



What made her a makeup junkie: "My friend's mom, who hosted Mary Kay parties, had drawers of it; we'd put it on and take photos."

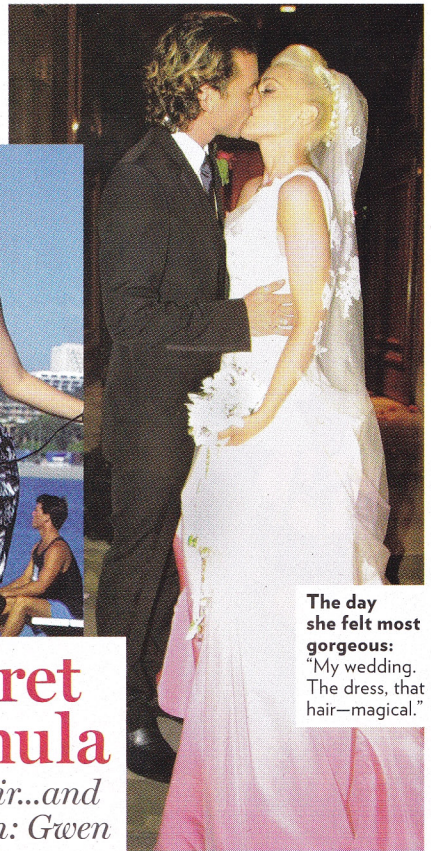
Why she's sunscreen obsessed: "Growing up in California, I was a lifeguard and spent too much time in the sun."



With her two-year-old, Kingston



Always an indie beauty: "I've been wearing red lipstick since I was 17."



The day she felt most gorgeous: "My wedding. The dress, that hair—magical."

Gwen's Secret Glam Formula

Red lips, platinum hair...and Johnson's Baby Lotion: Gwen Stefani's beauty routine isn't quite what we expected.

Have a signature look—but mix it up. "When I want my red lipstick to look more subtle, I apply it straight from the tube. For a matte look, I'll put some powder on top."

Don't be afraid of liquid liner. "I'm into the Marilyn Monroe thing!" To get it perfect, her makeup pro traces liquid over pencil.

Deal with dark circles. Gwen uses a peachy skin-corrector pen. Try Dior SkinFlash.

Keep it soft. "I straight-up love Johnson's Baby Lotion." —Petra Guglielmetti



About the neon dye: "I definitely change my hair color whenever I'm in some love crisis."



THIS ONE'S GWEN!

The story behind her doll-like new fragrances:

"When I went to Japan, I saw these girls [in Tokyo's Harajuku, a hipster area] who dress up really creatively. I called them Harajuku girls and based a whole fantasy world on my experience." Harajuku Lovers Fragrances in Love, Lil' Angel, G, Music and Baby (\$45 each for 30 ml, hlfrance.com).



To give Gwen extra-vivid lipstick, her makeup artist starts with MAC Pro Lipmix, a colored base.

She wears SPF 50 daily.