

For Martha Stewart, the Secret Is Routine

The Martha Stewart Beauty Regimen: Fitness, Skin Care and Diet

Skin Deep

By BEE SHAPIRO

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It turns out that the Bedford, N.Y., bathroom cabinet of [Martha Stewart](#), 72, is as well stocked as its gardening shed. The many products help prime Ms. Stewart for on-air appearances like her show, “Martha Stewart’s Cooking School,” which began airing its third season on PBS last week.

SKIN CARE

I get up a couple hours before I’m supposed to leave in the morning and I’ll put on a mask. I like the Yon-Ka Gommage 305 or the [Susan Ciminelli Hydrating Gel Mask](#) right now. Or I’ll use the collagen mask from Mario Badescu or the Chanel Correction Lift, a firming mask, which works great for me. I’ll do this about five days a week and I don’t repeat the same mask two days in a row. I’ve always done this — well, basically since I discovered masks. I have to wear makeup for photo shoots, television and appearances, so I have to make sure my face is extremely clean in the morning. Then I shower and I wash it all off.

I slather myself with serums. First, it’s a toning lotion. Right now it’s either the Yon-Ka Lotion or a more specific spray, like the rose spray from Mario Badescu. I spray my whole face and body and then its [Susan Ciminelli Marine Lotion](#) from head to toe. I use the same products on my body as I use on my face. I don’t think there’s really any difference between the two, so the more moisturizers and serums you use, the better off you are. Then I might use a vitamin B or SkinCeuticals C E Ferulic serum. I’ll also put on Clé de Peau or SkinCeuticals moisturizer. With all of these serums, I find I don’t have to put on an eye cream, although my facialist insists I put one on. Sometimes, I will and the Clé de Peau is good or Caudalie has one — it’s the fancy one from their high-end line — and it’s very good, too. At the end, before any makeup, I use SkinCeuticals Physical Fusion UV Defense. If I’m not going to use foundation, I’ll use the tinted version, or if I use foundation, it’ll be the white one. Otherwise, I do my best to stay out of the sun. That’s very important. I do a lot of outdoor activity like gardening and I try to cover up and do SPF. Actually, I just bought a new sun hat that goes over your riding helmet. It’s pretty ugly, but it works.



‘I slather myself with serums.’ But first, a toning spritz or two.

If I’m traveling that day, I’ll be sure to have my Yon-Ka Lotion with me, which is a spray. On a recent plane ride to L.A., I sprayed myself five times. It’s hydrating, so I don’t look like a prune after flying.

I never go to bed with makeup on. First, I steam my face with a hot washcloth and then I use the AmorePacific or Shu Uemura cleansing oils. Johnson’s baby oil works really

well, too. I use those as cleansers and they’re also excellent makeup removers. I like oil because it keeps my skin very moist, and it works for me. I don’t get clogged pores.

MAKEUP

I was told years ago by my daughter, Alexis, that I shouldn’t leave the house without makeup on. You’ll pay for it if you don’t because somebody will be there with a camera snapping away and you’ll look awful or just plain. I put on a light foundation, usually the AmorePacific tube called the Moisture Bound Tinted Moisturizer or the Clé de Peau Refining Fluid Foundation. I really like the YSL Touche Éclat Radiant Touch stick, which is fairly new I think. Then it’s Bobbi Brown bronzer. For mascara, I use Clinique High Impact mascara or I just got a new one from Givenchy. It has three little balls almost — it’s very cute. I got it from a makeup artist at John Barrett, when she did my eyes for the ballet. It’s a little short mascara but it makes your eyelashes look elongated. Also, I’ve used Latisse and it’s really helped. People should try that. It really works. I use a gloss on my lips. I use Buxom — I like the Samantha color — or a little bit of a lip pencil. I stick with nude colors, and maybe at night I’ll wear red and it’ll really stand out.



Quench time: The sea, Vitamin C and New York spa line Susan Ciminelli.

FRAGRANCE

I’ve been wearing Fracas since I was 19. I’ll put fragrance on three times a day. I’m thankful every day that they haven’t altered their formula. Although, I did just discover a new one by Hermès called Jour d’Hermès. It’s lovely.

HAIR

I use different shampoos. For me it’s like with skin care: I try to use a variety. I have to wash my hair almost every day because I have to have it done for pictures and stuff. Frédéric Fekkai Ageless shampoo and conditioner and Shu Uemura, the green line, are my two favorites. For styling, I don’t like a lot of mousse. I do use Sally Hershberger’s Texture Blast, which is like a hair spray, but just at the roots. I have really good hair and I don’t like to plaster it.



Robert Piguet’s classic Fracas and Yon-Ka lotion are some staples.

Parvin at John Barrett has been my colorist forever. She’s the blond expert. I think she’s the busiest colorist in New York. I like her because she does it in an hour so you don’t have to spend all day sitting there.

For cuts, I’m not fussy. I’ve been to Kevin at Frédéric Fekkai in the Mark. I’ve gotten my hair cut twice at Sally Hershberger recently, and they’re fabulous, too. There are so many

fantastic haircutters in the city. Everybody’s hair looks much better than it used to.

Otherwise, Daisy Schwartzberg does my daily makeup and styling. Kevin from Fekkai will do styling for photo shoots, and Katsu from John Barrett does my blowout. They’re all good.

SERVICES

I’ve been going to Mario Badescu for 45 years for facials. I try to go at least once a month. For brows, Julia Haaland at John Barrett does them when I get my hair done. Luda, also at John Barrett — where else in New York can you get everything done at once? — does my nails almost exclusively. And she’s the best massager in the world. I stand, walk and hike and I still have good feet, and I thank her for that.

FITNESS AND DIET

Exercise is a necessary part of the day. I went to the gym this morning. I have a really great trainer in the city. We’ve worked together for at least eight years. Or I do yoga with James Murphy. I like to spin, but I don’t have enough time to do it. I also have a green juice that I drink every single morning. It’s very important. You can be the most beautiful person on earth, and if you don’t have a fitness or diet routine, you won’t be beautiful.



Karsten Moran for The New York Times