

# THE RADAR BEAUTY

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Between her West Coast winemaking and new cosmetics line, Lydia Mondavi (above) is busy as ever.

## ABOUT FACE

*Atlanta native and West Coast wine empress Lydia Mondavi has a new line of cosmetics that is almost intoxicating.*

Lydia Abernathy Mondavi, 34, has just come inside from what she calls "a morning of simple decadence," walking through vineyards and harvesting grapes near her Napa Valley home. A fifth-generation Atlantan, she moved to California in 2003, two years after she married Rob Mondavi, Jr. of *that* Mondavi family. Since then she's become educated in the art of West Coast winemaking, and the couple's "Spellbound" was featured at the 2006 High Museum Atlanta Wine Auction's "Red, White & NEW" event, which they hosted. Now Mondavi is focusing mainly on promoting her newest creation, 29 Cosmetics, which hit Neiman Marcus department stores across the United States last month.

The name 29 Cosmetics is "a nod to Highway 29 that runs the length of Napa Valley," Mondavi says, and refers to the main ingredient in it: grape seeds. "This the only cosmetics line that has the anti-aging properties of grape seed extract as the main ingredient," she says. "One of my favorites is a lip scrub I formulated in Italy that uses extracts of apricot seeds and grape seeds to exfoliate."

Mondavi developed her collection after realizing that somewhere between spa facials and medical procedures, women were missing something in their approach to skin care. "I've researched treatments around the world and know that products using grape extracts have a higher concentration of anti-oxidants than those found in vitamins A, B and C," she says.

Thinking about how to incorporate natural ingredients into beauty products is nothing new for Mondavi. A past executive director of sales and marketing for Atlanta's Spa Sydell, she now owns The Abernathy Group, a spa consultancy firm that helps develop elite spa escapes like the \$60-million expansion at Old Edwards Inn and Spa in Highlands, North Carolina. Another one of her projects is the open-air farmhouse spa at Hampton Island Preservation near Savannah, where organic and medicinal herbs are harvested from the spa garden and blended into treatments that alternate with local rice milk and sugar scrubs. "It's important to be able to dial into where you are," says Mondavi, whose spa philosophy is based on staying true to each area by using indigenous, signature ingredients.

The grape extracts for 29 Cosmetics originate in California, but the all-natural line is produced outside Milan, Italy. ("It's harder to get a lipstick passed with the FDA than it is to sell a wine," Mondavi says.) From \$21 for a Line Maker lip pencil to \$40 for Vintage cream powder foundation, the 75 products all are named with wine in mind. There's the Crush cheek blusher (\$32) in shades of Rosé and Tannins; and the D'Vine "vitamin bomb" mascara (\$23). Then there are the Preserves lip therapies (\$23), Reserves lipstick (\$23), including the saturating Berry Stain lip color Mondavi uses every day, and the Pouting Pinot dew lip gloss (\$22) with SPF 15. "Decadence isn't necessarily material," Mondavi says. "It's a feeling. But a sense of place translates." [www.29cosmetics.com](http://www.29cosmetics.com) or [www.neimanmarcus.com](http://www.neimanmarcus.com) 