

MAKEUP MAVEN

THE “SMIZE” QUEEN, TYRA BANKS, TEACHES US THE ART OF “BEAUTYTAINMENT” WITH HER NEW MAKEUP LINE, TYRA BY NYKIA SPRADLEY

ESSENCE: What does Beautytainment mean?

TYRA BANKS: I bore easily. I don't like doing things like other people. I like innovating. This will be a beauty experience. I'm going to Beautytain you, whether it's through music [we have a theme song for the brand as well], cool tutorials or live events.

ESSENCE: Why a beauty line now?

T.B.: I've had so many different companies come to me saying, “We want you to do a beauty line, Tyra. We're going to take care of everything. Just show up and we'll give you this percentage of the company.” I wasn't attracted to that, so I attended the Owner/President Management program at Harvard Business School to learn how to do this myself.

ESSENCE: What's your advice for makeup minimalists?

T.B.: Without makeup, I would never have been a supermodel—ever. I look at makeup as the great equalizer. To say that someone is a natural beauty is unfair. You weren't born with it, and that's okay. Start with the TYover collection, which is all sticks. You can paint your face in two, four or six minutes, really fast. Doing those tiny little touches actually makes you look a little bit more polished.

ESSENCE: How does this brand differ from other makeup lines?

T.B.: First of all, it's 100 percent self-funded. It's truly entrepreneurial. It's not a licensing deal. Secondly, I'm obsessed with innovation and differentiation, so we have products that are not run-of-the-mill. We have specific ingredients that make them very blendable and smooth. And our packaging is fun!

ESSENCE: What's your “I woke up like this” look?

T.B.: It's my six-minute face: Sculpt in a Stick contour, Light in a Stick highlighter, lipstick, Eyes in a Stick shadow and mascara.



1. CONTOUR

Your secret weapon for faking cheek implants. Sculpt in a Stick in Light, \$24.

2. EYELINER

Liquid on one end + an eraser on the other = a perfectly fool-proof cat eye. Oops Liner, \$26.

3. SHADOW

Swipe-and-go vibrant color. Eyes in a Stick in Once You Go Brown, \$24.

4. LIPSTICK

Super-glossy, rich pigments in a pretty crayon. Lip Model in Hater Blocker, \$24.

All products are available at tyra.com.

BANKS: THEO WARGO/WIREIMAGE; STILLS: CHARLES MASTERS.