

COMFORTABLE IN HER OWN SKIN

Celeste Hilling, the local businesswoman behind Skin Authority, is giving the cosmetics industry a makeover

RANCHO SANTA FE resident Celeste Hilling's San Diego-based company, Skin Authority has a celebrity cult following, products on the set of *Glee*, and a local fan club that includes Padres, Chargers, and television personalities. And yes, her 30 exceptional paraben-, dye-, and animal testing-free products can be found in swank resorts and spas such as Rosewood Hotels, Golden Doors, and Ritz-Carltons. But you don't have to be a luminary to get A-list treatment from this company.



Armed with a business and technology background, along with savvy spa expertise as President/CEO of the Day Spa Group for Steiner Leisure, Hilling started Skin Authority eight years ago and now has almost half a million people in her data base. "We provide skin care coaching directly to each customer we touch ... even if you just buy our lip balm."

EDITOR'S PICK: Skin Authority's SPF 30 sunscreen moisturizer uses a dry finish technology so it feels like a powder and leaves the skin silky soft.

The average free consultation call runs 37 minutes and, with Skype, the experts can see the client's face and skin. "[With] technology, we enjoy very direct connections to the consumers and personalize the experience," adds Hilling. "I truly feel that when you change someone's skin it changes their self esteem."

HILLING'S TIPS FOR SUMMER SKIN CARE, NO SKYPING REQUIRED

- 1 shot-glass worth of sunscreen needed to cover the average-sized body. Don't skimp!
- 12 The number of months the effectiveness of key ingredients in sunscreen last.
- 75 percent of the signs of aging are due to casual exposure to the sun (driving in the car, sitting near windows at the office). Apply a full-spectrum sunscreen at the start of each day—and not just at the beach.
- 15 The minimum number SPF you should use for protection against UVB (Ultraviolet B) or burning rays. You also need active ingredients to protect against UVA (Ultraviolet A) or aging rays. Look for UVA age-blocking elements such as titanium dioxide, zinc oxide, or anything in the avobenzone family.
- 5 Number of vitamins in ideal serums (vitamin B, C, D, E, and K), along with green tea, grape seed, and other antioxidant sources to tighten, tone, and firm the skin.



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