

**\* FRESH FACES** Keep a look-out for these rising stars



CLAUDIA ÁLVAREZ

Claudia Álvarez stars alongside pop sensation, Yahir, in the Mexican production *Bellezas Indomables* (Untamable Beauties), premiering for the first time in the U.S. on *Azteca America*. Born and raised in Mexico City, Claudia Álvarez is a standout talent, possessing all the charisma and emotional vulnerability that has made her a favorite with audiences.



PAOLA TURBAY

Currently one of the most popular Latin American television stars, you may recognize Paola Turbay from the CBS series *Cane* and the epic movie *Love in the Time of Cholera*. Talented both in front and behind the camera (as a producer and director), she was born in Houston, Texas, and raised in Bogota, Colombia. She now lives in Los Angeles with her husband and two children.



ALEJANDRA ALBERTI

At 23-years-old, songwriter Alejandra Alberti is ready to inspire a new generation of Spanish speaking music fans with her self-titled debut album. She draws upon her Tennessee upbringing and Hispanic heritage to get a unique blend of pop, rock and R&B. Get ready to be enthralled by *Rockera Records'* Alejandra Alberti with her fiery lyrics and multi-dimensional sound.

Beauty Modules

MAYBELLINE NEW YORK

**CELEBRANDO**  
Maybelline New York participated in ¡Celebrando! (Celebrating!), a nationwide sampling/demo program executed in 250 Wal-Mart stores over the summer with a high incidence of Hispanics. Featured advertiser's products averaged a 47.4% event day sales increase.

>>>STAT: Hispanics are 75 times more likely to be influenced by an in-store sampling event.



DIOR BEAUTY

**CUSTOM ADVERTORIAL SERIES**  
*People en Español* secured Miredys, a beautiful and aspiring female artist to be featured in the first installment of a custom advertorial series entitled "Perfil Estelar" (Stellar Profile) in the November 2007 issue.

>>>STAT: 50% of Hispanic women say reading about celebrities' styles helps them create their own style as compared to 23% of the general market.



GARNIER FRUCTIS

**FIESTA**  
Near 20,000 consumers gathered at Central Park Rumsey Playfield in New York on October 6, 2007 to enjoy *People en Español* Fiesta, featuring musical performances and celebrity appearances. Garnier Fructis beauty activities included hair makeovers, color consultations, product displays, and an autograph signing by Juan Vélaz, *Objetivo Fama* winner.

>>>STAT: 15% of Hispanics are significantly influenced by a music concert or event compared to 2% of the general market.



CLINIQUE

**LATIN GRAMMYS®**  
*People en Español* enhanced Clinique's sponsorship of the 2007 Latin GRAMMY Awards through a custom online opportunity on PeopleEnEspanol.com and supported Clinique's Latin GRAMMY-themed in-store program "Irresistible en Rojo," generating excitement online and at the counter.

>>>STAT: 56% of Hispanic women say they have researched beauty tips online in the past 30 days.



L'ORÉAL PARIS

**ESTRELLAS DEL AÑO**  
Attended by 350 of Miami's finest and a crowd of celebrities, *People en Español's* Estrellas Del Año (Stars of The Year) honored the entertainers who have made the biggest impact of the year. The L'Oréal Paris Beauty Lounge at the celebrity event was the place to be, as guests were able to get makeup touch-ups from professionals using the latest products.

>>>STAT: 36% of Hispanic women say they have purchased something they saw on a celebrity compared to 13% of the general market.



PONTE BELLA **SPRING 2008** \*

Your Connection to News & Trends in Hispanic Beauty



GISELLE BLONDET

FROM THE DESK OF **Jacqueline Hernández, Publisher**

Dear Friends,



From the latest beauty success stories to Beauty and Fashion Director Kika Rocha's hottest trends, I am excited to share the third edition of the PONTE BELLA newsletter with you, packed with more fascinating insights than ever.

I love PONTE BELLA not only for all the useful insider information it contains, but it also gets you up-close and personal to the Hispanic woman, **your dream beauty consumer**: She takes her skincare products everywhere; she uses beauty products to help her feel confident and self-assured; and **she's 75 times more likely to be influenced by a sampling event** – and that's just a start.

*People en Español's* access to this powerful consumer allows us to reach her at every touch point. Whether it's our engaging retail programs, stellar beauty editorial, **up to the minute style updates on PeopleEnEspanol.com**, or our signature A-list celebrity events, we pride ourselves on providing measurable marketing solutions with measurable results.

I look forward to working with you to help connect your brand to this valuable beauty connoisseur, and welcome any questions or comments you may have.

Wishing you a spring full of beauty,

Jaquie

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SOURCE: HOT SKINCARE 2007



# \* EYE FOR STYLE with KIKA ROCHA

María Francisca “Kika” Rocha is the fashion and beauty director of *People en Español*. She is also a regular contributor on many of today’s popular Hispanic television shows such as Univision’s *Despierta America*, Telefuturo’s *Escándalo*, and Telemundo’s *Al Rojo Vivo*. In addition, Kika has acted as a red carpet fashion commentator at several award shows, including the Latin GRAMMYS®.



ADAMARI LÓPEZ,  
ANGÉLICA VALE AND  
KATE DEL CASTILLO

*hola!*

With many days and nights spent on fashion runways and red carpets, I offer our readers access to their favorite celebrities and the scoop on what the stars are wearing. For the first time starting this Spring, I will introduce my picks for “Producto Estrella” (Star Products.) Twice a year (April and September issues), I will name the best products in skin, hair, makeup, fragrance and body care.

Check out the sneak peak of some “Star Products” in this edition of PONTE BELLA. I invite you to send me your “Star Products” to be tested and considered for our fall feature. Email me at [maria\\_rocha@peplemag.com](mailto:maria_rocha@peplemag.com) for more details.

## KIKA’S STAR PRODUCTS

» Get a sneak peek at this season’s beauty trends and standout products



### MANIC FOR ORGANIC

Beauty lovers with sensitive skin, rejoice! Organic products are all the rage this season. Containing fewer chemicals, they are less likely to cause skin irritation — so be on the lookout for the USDA Organic Seal.

### NATURALLY BEAUTIFUL

Minerals are essential to the human body, but did you know that your skin can benefit too? More and more beauty products now contain minerals to improve the condition and appearance of your skin. How’s that for a flawless finish?

### GLOSS GETS A MAKEOVER

This season it’s time to welcome back lipstick. Celebrities have fallen for red, and the creamy texture and lasting color have lured beauty insiders who are now touting the old standby as the next big thing.

### FEELING FRILLY

From Ralph Lauren to Carolina Herrera, **Latin-inspired ruffles** were the rage at this season’s fashion shows.

## KIKA’S FASHION TIPS

### SPRING FEVER

The fashion forecast is bright and tropical, so expect to see your favorite stars dressed up in **acid green, mango and fuchsia**.



## LIFE IS BEAUTIFUL

» We asked Hispanic women why skin care is vital. Here’s what they had to say:

“It makes me feel better about myself”

“To maintain my youthful glow”

“It makes me feel successful”

“It makes my life more enjoyable”



MYRKA DELLANOS

## SEE YOU AT THE SALON

» What’s a week without a visit to the salon or spa? Most Hispanic women wouldn’t hear of it. Find out why with these hair-raising stats.

### TO DYE FOR

She is more likely to color her hair than the general market (66% vs. 56%), often coloring it as often as once a month!

### THE GOLDEN TOUCH

She gets highlights more than the general market (31% vs. 21%)

### A STRAIGHT SOLUTION

She straightens her hair more than the general market (18% vs. 5%)

### PRETTY PAMPERED

She is more likely to get a manicure, pedicure, facial, wax, chemical peel and/or micro-dermabrasion than the general market



Beauty stats taken from *People en Español*’s **HOT Skincare Study**: To learn more contact your *People en Español* sales representative



CANDELA FERRO

## THE SWEET SIDE OF SKINCARE

» Take a peek inside the life of the Hispanic woman, and see that skincare isn’t considered a chore; it’s a cherished part of her daily routine.

### SPARE NO EXPENSE:

She spends **\$107 a month** on skincare products compared to \$46 spent by the general market.

### PRODUCT PRACTICE:

She is **78 times more likely** to use toner. She exfoliates more than the general market (61% vs. 27%) and she is more likely to use a mask (40% compared to 8% of the general market).

### WAKEUP AND MAKEUP:

She is more likely to apply makeup on a daily basis than the general market (69% vs. 56%) and also **44 times more likely to include makeup remover** in her skincare regime.

### LABEL OF LOVE:

She is more likely to purchase a product labeled “**New**” than the general market, and prefers products claiming a brighter complexion, elasticity and all-natural ingredients.