



Pretty Smart

A CLEVER NEW COSMETICS SHOP PUTS ON A GOOD FACE IN SALEM.

Beauty isn't in the eye of the beholder; it's in your cosmetics arsenal. But only the most glam of the Boston femmes fatales retain private makeover magicians. Luckily for barefaced babes-to-be, Rouge Cosmetics — a luxury skin-care, makeup, and fragrance boutique — has opened in the North Shore's next top shopping destination: Salem.

In the Schiaparelli-pink storefront, owner Ann Supple Massey stocks a sublimely edited selection of creams, scents, and colors — all expertly applied in-store by her team of makeup pros and aestheticians.

But just two years ago, Massey was performing very different transformations, as a buyer and merchandise exec for Filene's. "I had this dream for six years, but I didn't have the nerve to walk away from my cushy corporate job," says Massey.

Fate intervened in the form of an acquisition by Macy's East, and Massey suddenly found herself in a position to make her dream a reality. She snapped up retail space on happening Derby Street and then spent months honing in on an exact combination of complementary brands.

"Each brand stands for something," she says. "Mario Badescu is quality skin care at an opening price point; Caudalie is the all-natural luxury spa line; B. Kamins is our pharmaceutical-grade line."

Beyond top-shelf skin care like Darphin and MD Skincare, Rouge offers a perfect priming trifecta in the form of three cosmetics lines: NARS, Paula Dorf, and Bare Escentuals. Together, they serve as a solid foundation for making up any skin type or tone.

"Women aren't as brand loyal with color as they are with skin care," says Massey. "Here, you can mix and match the different lines to find your best combination."

Of course, there are also heady scents by Tocca and Christiane Celle, as well as a selection of men's grooming products from Anthony. But what really sets Rouge apart is the attentive staff, personally selecting and applying products to help you put your best face forward — all away from the prying eyes of the department store masses.

And with the pros at Rouge offering full make-over services available by the half-hour and hour, any girl (or guy) can achieve a model-worthy look. Behold: beauty within reach. — MOLLY JANE QUINN

■ ROUGE COSMETICS, 22 DERBY ST., SALEM, 978-740-1044, WWW.ROUGE.COM.

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