

# A FETCH LOOK

**MAKE-UP ARTIST  
MILAGROS MEDINA-CERDEIRA CREATES  
A WINNING DESIGN FOR THE CULT-FAVORITE  
MOVIE-TURNED-MUSICAL.**

Ever since *Mean Girls* hit movie screens in the summer of 2004, fans of the cult movie have been quoting lines and clamoring for more story from its writer, comedian Tina Fey. They finally got their wish when Fey decided to turn the film into a musical, and it instantly had Broadway audiences shouting “Fetch!”

Directed by Tony winner Casey Nicholaw, with a book by Fey, original music by Jeff Richmond and lyrics by Nell Benjamin, the musical is set in present day but includes much of the same razor-sharp wit and remarkable insights from the movie.

Like the movie’s plot, after years of living with her zoologist parents in Africa, Cady Heron moves to Illinois and must find where she fits in the social hierarchy. She quickly attracts the attention of The Plastics, a trio of popular frenemies led by the vicious and calculating Regina George. When Cady devises a plan to end Regina’s reign, she learns that you can’t cross a queen bee without getting stung.

Make-up artist Milagros Medina-Cerdeira was excited to come aboard the creative team, joining forces with hair designer Josh Marquette, who she has worked with numerous times over the years. She’s also worked with Nicholaw and costume designer Gregg Barnes a

lot, so that made for a comfortable atmosphere.

“Plus, the whole history behind *Mean Girls* with its cult following was so interesting, and I just couldn’t say no to that,” Medina-Cerdeira says. “I had seen it back in the day when it first came out, and I now have a teenage daughter so we watched it together and she really enjoyed it. It was great to look at it through her eyes as well.”

Because teens today follow make-up tutorials on Instagram and are playing around with highlighting and contouring, her initial design looked to follow those trends.

“They try to look more like the celebrities. I was trying to incorporate that with my girls,” she says. “We also have all these different groups in the high school: the preppie kids, the goth kids, the sporty kids ... and the trick was doing all this without them looking too old.”

That meant minimal highlights and playing with the color scheme, but most of all, balance.

“For my three main girls, I tried to take each one into their own identity. For Regina (Taylor Louderman), I tried to lean more into Farrah Fawcett, more of a fresh, glowy tan, glossy lip and that beachy feel. We used a lip shade from M.A.C. called Loud and Lovely,” Medina-Cerdeira says.

“For Cady (played by Erika Henningsen), we wanted something more like Barbie, so it was about creating rosy cheeks, a wet lip and what we did to pop her was give her beautiful blue eye liner (High Def Cyan from M.A.C.) and tons of mascara and soft lashes.”

Regina also uses two lip balms, M.A.C. Tendertalk in Candy Wrapped for most of the show and in Teddy Pink for the musical number “Spring Fling.”

The character of Gretchen Wieners (Ashley Park), who is a girl looking to belong and who loves make-up, needed a bit more done.

“She has the most amount of eye shadow and blush and has it all going on, with a little bit of contour and bronzer,” Medina-Cerdeira says. “[Gretchen] is the one constantly on Instagram posting and following.”

Then there’s Barrett Wilbert Weed who plays Janis Sarkisian, who has more of a goth look. Medina-Cerdeira chose to use M.A.C. Eye Shadow in O on top of Cyber Goth to create a rich eye look; M.A.C. Lip Pencil in Nightmoth completed the look.

Medina-Cerdeira started work with the musical when it premiered in Washington, D.C. last fall and then made a few changes before its heralded Broadway run.

“We made some changes to keep the cast looking young while not looking too

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Taylor Louderman as  
Regina George



FROM LEFT: Erika Henningsen as Cady Heron, Ashley Park as Gretchen Wieners, Louderman and Kate Rockwell as Karen Smith

overly made up,” she says. “That came down to color changes, pulling back on some of the make-up and doing light bump-ups for scenes like ‘Sexy Halloween’ or ‘Spring Fling.’”

Broadway veteran Jennifer Simard also stars in the show, tasked with playing three roles—Mrs. Heron, Mrs. George and Ms. Norbury—two of the “mean girls” moms and the high school’s popular calculus teacher.

“Simard changes from teacher to mom, so she goes from a retro neutral brown lip color as a teacher and then we bump it up with a lip gloss called Pink Lemonade to have some change,” Medina-Cerdeira says. “It’s really about changing lip colors so we can wipe it off quickly and show the changes.”

The boys in the show just needed to be clean shaven with some spot coverage and some of the actors use brow gel to provide more definition and color under the lights.

Medina-Cerdeira is currently working on the *Wonder Woman* sequel and will be headed back to New York soon to start make-up design on *The Prom*. **MA**

*Mean Girls* has an open-ended run at the August Wilson Theatre in New York City. Visit [meangirlsonbroadway.com](http://meangirlsonbroadway.com) for details.



Barrett Wilbert Weed (top) as Janis Sarkisian and Grey Henson as Damian Hubbard



Henningsen