



SHANNON NASH | JULY 17, 2015

EAST COAST VS. WEST COAST BEAUTY

East Coast vs. West Coast is a polarizing topic when it comes to nightlife, fashion and —yes— even beauty. Traditionally, the makeup behavior of ladies in NYC tends toward bold, statement making and, most importantly, long lasting given that a Big Apple working woman often needs to run straight from the office to dinner to late-night dancing. In Los Angeles, beauty routines are more relaxed, favoring an easy-breezy approach of air-dried hair and sheer lip gloss. Here, the trending beauty products from each coast. Warning: Don't be surprised if you suddenly feel the urge to be bicoastal.



Hair

East Coast: Dry shampoo (or a like-minded product) that makes a blowout last all week.

West Coast: Salt spray (or another natural texture amplifier) to enhance post-ocean beach waves.

Dry Shampoo, Philip Kingsley \$25

Sea Spray, Verb Products \$14

Direct Link: <http://thezoereport.com/east-coast-vs-west-coast-beauty/?mode=view-all#slide-5>