

Is This L.A.'s Best New Cosmetics Brand?

Celebrity makeup artist, editor, and artist Gloria Noto has been using her homemade products on her high-profile clients for years—now they're available to all.

By Chanel Parks. Photographed by Steven Garcia



Gloria Noto at her home in the Compton neighborhood of Los Angeles.

There are many ways to describe what Gloria Noto does. The Los Angeles resident is an in-demand makeup artist for fashion editorials and red carpet events (she's worked with Shailene Woodley, Haim, and Olivia Wilde) and an editor of the beautiful art journal *Work Magazine*. On top of those gigs, Noto now owns and operates her own natural makeup and skin-care line, Noto Botanics. (Then there's the painting, the photography, and the guitar-playing—even multi-hyphenates have their hobbies.)



Painting is just one of Noto's many creative outlets—she has an easel set up at home.

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The chaos feels natural to Noto. “I have a lot of different faces, different curiosities, and different things that turn me on,” she says.



Noto getting ready to play guitar. She notes Prince and David Bowie as two of her influences.



A selection of Noto Botanics products.

Noto's Rooted Oil body and hair fragrance blends together ingredients such as Somali frankincense and argan oil to moisturize skin and act as an antiseptic. Another hit item is the Deep Serum, which brightens skin with its vitamin-rich formula, including marula, grapefruit, and wild carrot oils.



Rooted Oil, \$60, notobotanics.com.



Deep Serum, \$55, notobotanics.com.

Noto's experience as a makeup artist has played a significant role in the simple, yet buildable, products in her line. "Playing with the extremes has shown me the joy of fantasy and the joy of simplification," she says.

The Color Stain is great for both heavy and light makeup application—dab some on your lips for a hint of color during the day, or layer it on your eyelids for a dramatic look at night.



Multi-Benne Color Stain in Oscillate, \$18, notobotanics.com.

Noto's products are visual and practical reflections of her Zen lifestyle, which she spreads to other people when given the chance. Her words of wisdom, just like her recipes, aim to enhance one's overall well-being.



Noto getting ready to mix up a clay mask.

“Don’t forget to take calm, deep breaths. Oh, and drink a lot of good water and hug someone every day,” she says.

See and shop Noto’s collection at notobotanics.com, and check out her delicious DIY face mask tutorial, coming up next!