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WHAT COMES NATURAL

FORMULAS THAT KEEP YOUR SKIN GLOWING

WRITTEN WONDERS

OUR PICK OF THE MOST
CAPTIVATING AND LATEST BOOKS

COMPASSIONATE COLLECTIONS

CHIC STYLES THAT GIVE BACK

FALL 2011

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CONTRIBUTORS



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1 Melinda Serra

Hails From: Newport Beach, CA

In This Installment: Home Decor—Inspiring Design. The Fall issue is on a 'table-setting' and how to add a stylish touch.

Superb Sustenance: I love when my husband cooks, he's the best cook and has certainly surpassed my cooking skills—but then again that wasn't too hard. Favorite food? I strongly believe in equal opportunity.

Desired Destination: A favorite vacation spot for my family is Aspen in the summer, with its clean fresh air, abundance of trees, natural beauty and charming town center.

2 Robert Pingatore

Hails From: Foothill Ranch, CA

In This Installment: *baskTech*, Santa Fe, NM Feature, *baskin*, *bask* Sommelier

Sweet Tooth: Best dessert in a restaurant has to be house-made tiramisu.

Can't Put Down: *The Origin of Consciousness in the Breakdown of the*

Personaf Mind by Julian Jaynes and *The Idiot* by Fyodor Dostoevsky.

Personality Type: I love jazz, video games, and comic books. I'm like an uber-geek with cool pastimes.

3 Clayton Daniella

Hails From: San Francisco, CA

In This Installment: Introduction to Piece of *bask*

Diverse Diversions: From entrepreneurship to family dedication, with a healthy dose of athletics and shopping along the way, Clayton is a man of multifarious pastimes, and he brings his extensive and varied experience to POB in a voice that is both cultivated and reliable.

4 Golie Aleani

Hails From: Newport Beach, CA

In This Installment: Shopping Guide

Desired Destination: I love to travel and explore new cultures. The best vacation I took was when I studied abroad during graduate school. I visited nine countries throughout Europe.

Selective Shopping: Lately I've been doing a lot of online shopping. *MinuteLook.com* offers private, limited-time sale events with top fashion, home and beauty brands.

5 Erin Zimmering

Hails From: Boca Raton, FL

In This Installment: Animal Lover & In the Glow. My assignment for In the Glow was Brentwood Country Mart, which was a fun one. I'd never been there before, so after doing a little research I spent the day exploring all the cool shops.

Can't Put Down: *The History of Love* by Nicola Krauss and *Barrel Fever* by David Sedaris.

Superb Sustenance: I love to eat out. My favorites are Hungry Cat, for the food but also for their amazing cocktails.

(the Hot Tamales is insane), and Mottar where I'm obsessed with the Little Gem Lettuce salad and the Duck al Mottone.

6 Debbie Lovdas

Hails From: Cincinnati, Ohio. I grew up in a small town where the highlights were Guster's Ice Cream, Skyline Chili and collecting crawdads from the creek. Baked to Orange County the first chance I got.

In This Installment: SkinFood cosmetics—new to US and Irvine Spectrum. I also spotlighted Danny Sullivan, OC's secret tech guru and national go-to guy for Google, Twitter, trends and more.

Pet Performer: I own a big, yellow Lab, who is gushed over by every stranger he meets—and he works it.

Film Reel: I have an all-time thing for *Legends of the Fall*. So tragic and tormented. And who doesn't love Anthony Hopkins and Brad Pitt in the same movie?

7 Mark Van Mourick

In This Installment: *bask* Brief

Financial Finesse: As the CEO and founder of Optivest, Inc., Mark manages the portfolios of some of the most prominent families in the nation. He also wrote *Cash Out, Cash In—The After Success Investment Guide*, a guide for managing the responsibilities of wealth accumulation.

Philanthropic Propensity: Mark founded and serves as president of The Optivest Foundation, which donates to Christian Ministries, and also donates 10% of gross annual revenue from Optivest, Inc. and Optivest Perspectives to various charities worldwide.

fresh food for fresh skin

SHOPPING FOR GROCERIES HAS NEVER SOUNDED SO GOOD. Those in Orange County can now feed their skin with a stop at the “market,” or rather, skin boutique, located at The Irvine Spectrum. Think everything from kiwi masks and wild berry gel to banana concealer and black bean eyeliner. You can even drink in some peach sake, brandy toners, Korean liqueurs and beer bubble cleansers for your skin. SKINFOOD is not your average floral and herbal line of skin goods. It’s all made from varying types of foods from around the world, including avocado, carrots, rice, cashews and caviar. With over 750 stores in a dozen countries, SKINFOOD’s wild popularity has finally spread to the U.S.

Crafted with the look of a European deli market, the first American store was hand designed by artisans who came from Korea to give it a fresh and friendly appeal. SKINFOOD is Asian-influenced, but their products are created for all skin types.

You’ll find eclectic, trendy, mostly all-natural (though not 100% certified organic) products with classic skin care roots. The line pairs common ingredients, such as cucumber and grapes, with hard-to-find ingredients including Inca Omega nuts from Brazil, organic carrots from the Jeju Island, black raspberries from Gochang, Korea and Russian caviar.

The full beauty menu includes skin care, color cosmetics, body care and hair care, as well as a men’s line—some made with cognac and packaged with the look of brandy bottles (they know their audience).

With such whimsical touches, it seems they’ve thought of everything, such as body oils that need to be shaken like salad dressing before use.

You may feel a bit overwhelmed by the wealth of choices, but fear not. You can always whet your appetite with a few favorite bites, then come back for more. To start, the top bestseller is their famed Rice Mask. It’s whipped with the texture of ground rice and promises to brighten and whiten the skin. The Black Sugar Mask is made of black sugar from Brazil (the purest unbleached form of sugar) to moisturize and exfoliate. And their uber-famous Coffee Body Scrub is all the rage – caffeine is the key here with coffee beans that help firm and remove cellulite.

For makeup goods, they offer an outstanding lip stain combined with lip balm to soften and stay (versus those we’ve all tried that dry and crack).

All the goods in the store have a very lightweight texture versus heavy chemical lines that can provoke sensitivity in skin.

Fall SKINFOOD trends to seek out? Replenish your summer-sunned skin with their hydrating grape seed oil and avocado lines. The Cashew Nut Cream Body Mask with peanut butter is a recommended fall body scrub (with a scrub and mask all in one). For nails, go neutral in the Milk Creamy Coconut.

What can you expect this trip to the “market” to cost? An extremely reasonable \$17-\$60 for skin care and just \$5-\$30 for cosmetics.

As far as the results? Be patient. Their goal isn’t the quick fix of many heavy chemical results, but rather a long-term goal of natural, smooth, glowing beauty. TheSkinFoodUS.com ○





photograph by Tony Florez

Master of His Domain

Technically Speaking with Danny Sullivan

He's on a first-name basis with Google's Larry and Sergey, as well as the Twitter team, and flies to Facebook for press conferences with Zuckerberg. And everyone from CNN to Fast Company rings him for the inside story. Danny Sullivan of Newport Beach is OC's secret tech guru who publishes the national, in demand, Huffington Post-like site, SearchEngineLand.com. He writes, rants, seems more surfer than tech head and has his high-profile keystrokes in everything you and I use daily on the Internet. I caught up with Danny, 45, at his Balboa Peninsula bungalow. Outfitted in floral camo-colored shorts, a surf shirt and no shoes, he took time out from his workday and nightly rollerblade routine to talk search, trends and gadgets and share his role in breaking "Binggate" earlier this year.

Are you a geek?

Probably. But I'm not a programmer, and I don't live in my mother's basement. I couldn't tell you about every Star Trek episode created, but I could tell you more than I probably should.

You're constantly quoted in the press (WSJ, ABC, Forbes). Why are the big shots coming to you?

Well, I've been covering search before Google even started. I don't know that anyone has been covering the space as a journalist any longer than I have. I don't have any agenda to be pushing, and I don't play favorites.

You tell it like it is.

Yeah, I've been a bit grumpy lately. But when I do a rant, I will try to make sure it's fair or explain why. I'll give you details why I think you suck and how you can suck less.

Your role in the Bing sting this year?

Yeah, "Binggate" or "Googlegate." Google really disagreed with what Bing was doing (essentially ripping off its search results), and wanted to tell their story. They called me up and said I was the one they wanted to tell it. Google's never been in any kind of Hollywood-style sting operation, so it was an incredible story to break. We had 13,000 people on the site, at the same time, reading that story every second it was going. The story made The Colbert Report.

Do you work for Google?

Not at all. It's funny, though, my kids call me a Googlist because they thought Google was a person. I would get lots of calls and the kids would ask who it was, and I'd say, "Google." Or I'd be at conferences and my wife would say, "He's gone off to see Google."

Is that an @ tattoo on your wrist?

I got it around 2007. I wanted something that said Internet and I actually thought the @ was kind of going away because email was dying. But then Twitter started picking up, so I feel like my tattoo got a new lease on life.

Speaking of, you have over 150,000 followers on Twitter?

Yes, I'm on Twitter's Who To Follow List. They pick a few hundred, and they recommend me (@dannysullivan) for technology.

Should everyone be on Twitter these days?

I feel like you have to be at this point. Even if you don't tweet, it's just like having an email address.

Average workday for you?

It can be anything. Yesterday I was up at Facebook, because they called an instant press conference about their new chat product. Then, that afternoon, I went over to Google to talk to them.

Your offline life?

The beach. We like going out in the harbor, a bike ride here on the boardwalk, just traveling. I love Chronic Tacos, Angels games, the Vans skate park.

Your OC connection?

I love Orange County. Cut me, and I'd bleed orange. I grew up here. I lived in Britain for twelve years, traveled all over the world and this is still my home. A lot of people who got their start today, did it because of a guide I wrote when working in a business park in Irvine. So Orange County has this interesting connection into this entire search world, and nobody realizes it.

Tech tips?

Be master of your own domain. I've seen some people on Google+ say, "Oh, you don't even need a blog." Yeah, if you're an idiot, because Google+ could go away. Have your own local copies, be able to get your data out.

Fall tech trends:

Definitely watch what's going on with Google, as Facebook's new competitor. It's also going to be interesting to see what happens with the new iPhone, what will go on in the tablet space, the Android 4.0.○