

BEAUTY MOMENT: OLA OMAMI

written by Peggy | 07/07/2017



Ola Omami, co-founder and Head Creative of [OMAMImini](#), an LA based children's fashion brand is chatting with us about her beauty routine:

Mornings, during the day and before bed – what is your beauty routine throughout the day?

Most of my facial products are from Shiseido.

I've been a loyal user of their [Whitelucent line](#) which works great on my skin. I use their purifying toner, serum and SPF 15 moisturiser as well as the eye cream.

If I do makeup (which is not every day), I usually use the Shiseido Dual Balanced Foundation, Dior's Glow Maximizer highlighter, Dior Skin Compact Powder and Clinique Lash Power Mascara as a base and then various Mac's blushes and eye-shadows if I get to it.

At night I add the Clarisonic brush to the cleaning routine and The Ordinary's Advanced Retinoid on top of the serum, followed by Shiseido's Benefiance Night Emulsion.

Hair: Theorie Argan Oil Shampoo and Conditioner – Argan Oil is magical for my hair and I love that it's all natural, Paraben, Phtalates and cruelty free.

My natural hair is curly (and ashy blond), so it's very high maintenance to keep it black and straight.

I don't wash it every day since blow drying and ironing takes forever (and is also bad for the hair), so I swear by dry shampoo, Oscar Blandi being the current favorite.

Hands & Feet: I have recently discovered [Deciem](#), an umbrella of beauty brands with a very different approach – using only the active ingredients that actually work, no perfumes and no unnecessary additives.

The Hand Chemistry actually makes my hands not only feel, but look better, which is something I didn't even think was possible. The Feet Chemistry is great as well.

Perfume: Everything from Comme des Garcons

How did you find out what works for you and what doesn't?

Hit and miss. I tend to stick with the hits forever (or till they're discontinued).

Did your beauty routine change over time? Why and when?

I was never too fussy about my routine, the only thing I always was pretty good about is taking off my makeup and putting moisturizer before bed.

I literally can count the times I didn't do it on one hand throughout my entire life. The rest just got a bit more elaborated with age, like using cleaning devices and serums.



What are your 3 absolute must have items that you recommend without hesitation?

1. Oscar Blandi Dry Shampoo
2. Dior Glow Maximizer
3. Fresh Sugar Advanced Therapy Lip Treatment

Please share your beauty secret with us.

Spraying your entire face with moisturizing mist once you're done with makeup – it gives the face more of a natural, glowing look without the powdery residue and makeup stays on longer too.

I'm using [Miyu's Hydrate Beauty Essence](#) – it smells like roses and is really great for flying too, if your skin gets super dry on the plane.

Thank you Ola!