

Celebrity Make up Artist Jillian Dempsey makes line for Avon



Avon Products, Inc., has announced collaboration with celebrity makeup artist Jillian Dempsey, a beauty industry icon and the wife of *Grey's Anatomy* star Patrick Dempsey.

Jillian, whose client roster includes some of Hollywood's freshest faces, will take on an enterprise-wide consulting role as Global Creative Color Director for the company, working to refresh and revitalize Avon and its flagship color brand.

The alliance with Dempsey represents the first time Avon has partnered with an outside makeup artist in a role of this kind. The cosmetics giant will collaborate closely with her in a campaign to refresh its shade palettes, launch limited-edition seasonal color collections, as well as new product concepts, beginning in Spring 2007.

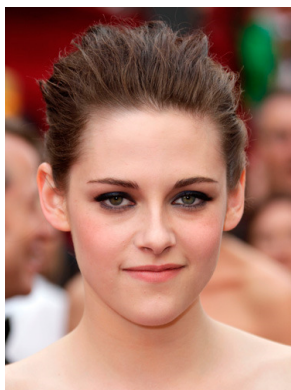
"Avon was the only beauty brand in my house when I was growing up. I've always known it was a global beauty leader. As a makeup artist, I am passionate about helping women recognize their own beauty, and so it's an honor to collaborate with Avon and embrace their philosophy that every woman can have great style," Jillian said.

Mrs. Dempsey is well known within the cosmetics industry as one of the most talented, influential artists in the field. Jillian's career has taken her around the world -- from Hollywood to London, Paris and Tokyo -- and she has worked as a key makeup artist in films, TV and in the music industry.

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Kate Winslet



Kristen Stewart



Drew Barrymore



Kirsten Dunst

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Jill Dempsey Hints for Spring Make Up Tips for 2010

- **The "it" color:** For Spring and Summer, you can't go wrong with a coral shade, or variations of coral, like pink and orange tones. Of course, nudes and naturals are always excellent choices, too.
- **Follow the line:** One of the biggest mistakes women make is creating a hard line with their lip products. "For best results, blend your lip liner with a touch of lip gloss so there are no hard edges showing under your gloss," she says.
- **Consider the shape:** If you have thinner lips, a dark berry tone will only make them look smaller. Go with a neutral tone for fuller looking lips à la Angelina Jolie.
- **Play up the pout:** When applying a lip plumping product, like Avon's new [Ultra Color Rich Extra Plump Lipstick](#) (\$6), "To complement the look, go for wide eyes with lots of black mascara and keep cheeks neutral so lips stand out," advises Jillian.
- **Sheer genius:** Create a sheer effect by using your fingers to dab on your lipstick.
- **Choosing a shade:** When selecting a shade to wear, Jillian looks at both eye color and what the person is wearing as her guide. She also mentions that it's important to wear what makes you feel comfortable, and that most women easily gravitate toward what colors naturally work for them. Call it women's intuition, if you will.