

'Mad Men' Makeup Artist Spills Her Beauty Secrets for Betty, Peggy & Joan (PHOTOS)

LIFESTYLE Published Apr 5, 2015

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Mad Men's season 7 (part 2) premiere is almost here, and you know what that means. Every time we get our fix of the period drama series, we're inspired by the stunning '60s (or perhaps now '70s ...?!) fashion and beauty looks the leading ladies are bound to flaunt. This time, we actually got the backstage scoop from *Mad Men's* makeup artist Lana Horochowski.

More from *The Stir*: 'Mad Men': A Look Back at 7 Seasons of Swinging, Sexy Style (PHOTOS)

Horochowski shared the key how-tos and beauty products for recreating Betty, Joan, or Peggy's flawless faces with us. Because it doesn't have to be Halloween to co-opt these *Mad* women's stunning looks.

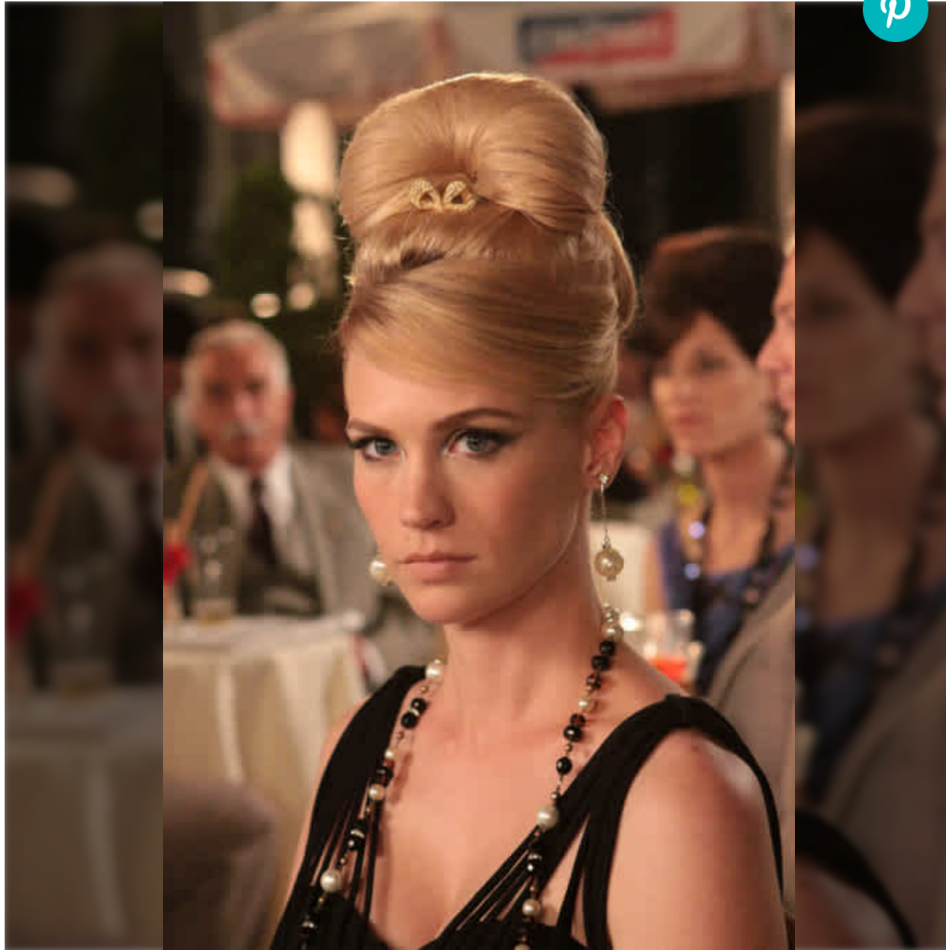
Which character's style is most like yours? Which makeup tip

[are you excited to try?](#)

are you excited to try?

Image via AMC

1/15



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Betty

One of Betty's most memorable looks had to be in season four, when she rocked this sky-high, sexy Bond Girl-esque 'do and a smoky cat eye.

2/15





Birchbox

Betty's Foundation

Horochowksi says she recommends using a foundation like BYTerry Light Expert Perfector (\$62, [birchbox.com](https://www.birchbox.com)) for a flawless complexion like Betty's. "I like to apply foundation with a brush, and then, blend with a damp [Beauty Blender](#)," she explains.

3/15



Betty's Shadow

Horochowksi says she used Kevyn Aucoin's Snow/Coal Duo Shadow (\$42, [bloomingdales.com](https://www.bloomingdales.com)) to create Betty's smoky eye look, but she also loves the Benefit Cosmetics Smokin Eyes Palette (\$36,



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Betty's Liner

"Use Smashbox Limitless Liquid Liner Pen (\$22, [Birchbox.com](https://www.birchbox.com)) to create a cat eye," Horochowksi says. "Start with a thin line in the inner eye and gradually bring it out, letting the liner get a little thicker towards the outer eye."





Birchbox

Betty's Brows

Then, fill in brows with Anastasia Dip Brow Pomade (\$18, [birchbox.com](https://www.birchbox.com)).



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6/15





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Betty's Lip

"Finish off the look with a nude lip using Besame Lipstick in Debutante Pink (\$22, [birchbox.com](https://www.birchbox.com))," says Horochowski.

7/15



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Peggy

Horochofski notes that when it comes to glass ceiling-smashing Peggy, she goes for "a very sheer no makeup look."

8/15



Birchbox

Peggy's Foundation

Start by applying Laura Mercier's Tinted Moisturizer (\$44, birchbox.com) all over the face, says Horochofski.

9/15





LOS CABOS

Birchbox

Peggy's Blush

"Lightly dust cheeks with Cargo Swimmables Water Resistant Blush (\$26, [Birchbox.com](https://www.birchbox.com)) in Soft Tangerine to add little color," Horochowski advises.

10/15



Birchbox

Peggy's Lashes

Peggy's Lashes

For big, beautiful eyes like Peggy's, paint the top lashes with Benefit Roller Lash (\$24, Birchbox.com), says Horochowski.

11/15



Birchbox

Peggy's Lip

And complete the Peggy look with Benefit Posietint (\$30, Birchbox.com) on lips followed by lip balm to soften the look.

12/15





AMC

Joan

Looking to recreate the ultimate red bombshell's beauty? You're not alone! Who wouldn't want to do their best Joan impression?

13/15



Beauty.com

Beauty.com

Joan's Complexion

"To achieve this look, start by applying ByTerry Cellularose Blush Glace (\$66, [beauty.com](https://www.beauty.com)) to the apples of the cheeks and blend with a Beauty Blender to create a "peaches and cream" complexion," says Horochowski.

"Then use a liquid liner, like Eyeko's, on the upper lid to create the cat eye. Fill in and accentuate the brow with the Anastasia Beverly Hills Dipbrow Pomade in Auburn (\$18, [Birchbox.com](https://www.birchbox.com)). Finish off the look with a pouty lip using Laura Mercier Lipstick in Baby Lips.

14/15



Birchbox

Joan's Perfect Cat Eye

"Then, use a liquid liner, like Eyeko's (\$16, [Birchbox.com](https://www.birchbox.com)), on the upper lid to create the cat eye," advises Horochowski. You'll also want to make your eyes pop by accentuating the brow with Anastasia Beverly Hills Dipbrow Pomade (\$18, [Birchbox.com](https://www.birchbox.com)) -- same as Bethel's, but in Auburn.



Sephora

Joan's Perfect Pout

"Finish off the look with a pouty lip using Laura Mercier Lipstick in [Sephora.com](#))," says Horochowski.

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