

# Crème de la crème

Mom launches cosmetic concoction ideal for Latina faces

By MERCEDES SANCHEZ

**A**FTER years of witnessing her mother apply Vaseline to her face as a moisturizer, Brooklyn-born *dominicana* Marilyn Tineo figured it was time for a change.

With two business partners, Tineo founded a new cream that not only caters to Latinas, but also to women of all colors and nationalities.

The trio established Terme di Fontecchio Umbria Skin-care, a product that uses exclusive sulfuric water from the thermal baths in Umbria, Italy, nineteen months ago.

"I grew up always looking at Vaseline and Ponds bottles in the bathroom. Vaseline is great if used temporarily, but it dehydrates and clogs the skin, causing it to break out," says the 37-year-old entrepreneur and mother of two.

Dermatologist friend and partner Dr. Stefano Rossi showed interest in helping to form the cosmetic line when Tineo attended a wedding in Italy with her Dutch husband.

Creative partner Elena Casuano and Tineo thought they could bring the business

to the States. They started calling themselves 8 1/2 after the Fellini film in hopes of integrating the idea of the number eight as a symbol of continuation into their business mindsets.

The line consists of five products, including the Cream Spray, which was designed to be a hydrating "spray on the go." The Day and Night Cream is a moisturizer that protects the skin's softness. An Eye Serum oil reduces puffiness and under eye circles, and the Face Mask makes the skin glow.

Finally, the Milk Cleanser can be used as a make-up remover and strengthens the skin's tissues.

"As the only Dominican [and Latina] in the group, I said, 'Latin women represent every color, every hue, and it has to work for us,'" says Tineo. "And if it doesn't work for us, it's really not going to work for anybody."

Orders can be placed at [www.termedifontecchio.com](http://www.termedifontecchio.com) now or [www.vivere.com](http://www.vivere.com) during the holidays. Products begin at \$30.



Michael Sofronski

**Mom and entrepreneur Marilyn Tineo was inspired to start a cosmetic line that suits Latina complexions.**



Liz Sullivan

Danny Gonzalez helped make Perception a success.

## Design of the times

Queens whiz starts graphic biz

By MARIA ALVAREZ

**D**ANNY Gonzalez is a Queens boy through-and-through — never taking no for answer and never flinching at a job, whether it's a small affair or a colossal undertaking. Gonzalez is a conqueror.

At 34, Danny and his partners launched a graphic design company in the mournful and uncertain days after 9/11.

"Everyone told us we were crazy. Business was bad. No one wanted to do anything," says Gonzalez.

With three MAC computers and a tiny Chelsea office, they banked on their creativity to offset the lack of high-tech equipment they couldn't afford.

Working late into the night, he and his partners succeeded by offering fast service at a low cost for "a high-end product," says the Bayside, Queens-born Gonzalez, who graduated from St. John's University with a Business Management degree.

Today, the company, Perception, works out of a 2,500-square-foot office on 31st Street and boasts a clientele list of heavy-hitters — HBO, Bravo, ESPN, Cinemax and AMC.

"Every task was an opportunity," he says. "You can't just sit on it. I took it and ran with it — always with a smile on my face."

Visit [www.perceptv.com](http://www.perceptv.com) for more information.

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