

MAKEUP ARTIST

Nicole Jacob

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When Jacob, 33, started out at Lord & Taylor in Chicago 14 years ago, she made a name for herself by going the extra mile. If a shopper couldn't find the perfect shade of eye shadow at Lord & Taylor, for example, she'd escort her to another store to find it. Since 2003 Jacob, who now paints faces at a top Gold Coast salon, has been blending her own perfect shades. "It's natural but with flare," she says of her products.