

Vasanti cosmetics: beauty without borders

The ashy 'Bride of Frankenstein' look is over for women with yellow-based skin tones thanks to new makeup

BY APARITA BHANDARI

A group of seven young women crowded the Vasanti Cosmetics counter at the Kismet Wedding Show held at the International Centre earlier this month, checking out the world of colours before them.

The eyeshadow palette with shades such as Manila, Phoenix and Bangalore caught their fancy, until they saw the Northern Lights face and body shimmer. "The sparklier, the better," one of them laughed.

In another corner, Pinki Gosal, one of the three Vasanti founders, helped Ami Vyas check out new colours for fall. She won't be getting married until next year, but Vyas, 26, couldn't resist stopping by the Vasanti counter to pick up a few products. "I thought I'd get some new colours," she said. "I've bought their stuff on-line, but I was hoping they'd be here. They've got great products like concealer for dark circles around the eyes. With other companies, I don't think they make it to match your skin tone. I'm definitely going to use their products

Vasanti cosmetics: affordable beauty options for an underserved market. \$15 for Shimmer Powders; lipsticks, \$20; \$36 for a five-shade eye-shadow palette. For information, call 416-465-0017; toll-free at 1-877-506-4747; or visit www.vasanticosmetics.com.

ing a shade too dark for my skin." The three sisters behind Vasanti think of their company as makeup therapy. They're all too aware of the "Bride of Frankenstein" phenom-

events. (In the photos) their faces are white because the foundation isn't for their skin tone. Or the lipstick matches their outfit, but not their skin. It's enough to turn you

Caucasians, available at drug-stores, are often too dark for South Asian skin tones. And more up-market lines often leave a hole in the wallet.

corporated our research—the formulas, the colours." In 1999, Vasanti came out with its first products: lining, cream

