

# Lift It!

Beautiful people guru Jeffrey Bruce has some sage advice for Detroiters on Sept. 18.

LINDA BACHRACK SPECIAL TO THE JEWISH NEWS

**C**elebrity makeup artist Jeffrey Bruce admits to a couple of nips and tucks around his fiery eyes and a rather frightening resemblance to movie critic Gene Siskel.

But it's time he assesses his own youthful features after years of dissecting other people's mugs. After all, Mr. Bruce celebrates the big 5-0 in January.

Is he concerned? No way. The "in your face" skin care and cosmetic guru says everyone should look their age and look wonderful. "You can't fight gravity," he says. "When in doubt, lift it up."

And you know the old adage that less is more when it comes to makeup application? Well, that doesn't hold for those of "a certain age." "The older you get, the more makeup you need," emphasizes Mr. Bruce.

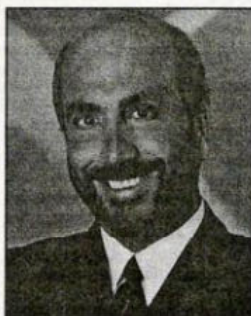
But the key is learning how to apply the makeup and to update your look. Women don't see him for a makeover, he says, they come

to him for instruction. "You're never too old to learn proper skin care techniques," he says. And his lectures are peppered with nonstop witticisms, gossip and, yes, brutally honest comments.

"Beware the GRS," Mr. Bruce warns. "That's the Ginger Rogers Syndrome. Poor dear, she was stuck in an eternal time warp. And Barbara Eden is following close in her footsteps."

Mr. Bruce, who you probably remember from his many stints on "Kelly & Company," brings his expertise back to Detroit at 10 a.m. Thursday, Sept. 18, for an event sponsored by the Auxiliary for Jewish Aged and the Jewish Home & Aging Services at Temple Israel.

"Wake Up with ... Jeffrey Bruce, Living Longer, Looking Beautiful," promises to be a morning filled with fashion advice, cosmetic and hairstyling consultation and discussions with plastic surgery, dermatology and vision experts.



Jeffrey Bruce: Don't let it sag.

"I'm thrilled to be involved with the Jewish community," says Mr. Bruce. "I feel an allegiance to the Jewish people and have wanted to contribute my time to a good cause. You know, no one ever asks me what my last name is. It's Hirsch, Jeffrey Bruce Hirsch."

Mr. Bruce boasts that his old-

est client is a wonderfully eccentric woman from Ann Arbor. "Her name is Jean, a beautiful flaming redhead." He has taught her what he will teach the audience at his Sept. 18 engagement — the benefits of facial cleansing and moisturizing, ideally with his line of aloe-based, hypoallergenic skin care products; the art of blending ("you can put schmaltz on your face if you know how to blend"); and the magic of hair color. "Don't go gray," he says. "Don't look older than you are."

Most importantly, Mr. Bruce stresses that radiant looks come from inside and it's up to every one of us to discover how to bring our best faces forward. □

For ticket information for the Sept. 18 event, call (248) 661-2969. Brunch and program: \$20. Patron donation: \$40.

## A New Look For Old Group

Celebrating 72 years of continuous service to the Jewish community, the Auxiliary for Jewish Aged is the volunteer arm of the Jewish Home and Aging Services. It financially supports a variety of programs and services for the residents, while dedicat-

ing thousands of hours to their educational, therapeutic, social, cultural and religious needs.

More than 1,200 auxiliary members work to enrich the lives of Jewish elderly, with active volunteers staffing gift shops and nosh nooks, welcoming new residents, planning holiday celebrations and hosting a myriad of programs.

Residents of the homes, which include Fleischman Residence, Menorah House and the Marvin & Betty Danto Health Care Center, are also members of the auxiliary and participate as volunteers.

In an effort to gain community-wide exposure, the auxiliary has planned some dynamic events for the coming year. "We wanted to begin the year with a bang," says program vice president Julie Ritten. "Normally, our opening meeting draws about 100 people, and they're the same staunch supporters every year." Ritten expects 300 to attend the Sept. 18 opener that features makeup artist Jeffrey Bruce on a panel with beauty, fashion and health professionals.

Highlights of the year include the auxiliary's Gift Shop Fashion Show in October and the Jewish Book Fair in November.

—Linda Bachrack



Eugene & Marcia Applebaum  
Jewish Parenting Center  
Congregation Shaarey Zedek-B'nai Israel Center  
presents



New York Times Best Selling Author  
**JUDITH VIORST**  
*as she discusses the topic*  
**FOR PEACE OF MIND  
RESIGN AS GENERAL MANAGER  
OF THE UNIVERSE**

Join us for a lively talk about control over our lives and the people we love, especially our children.

Saturday, September 20, 1997

8:00 p.m.

Congregation Shaarey Zedek  
27375 Bell Road • Southfield, Michigan

\$10 per person

Afterglow following program

For more information regarding this program or others, please call Janet Pont, Director (248) 681-5353

\* A gift from the Morris & Beverly Baker Foundation •  
In memory of Morris D. Baker



## Earn higher yields!

MONEY MARKET  
**4.75%** APY

- BERKLEY • (248) 546-2590
- BIRMINGHAM • (248) 646-8787
- CLAWSON • (248) 435-2840
- COMMERCE TWP. • (248) 669-3993 \*
- ROCHESTER • (248) 656-5760
- SOUTHFIELD • (248) 948-8799
- TROY • (248) 649-3883 \*
- WEST BLOOMFIELD • (248) 855-6644

\* NEW LOCATIONS IN COMMERCE TWP. & TROY



Annual percentage yield accurate as of 7/28/97 and are subject to change without notice. Money Market, \$2500 minimum balance required to open account and must be maintained for stated APY. Balances below \$2500 earn 2.75%. Fees may reduce earnings if minimum balance is not maintained. © 1997 Sterling Bank & Trust FSB.