In today’s rotten economy, college kids in their sweatshirts and yoga pants need all the help they can get to nail a job or an internship.

As part of a recent career week, Loyola University Chicago held a competition for student makeovers—hair, makeup and a free job-ready outfit.

“I need to look a lot more presentable…Help me class up my wardrobe,” senior Caitlyn Schmid, of Forest Lake, Minn., wrote in her winning essay. “I just want to look the way I feel on the inside: confident smart and fun,” wrote another winner, sophomore Rianne Coale, from Elmira, Mich. “I am not afraid of change,” assured bearded, bushy-haired freshman Juan (Gabe) Perez, of Mason, Ohio, who got a wardrobe makeover (and a haircut).

To learn how to transition from slob to sleek, I talked to stylists and job experts, then collected first-hand tips by tracking this trio through their transformations at stores at Water Tower Place. Here’s how you too can achieve a near-miraculous makeover.

**Made over:**

**From college to career path**

**The look: Initial job interview**

- Caitlyn Schmid, 21

**BEFORE**

- “I wear a T-shirt and jeans most of the time.” No makeup, and she hadn’t had her hair cut in six or seven months.

**AFTER**

- You can’t go wrong with traditional business attire: a suit (for men and women).

- Cover up; no cleavage or bare arms.

- Department store personal shoppers can help, and they’re usually free; call for an appointment.

- Makeup (with a light touch) shows you care about your appearance.

- Jewelry is good—but not flashy or jangly.

- Don’t show your toes: No sandals; choose closed-toe basic pumps.

- Clean, manicured hands with no or classic (not bright) polish.

- Add a business case or no-logo tote to complete the look, hold your resume.

**Her new outfit:** Jacket, $128 reduced to $24.99; pants, $79.90; top, $39.90, all the Limited, thelimited.com; necklace and earrings, $25.65, Charter Club, Macy’s, macys.com; her own shoes. Total: $170.44

**BEFORE**

- “I wear a T-shirt and jeans most of the time.” No makeup, and she hadn’t had her hair cut in six or seven months.

**AFTER**

- “I wanted to look more mature because I do have braces, so pretty much anything you put me in it’s, ‘Oh, she’s 14.’ The shorter hair makes me look a little older.”

- Do your homework online (employee photos?) or in person to see what office wear is acceptable; dress as formally as your would-be boss or the management team.

- Keep it professional and polished, but it’s OK to show a little wardrobe personality.

- Choose mix-and-match separates for versatility.

- Stay away from easy-to-wrinkle fabrics such as linen.

- Belting a cardigan gives it a more professional look.

- No minis. Skirts should be at or just above the knee.

- Hosiery is a must.

- Use a T-shirt or cami to fill in a revealing neckline.

**Her new outfit:** Cardigan, $59.50; T-shirt, $29.50; skirt, $89.50; belt, $34.50; necklace, $49.50, all Banana Republic, bananarepublic.com. Her own shoes and tights. Total: $262.50

**Asked back for second interview**

- Rianne Coale, 20

**BEFORE**

- “I do my own makeup; I usually have my leotard on. I throw on yoga pants and my sweatshirt.”

**AFTER**

- You can’t go wrong with traditional business attire: a suit (for men and women).

- Cover up; no cleavage or bare arms.

- Department store personal shoppers can help, and they’re usually free; call for an appointment.

- Makeup (with a light touch) shows you care about your appearance.

- Jewelry is good—but not flashy or jangly.

- Don’t show your toes: No sandals; choose closed-toe basic pumps.

- Clean, manicured hands with no or classic (not bright) polish.

- Add a business case or no-logo tote to complete the look, hold your resume.

**Her new outfit:** Jacket, $125 reduced to $24.99; pants, $74.99; top, $19.95, all the Limited, thelimited.com; necklace and earrings, $25.65, Charter Club, Macy’s, macys.com; her own shoes. Total: $205.44

**Asked back for second interview**

- Rianne Coale, 20

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**AFTER**

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See spots run
New products target signs of sun damage on skin

By Wendy Donahue
Tribune newspaper

Men don’t tend to be vocal about skin care concerns. So when they, along with women, started asking Kiehl’s since 1935 co-founder Arnold Woolworth to create a new skin care product for them, he decided to take a look.

"Instead of just hearing I want something for lines, I want something for wrinkles, I want something for brown spots, I want something for my dry skin, I want something for my irritated skin," said Chris Salgardo, Kiehl’s president.

Men and women alike can blame the sun for the dark spots, also known as age spots and hyperpig- 
melanation, that often surface on cheeks, arms, and hands (men) and neck and chest (women). Victims don’t need to be recovering into a heli- copter to develop them. Just driving around can lead to skin discoloration, UVA rays, which typically cause those spots, can penetrate glass and many types of sunglasses.

“There have been studies that almost 100 percent of men have some type of sun damage on the left side of their face,” said Anthony Youn, board-certified plastic surgeon and author of “In Stitches.”

“Tattoos should be covered; remove facial piercings. Shirts look best when professionally laundered. If pants touch the ground, get them hemmed (most dry cleaners can help)." These tricks have driven the development of alternatives. Here, a glimpse at two newcomers.

Clearly Corrective Dark Spot Solution, containing what it calls Acti- on C, a vitamin C derivative that breaks apart melanin clusters and inhibits new ones from forming, Salgado said. Clinical trials showed the intensity of dark spots began to decrease within 2 weeks of use, with significa- nt improvement in skin tone in 6 weeks, versus the 12 that’s typical for many products that target discoloration, Salgado said. Where hydroquinone should only be used in up to three-month intervals to avoid irritation, Salgado said, Clearly Cor- rective can be used twice daily.

At dermatologists’ offices, the newest cream for hyperpigmentation is called Elure, derived from a tree fungus, Taub said. Elure has no hydroquinone and is based on what its creator, board-certified dermatologist and author of “In Stitches,” called “Melanoyt,” which decomposes melanin with- out irritation. It dissolves skin and pores new skin, whereas hydroqui- none works on the ex- isting melanin that makes melanin, “To have you want to use new pigment to be made. You can’t do anything for existing pigment," Taub said. “That’s why it takes one or two months for new skin to develop. One study of Elure showed skin tone im- provement in 28 days. It earned a 2011 best-of- beauty award in the “Big Breakthrough” category from Allure magazine. A 11.5-ounce lotion or cream costs $150, kiehls.com.

Whatever treatment one uses, sunscreen is essential, said Youn. "Sometimes, if you don’t use sunscreen, it’s as if you never had a face lift," he said. "How is it going to help if you just apply a cream?" Sunscreen is essential to help with dark spots.

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