

One recent morning, Jenn, Kristie, and Ashley Streicher were stretched out on a couch in Jenn's home in the Hollywood Hills, recalling a time long ago, before the sisters had become three of the hottest names in the beauty business.

"We all had stick-straight hair, and we wanted big, curly hair," said Kristie, 35, the blondiest of the three, describing how their mother would give them perms in their Grass Valley, California, home.

"Have you seen our high school pictures?" asked Jenn, 37, a Zooeey Deschanel look-alike.

"They're awful," Kristie said woefully, looking to Ashley, 28, the baby of the family.

Jenn has made up the faces of clients like Emily Blunt and Claire Danes; Ashley has styled the locks of Jaime King and Elijah Wood; and Kristie recently opened her own brow

station—Kristie Streicher Beauty Bar—at the Warren-Tricomi salon in West Hollywood.

Jenn entered the business first, working at the Estée Lauder counter of a department store in Sacramento during college. Soon after, she moved to New York and wound up an assistant to Edward

## SISTER ACT

Tricomi. A few years later, Kristie followed her to the salon, and then came Ashley. In 2005 Jenn began the reverse migration to L.A., and again her little sisters followed suit. Though their schedules can be harried these days, the three insist on making time to style one another.

"We get Ashley to do our hair," Jenn said. "Kristie does our brows." And they've each learned to stick with what they know.

"I did cut Ashley's hair once," Kristie said.

"She cut my earlobe off," Ashley added. NICOLE LAPORTE



Clockwise, from top left: Jenn, Kristie, and Ashley Streicher.



## SKIN TRADE

*Is your facialist a type A, or a zen master? Naturally aggressive, or just nature-centric? Christina Han uncovers the personality behind the practitioner.*

### The Green Goddess

**Joanna Vargas**, *Joanna Vargas Salon, New York (joannavargas.com)*

**Credo** Healing from the inside out. "What's most important is to address the skin's problems in organic and noninvasive ways." **Clientele** Young professional women. "They're extremely successful, but they're stressed." **Specialty** The Power Peel—a combination of microdermabrasion, a blueberry-based detox peel, LED light, a blast of oxygen, and Vargas's Daily Serum. "It makes skin look perfect for weeks after." **Magic Potion** Her Daily Serum and a homemade green juice containing kale and cucumber, which stimulate the lymphatic system to better remove waste, process nutrients, and oxygenate skin.

### The Derminator

**Jodi Shays**, *owner of Queen Bee Salon & Spa, Los Angeles (queenbeesalonspa.com)*

**Credo** No nonsense, intensely results driven. "I'm not a fluffy aesthetician rubbing a few creams on your face; I'm going to do what works." **Clientele** Everyone from A-list celebrities to flight attendants. **Specialty** Healing facials using her Ultra Wave Skin Scrubber. "One side of it is great for exfoliating; the other gives an excellent lifting massage." **Magic Potion** Sanitas Skincare's biogenetic products. "I mix them and layer serums with masks."

### The Mystic

**Annee de Mamiel**, *de Mamiel, New York and London (demamiel.com)*

**Credo** Beautiful skin through balance and harmony. "I treat clients by assessing their tongue

and pulse, which tells me how their body is reacting to stress."

**Clientele** Twentysomethings to high-powered businesswomen to 70-year-old ladies. **Specialty** Seasonal attunement, which includes acupuncture, meditation, and a customized mask. **Magic Potion** Her eponymous seasonal facial oils containing "highly vibrational" essences like neroli.

### The Synthesizer

**Jordana Mattioli**, *facialist at plastic surgeon Adam Kolker's office, New York (kolkermd.com)*

**Credo** The best of nature and science. "I love tea tree oil, but I also rely on benzoyl peroxide." **Clientele** Professionals and "young socialite moms." **Specialty** Chemical peels. "They're an easier recovery than lasers." **Magic Potion** Naturally derived antioxidant serums as well as Daily Hydroxy Peel pads from Kolker's AKMD Skincare line, which contain glycolic and salicylic acids.

### The Excavator

**Alexandra Wagner**, *Alexandra Wagner Skin Care, Venice, California (alexandrawagnerskincare.com)*

**Credo** Deep purging. "You can get filler and Botox and a peel, but you still need extractions to rid skin of bacteria and make it superclear." **Clientele** Younger women with adult-onset acne and older women with high-pressure jobs—entertainment lawyers, producers, stylists. **Specialty** The Abbot Kinney Ultimate Electro Lift facial—a combination of oxygen, microdermabrasion, extractions, massage, an enzyme peel, and microcurrent stimulation—to help regenerate skin cells. **Magic Potion** Collagen-elastin ampoules, which feed extra-dry skin.