

cyber makeovers

With a little **high-tech help**, you can test-drive loads of looks without ever having to live with them. **by Andrea Dawn Clark**

Danielle's "before" shot

fantasize about dyeing your hair blue, getting an edgy razor crop or wearing the latest purple eyeliner—but too scared to take the plunge? With the help of our model, the adventurous 15-year-old Danielle Kempner, we rounded up the best CD-ROMs and Web sites to give you the styles you're crazy for (but don't want to make permanent, yet). Read on to find out how to score the looks you dream about: A whole new you could be only a few clicks away!

DOT-O-ROMA

Slip these discs in your computer, up-

load your photo, then try out hundreds of cool new looks.

Seventeen Style Studio, \$19.99
(GT value products; 800-229-2714;
www.gtstore.com)

What's fun about it: You get to road test 70 magazine-worthy hairstyles and tons of makeup products.

Special features: Pick from sundry cool accessories and then complete your look in the fashion section, where you can see yourself on the runway—or smiling on the cover of *seventeen*.

Who will love it: Anyone who can't get enough of *seventeen's* beauty pages.

SierraHome iStyle Personal Makeover, \$39.95 (SierraHome; 800-757-7707;
www.sierrahome.com)

Danielle came all the way from Colorado to New York City to help us sample the latest in digital 'dos and computerized cosmetics. First, we prepped Danielle for her "before" shot (top left). Here's how you can do it, too.

- Pull your hair back into a tight ponytail if it's long; if your cut is short, slick it back with some gel.
- Resist the urge to "cheat" by wearing makeup—this will throw off the computer when it tries to select the right shades for your skin tone.

- Stand against a light background when you're posing for your premakeover photo—you don't want anything to distract you when you're viewing the new you.
- Change your photo as your look changes (e.g., if your complexion gets a little paler in the winter or deeper in the summer) for the most accurate results. Here, we gave Danielle some funky looks using SierraHome iStyle Personal Makeover. ▶

What's fun about it: The options are endless—500 hairstyles in 24 shades, 800 accessories, over 100 makeup hues.

Special features: View your new styles from every angle. Handy how-to videos offer pro advice.

Who will love it: Girls on the prowl for the best beauty product.

Changes Beauty Studio; \$29.99
(877-CHANGES;
www.changesbeautystudio.com)

What's fun about it: It's like having



Blue-black bob



Permed and platinum



Classic honey



Technicolor twist



Crimson crop



Short 'n' spiraled



Danielle decided that her favorite look was "classic honey," so, printout in hand, we ran over to the ultracool Bumble + Bumble salon and begged the stylists to help us score the cyberlook. First, colorist Clay Wilson lightened Danielle's medium-blond hue by infusing chunky, honey-blond highlights throughout her tresses (left). Next, stylist Sharon Morrissey trimmed Danielle's longish locks about two inches, then used a razor to taper the ends into face-framing, shoulder-grazing layers (above).

your personal cyber makeup artist! Pick your fave colors and use an application tool to sweep them on.

Special features: A beauty profiling system helps you zero in on your best shades and styles.

Who will love it: Anyone who's into details—if you spend hours shaping your eyebrows, this one's for you.

DOT-COM 'DOS

Surfing the 'Net just might net you a new look you'll love. Log on to these sites for instant image consulting.

www.emakeover.com

What's fun about it: Upload your own photo or choose a model who looks like you. Then play around with hundreds of hairstyles and makeup shades.

Special features: Save your fave styles on the Web or gab in the chat room.

Who will love it: Anyone who has access to a digital camera.

www.gloss.com

What's fun about it: Select a model who resembles you, then click on different colors and experiment.

Special features: Specific products are recommended for your coloring, and you also get tips on how to use them.

Who will love it: Anyone who craves upscale products (Estée Lauder, M.A.C).

www.marykay.com

What's fun about it: This virtual makeover program shows you how to achieve various makeup effects with a range of different shades.

Special features: There's a tip section that helps you mix and match shades and quickly change colors.

Who will love it: Anyone who wants quick, goofproof advice on re-creating the look she's after.

www.vidalsassoon.com

What's fun about it: After you answer a series of questions, stylists prescribe the cuts that will work best for you.

Special features: Each recommended 'do comes with styling advice and a detailed drawing.

Who will love it: Anyone who takes mane management seriously.

www.visual-makeover.com

What's fun about it: You get tons of hairstyle pro tips—from how to find your face shape to scoring celeb looks.

Special features: The site's creator, Barb Quinn, scans in your photo, selects your best styles and sends the entire thing to you on video (\$39.95).

Who will love it: The hair-obsessed.

www.eve.com

What's fun about it: E-mail your picture (if you're sans scanner use snail mail) with questions about anything—hair, makeup, skin care, you name it. Their panel of beauty experts will get back to you with personalized tips.

Special features: In the Try-Athletes Section, you can choose a model who resembles you and see how she looks in different makeup colors and hairstyles.

Who will love it: Anyone who needs the answer to everything beauty. ■



Danielle, sporting her brand-new, technologically advanced tresses.