**Marguerite McDonald**

A pioneer in laser eye surgery and a clinical professor of ophthalmology at New York University, McDonald told us how to remove every last trace of eye makeup for Beauty 101. **Why did you get into ophthalmology?** “I had extreme nearsightedness until I received my first pair of glasses at age five. Suddenly, I could see my mother’s face for the first time. I wanted to do that for other people.” **What was your biggest breakthrough?** “In 1988, when I was a professor at Louisiana State University, I did the very first laser vision-correction surgery in the world. It was a precursor to Lasik and is still more popular than Lasik in some countries.” **Were you nervous?** “We had done thousands and thousands of experiments, and I was quite sure it would work, but sure, I was nervous.” **Is sleeping in eye makeup really so bad?** “It’s the worst kind of makeup to sleep in. It can lead to inflammation, puffiness, and loss of lashes. In my younger days, I played guitar and sang in a rock band, so I understand what it’s like to wear a lot of makeup and not want to take it off. But those are your eyes!”

**Dieter Manstein**

Manstein’s fat-freezing breakthrough nabbed the Harvard assistant professor of dermatology a place in “The Influencers.” **How did you become interested in body sculpting?** “My background is as a physician and a physicist, and I’m always looking for new treatments. Noninvasive fat removal was a need, so I decided to see if I could find a solution.” **What’s been the most rewarding about that process?** “To watch something that started as a bit of a crazy idea go through experiments, clinical trials, and now to have virtually everyone I meet in this industry be familiar with it is very satisfying.” **Are you working on anything else?** “A new laser treatment that I helped develop is being used in military units for veterans who have severe scars. For them, it’s truly life-changing. The fact that they’re being helped by something that originated from my concept feels really good.”

**Roy Geronemus**

Geronemus, the director of the Laser & Skin Surgery Center of New York City, who has been using lasers for 30 years, told us about an exciting new advancement in “Buzz Lightyear.” **What’s your trend?** “When I was in grade school I made friendship bracelets and sold them to kids. If I could take a doll head with me on an airplane, I’d be braiding it for the whole flight. That might get me in trouble though.” **Have you ever set a braid trend?** “It’s hard to claim that without sounding like an egomaniac, but I have tied a lot of knots in hair. I did a whole season where I just tied knots. Now I see tutorial videos for that online.” **What was your career highlight?** “The February 2010 issue of French Vogue. It just happened that I had done every single hairstyle in the magazine. That had never happened before.”

**James Kaliardos**

Makeup artist Kaliardos painted the bold lips and vibrant eyes in “Loud and Clear.” **Who influenced you?** “If I hadn’t met [photographer] Steven Meisel, I don’t know if I would have gone into this career. I was a student at Parsons, and he said, ‘You’re really good,’ and I was like, ‘How do you know?’ and he goes, ‘I can see it on your face.’ At the time I was wearing a lot of Duran-Duran-type makeup.” **Breakthrough moment?** “My first big show was Diane von Furstenberg, and it had Iman, Cindy, Naomi. I was nervous, but when Iman sat in my chair, she said, ‘My face is your face. You can do anything you want to it.’ To have such an incredible beauty say that was transformative.” **What are you most proud of?** “My work with Irving Penn. We did a lot of beautiful things together, including “Sweetie,” the image used on the cover of Extreme Beauty in Vogue.”

**James Pecis**

The nimble fingers of master braider Pecis, who styled the hair for “Dream Weaver,” are in high demand. Last year, he worked on 24 fashion shows, plus ad campaigns for Calvin Klein, Chloé, and Jason Wu. **What’s your braid background?** “When I was in grade school I made friendship bracelets and sold them to kids. If I could take a doll head with me on an airplane, I’d be braiding it for the whole flight. That might get me in trouble though.” **Have you ever set a braid trend?** “It’s hard to claim that without sounding like an egomaniac, but I have tied a lot of knots in hair. I did a whole season where I just tied knots. Now I see tutorial videos for that online.” **What was your career highlight?** “The February 2010 issue of French Vogue. It just happened that I had done every single hairstyle in the magazine. That had never happened before.”