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AUG 2011 | BY EMILY ECKHOUS AND JESSICA DOWNS | COMMENTS (0)

Reinvent Your Look: Beauty Makeover

TAGS: Fall 2011 fashion, makeover, Teddie Kossof, Erin Krex, First Class Care, keratin, September 2011 magazine

Juggling roles as a mom and a businesswoman, Erin Krex, founder of Northbrook business First Class Care, has little time for herself.

Working nearly 70 hours a week with 5:30 a.m. wake-up calls, she doesn't have time for pampering herself while caring for her family and managing her business.

"I think over the last six years since I've been building my business I just don't put time to myself," she says.

She was ready for a change, to say the least.

When Erin learned she was the recipient of Make It Better's makeover project, she was delighted.

"I admire those moms who always look fabulous, and would love to feel as great on the outside as I do on the inside," she says.

She won a beauty consultation, haircut and styling by experts at Northfield's **Teddie Kossof Salon and Spa**.

Erin was looking for a new style that would save her time in front of the mirror, yet still remain both modern and chic. She met for a consultation with **Teddie Kossof**, who recommended a new cut, keeping her hair out of her face and taking bulk from underneath to reduce dry time. He also recommended a Keratin treatment to zap out frizz and make her morning routine quick and easy.

And Erin was off! First with a visit to makeup artist Mira, who gave her some tips to simplify her daily makeup routine.

Then, Master Colorist **John Salvatore** revamped Erin's hair color to brighten up her face. "We did highlights and lowlights to give her [hair] some contrast, also to make her blonde pop," Salvatore says.

Afterwards, Zack, master hair designer, took matters into his own hands. He applied an express Keratin treatment to smooth Erin's hair, which will cut her hair drying time in half. He explained how to make your hair look great on-the-go.

"The most important thing is a good haircut. This can always make it easier to style. And use good conditioner," he says. "Find the best treatment for your hair—it will be healthy, shiny and full of energy."

A few hours and a new hairstyle later, Erin was feeling fabulous. "I feel great! Fresh," she says.



Pre-makeover: "I think over the last 6 years since I have been building my business I just don't put time into myself," says Erin.

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So after a day of pampering focused solely on Erin, there was only one thing left to do: take her new fresh look and incorporate it into both her corporate and family lives.



Before the makeover started, Teddie Kossof of Northbrook's Teddie Kossof Salon and Spa gave Erin a consultation recommending a new haircut, color and a keratin treatment.



Makeup artist Mira gives Erin some beauty tips to speed up her morning routine.



"We did highlights and lowlights to give her [hair] some contrast, also to make Erin's blond pop," Master Colorist John Salvatore says.



Master Hair Designer Zack applied an express Keratin treatment to smooth Erin's hair, which will cut her hair drying time in half.



Erin poses with **Alan Kossow**, COO of Teddie Kossow Salon and Spa, who was a big help throughout the entire makeover process.

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