.

**Fragrance is always interesting to me,** as is discovering anything that raises the bar in that category. For instance, Deep Relax Bath & Shower oil from Aromatherapy Associates is like knockout drugs. Whether you shower, put it on and then go to bed, or soak in the tub, the combination of sandalwood, vetiver and wild camomile does the trick, even for serious jet lag.

**There's no conclusive research** about the safety of sunscreen, but I would use a physical block whenever possible. Niaz24 uses a combination of titanium and zinc in their Sun Damage Prevention SPF 30. The doctors behind



Zelens PHA+Bio-Peel pads, \$95; By Terry lipstick, \$49



From left: David Kirsch B12 Spray, \$20; Oribe Dry Texturizing Spray, \$39; Diptyque Feu de Bois candle, \$60

it created a niacin molecule that helps repair sun damage deep at the basal cell level. It's pretty revolutionary.

**I'm a great believer in masks—for face or hair—**though most people think they're a hassle. Serge Normant's repair treatment really hydrates the hair, but never leaves it feeling lank. I put it on my ends before I go into the steam room or even before I go for a run. The heat helps with absorption, and it doesn't take up any extra time.

**You have to try something for 28 days** to start to see if it works.

**I'm all for simplicity** whenever possible. I use Eve Lom's cleanser, which is



PRETTY THINGS Clockwise: Nicky Kinnaird; Space NK's SoHo, New York, shop; the Ranch at Live Oak in Malibu.



Kevyn Aucoin Brow Pencil, \$24. All products available at spacenk.com.

a cleanser, makeup remover and brightener in one. The benefits to my skin are untold.

**Lip gloss looks old to me.** Lip stains and tints are more of the moment. Hourglass Opaque Rouge Liquid Lipstick applies like a gloss but leaves a matte finish. It's intense color and extremely long-wearing, but it doesn't dry your lips.

**The secret to wearing nude tones is** to use a product with enough light in it not to make you look ill. By Terry has two options of Rouge Terrybly lipstick: 101 Flirty Rosy for blondes; and for brunettes a warmer shade like 103 Plumming Nude.

**The best pencil out there is Kevyn Aucoin's Precision Brow Pencil in Brunette.** It works for 85% of the population. It's a superfine, hard pencil with a gel-based formula.

**My favorite colorist is Gina Gilbert** at Serge Normant in New York. She's good at working on brunettes, which is unusual. She can manage that natural sun-kissed look but better, and keep it in fabulous condition at the same time.

**Even the most sensitive skin can handle the PHA+ Bio-Peel** resurfacing pads from Zelens. It really works for exfoliating. It's fabulous, actually.

—Edited from an interview by Christine Lennan