

Nivea Enlists Help of Rancic Couple to Host New Year's Eve

TV personalities Bill and Giuliana Rancic will be ringing in the new year on top of the Nivea Kiss platform in Times Square. The celebrity couple also helped Beiersdorf's Nivea beauty brand launch the "Kiss the One You Love Contest" on Facebook, which invites couples to share their love stories for a chance to win a trip to New York City to join the Rancics for Nivea's third annual celebration. This year, no lip will be left unattended, as Nivea will touch the lips of many people with "A Kiss of Smoothness."

Should celebrities tie their images to a product?

Cupid's Advice:

Celebrities have been known to endorse many a product and all sorts of national and international causes. The question is, should they? Cupid has some thoughts:

1. They support a cause: If you're going to be famous, you might as well utilize your notoriety for a worthy cause. For instance, David Good is giving part of the proceeds from his recently released book to cancer research. Consider buying products which have been endorsed by celebrities for more than personal gain.

2. They believe in products: There are so many different products on the market today that it's sometimes impossible for us to know which brands to trust. Those in the public eye have the chance to support products in which they really put faith. If you respect a celebrity, the products they endorse might be just what you need.

3. They want money: Of course there are those in the limelight who are simply in it for the green stuff. Be careful about which celebrities you blindly follow.