

Giveaway: Do It Yourself Beauty- Say “Yes” to Shaving Less



 *This post is sponsored by Silk'n SensEpil.*

You're riding the elevator with the hottie you've been eyeing in Apartment 12B when he spontaneously asks you to grab a drink downstairs in 15 minutes. As you get off at your floor and fumble for your keys, you not only realize that you have nothing to wear but that you haven't shaved your legs in days.

In a panic, you grab your razor and do one of those “dry shaves,” only to be left with little red bumps everywhere.

What a nightmare!

If only you had cashed in on your local spa's painless laser treatment promotion that came to your inbox last week. Then again, the thought of laser treatment is just a mere dream as you calculate the expense, inconvenience and time. What's a girl to do?

Our Solution:

Well, Cupid wants to share a little secret with you: there's now a home laser device that's simple, quick and clean with minimal set-up required. [Silk'n SensEpil](#) is the answer to your shaving frustrations. It takes only minutes for you to get started and you can do it in the convenience of your home.

You don't have to worry about squeezing a laser appointment into your already crazy schedule. And, Silk'n SensEpil covers a larger area of skin than other competitors so an entire male chest or set of female legs can be treated in 15-20 minutes. Yes, you heard that correctly!

**Cost:**

Worried about spending a fortune? Not with Silk'n SensEpil. Professional spa treatments can cost up to \$2,000 for one area, but this device covers all areas of your body for a quarter of the price. And, unlike those conventional laser treatments it's approved for facial hair too. Wow!

Giveaway:

~~Too good to be true? Try it out for yourself. The company is giving one lucky visitor the chance to win a free [Silk'n SensEpil](#) laser hair removal system. All you need to do is send us details about your own humorous or horrific hair removal experience [here](#). The contest ends September 23 at 12:00 p.m., so enter now.~~

This giveaway is now closed.

Exclusive Offer:

From September 1st through December 31st, 2011 you can receive an extra 20% off your purchase of Silk'n SensEpil products (\$200 minimum purchase required). To redeem this offer use this code: "Beauty20."

Don't miss out on this great opportunity for rapid, beautiful, hairless results.

Note: Similar to professional laser hair removal systems, Silk'n SensEpil will not work on individuals with dark skin tones and is not recommended for their use.

CONTEST: Submit Your Stickiest, Sweatiest, Most Stressful Dating Story



 *This post is sponsored by Mitchum.*

BAD DATE?

-Have you ever had a date show up two hours late – or maybe not at all?

-How about running into your ex when you're out with a new man?

-Or, what about the time you got all dressed up for a romantic dinner for two, only to realize when your date arrived that he was taking you bowling?

If any of these scenarios are bringing back those uncomfortable and, well, sweaty memories, then you're in luck!

In fact, your bad luck may be the ticket to your next great date. That's right! You could win a gift that just might make up for that sweaty scenario.

TELL US ABOUT IT:



All you need to do is "like" our [Facebook Page](#) and submit your stickiest, sweatiest or most stressful dating story (100 words or less) to us [here](#). We will then chose two entries to feature on our site and award each winner with a \$100 Victoria's Secret gift card courtesy of Mitchum and the "Love Thy Pits" campaign. The contest ends Friday, September 30 at 12:00 p. m, so enter now.

Never thought that you'd actually *want* to talk about that "I'd

rather not talk about it” date, huh? Now’s the time to bare your soul and share your sweatiest – and perhaps best kept – secret. And don’t forget to use Mitchum Advanced Controlâ„¢ – in either Pure Fresh or Powder Fresh – to hide those sticky moments that you’re not quite ready to reveal.

Happy writing!

Rebecca Friedman, Exclusive Hair Colorist to Kim Kardashian, Unveils Her Client’s “Big Day” Look – Will It Be Light or Dark?



 By Whitney Baker

Before her big day, a bride-to-be has so many details to consider: location, music selection, flower arrangements, seating chart, menu choices, and, of course, her personal style. She needs to pick out a dress and jewelry, as well as decide how to do her make-up and hair. When it comes to her hair, she not only needs to choose a style – keeping in mind her choice of veil – but also a color.

That’s where Rebecca Friedman can help. Co-owner of Goodform Salon in Hollywood, and a celebrity colorist expert, Friedman knows just how critical it is to achieve that perfect hair color – and most recently, as the exclusive colorist to Kim Kardashian, she’s helped one bride-to-be do just that.

With Kardashian's wedding to New Jersey Nets' basketball star, Kris Humphries, only two days away, Friedman reveals, "I just saw her the other day. I took her lighter chocolate brown color back down to a dark, minky sable, closer to her natural hue."

In light of these upcoming Hollywood nuptials – a wedding that's expected to be as grand as the royal wedding – this celebrity hair colorist offers a bit of advice to future brides. "Unless it's in your personality to make bold decisions with your look, I wouldn't recommend a shocking change before your big day," she says. "You want to look at your pictures and feel timeless. I think most brides want to look like the most polished version of themselves."

Of course, other factors, like season and location, impact a bride's choice of hair color, as well. According to Friedman, "If you're getting married in the summer time, or on the beach, beautiful, hand-painted highlights on slightly deconstructed waves seems fitting. On the other hand, for a winter wedding in the city, you may want to opt for a deeper, richer shade styled into a more-textured low bun."

While a bride-to-be should stick with what she knows, single girls have the flexibility to be a bit more playful. "You are single and want to look your best – you never know who you will run into! Lightening up your color, or using multiple tones to add sparkle and dimension, is sure to make you feel flirty," she says.

But remember: you should never change your hair color for a man. Friedman regards this reasoning as a big no-no and says, "The attraction should be there regardless of your hair color."

A broken-hearted girl, however, should be a bit more cautious. "Wait until you're less emotional or start slowly by adding a few face framing highlights or a gloss,"

recommends Friedman. "You can always go more drastic later."

After all, "in the throes of a heart ache, what seems like a good idea, sometimes is not – like eating a whole container of ice cream!" Friedman cautions.

At the end of the day, whether you're a bride-to-be, a single girl ready to jump back into the dating world, or a girl with a broken heart, there is a "golden rule" when it comes to changing your hair color: "Honor your personal style."

Before making a color change, Friedman advises all girls to do their homework. "Find a very capable hair professional to [make the color change] for you. Be realistic about how achievable the target color is for your complexion and your hair," she says.

Since the right hair color is different for every girl, Friedman believes that you should "play up what you have," offering this advice to girls of every shade: "If you're a redhead, add a fiery, copper gloss. Blondes can try painted-on, surfer-girl highlights with a few random low-lights. As for brunettes, they can stay multi-tonal by adding some sparkly toffee and toasted-walnut strands around their hairline and tips."

According to Friedman, regardless of your base color, there are six important questions to ask your stylist before making a major color change:

1. What is a realistic level of lightness for me to achieve given my current hair color?
2. Will previous chemical treatments on my hair affect how light I can go?
3. What tones will best suit my complexion?
4. Will the texture of my hair change after I lighten it?

5. How often will I have to come in for touch-ups?

6. Do styling products for color-treated hair really work?

While the answers to these questions will provide you with invaluable information before making the big decision, the most important question to ask yourself is: Will my color change make me feel like my *most* confident self? Friedman says, "Wearing your hair color with confidence, no matter what color it is, really is key."

We couldn't resist asking Friedman one last question – something everyone wants to know: Do blondes really have more fun? She shows off her own confidence and answers unabashedly, "Well, as a natural and currently very blonde girl, I must be biased and say yes!"

To make an appointment with Friedman at Goodform Salon, please call 323.658.8585.

Choose the Perfect Perfume for Your Guy



 By Sarah Ellis

A smell can ignite a flood of memories. Your mom's perfume may remind you of snuggling with her as a child, and your fruity body splash may remind you of awkward middle school days where you passed notes to your best friend and giggled about your crush. Your first boyfriend's cologne may remind you of your first kiss and innocent love. And like these memories all hold a special place in your heart, you want your

perfume to be a sort of signature, right?

Perfume is personal. It's meant to be an intimate adornment – something that's noticed when your guy leans in to give you a kiss or gets a whiff when he whispers in your ear. And I'm here to tell you there's more to buying perfume than choosing it by how it smells in the bottle.

Have you ever noticed how you'll spritz a perfume sample in the air at the store, fall in LOVE with it, make the purchase, but later realize that it doesn't smell quite as good as you remember? Perfume actually reacts with your body chemistry, which can affect the way it smells after you wear it.

There's one rule you MUST follow when choosing a scent: Don't choose a perfume based on which celebrity endorses it or by how adorable the product packaging is, no matter HOW posh they make the bottle look! If you're investing in perfume, you don't want to be wasting money on a scent that you'll end up hating. Trial and error is crucial.

The most common scent categories:

- Musky
- Floral
- Fruity
- Fresh
- Amber or Oriental
- Wood or Pine
- Citrus
- Gourmand (a fancy term for dessert fragrances, typically vanilla, cake, or other decadent treats)

Perfumes are pretty complex in nature, as they're made up of "notes" that take on different layers. There are top, middle and base notes that, when played together properly, mix into a lovely scent. The top notes are immediately recognizable when you apply the perfume. The middle notes will emerge right

after the top note dissipates, and you may not notice the base notes for up to 30 minutes after you've applied the scent.

Different combinations of these categories make up different fragrances. Mixologists spend their days playing with different essential oils and finding unique combinations.

If you're unsure of what type of fragrance you prefer, get playful! Although most of us run away from perfume counters while shopping, discussing fragrance with an expert is truly fascinating. Take a shopping pal and ask some questions!

Have fun playing, but don't be pressured to purchase immediately. Spritz the fragrance in key areas: wrists, neck, décolletage (because it sounds classier than cleavage), or behind the ears. But don't overdo it! Perfume is meant to be intimate, not overpowering.

And ask your guy what kind of scent he prefers. Everyone has different tastes, and while you should ALWAYS choose for yourself first, it's fun to indulge your guy in this way. My high school boyfriend loved vanilla perfume, and it was fun to get compliments on how lovely I smelled!

Find your signature scent, and it will serve you through the years. It will also bring back a flood of memories as you grow and change.

While Sarah Ellis wouldn't exactly label herself as a perfume expert, her time spent working the beauty counter certainly did give her a one up on the average shopper! In her day job, she enjoys sharing style advice for pairing affordable handbags with equally fabulous ensembles at Handbag Heaven.

And she's always on the lookout for affordable ways to be more fabulous.

Giveaway: Schick Hydro Blast



 *This post is sponsored by Schick Hydro.*

[Schick Hydro](#) is a complete skin comfort system that refreshes, renews and cares for men's skin by reducing irritation and hydrating throughout each shave. The bold, new designs of Schick Hydro Blast razors combine with an innovative new travel case so men don't have to sacrifice a great shave when they're on the go – they can free their skin wherever they are. Why not buy the complete line for a well-traveled dad for Father's Day?

[Schick Hydro 5 Blast Razor with Travel Case](#): Hydrates and protects skin throughout each shave.

[Schick Hydro 3 Blast Razor with Travel Case](#): Uses a water-activated gel to keep skin lubricated.

Both razors feature skin guards, an advanced hydrating gel reservoir, travel case, new handle and flip trimmer. They are available at food, drug and mass stores nationwide for a suggested retail price of \$7.99 – 8.99.

[Schick Hydro Sensitive and Moisturizing Shave Gel](#): Designed to work with and enhance the performance of the Schick Hydro Blast razors, Schick Hydro Sensitive and Moisturizing Shave Gels help to deliver maximum closeness and comfort. They are available at food, drug and mass stores nationwide for a suggested retail price of \$3.39.

For more information, visit www.schickhydro.com.

~~**GIVEAWAY ALERT:** *Cupid's Pulse has teamed up with Schick to give away two sets of each product to two lucky readers! To enter, tell us how your on-the-go guy could use this set*~~


~~comment below. Please be sure to use your real email address so we have a way of contacting you if you've won — don't worry, your address won't be shown. If your email is not included you will automatically be ineligible to win. This giveaway will run until **11:59 PM EST on Saturday, June 18.** Good luck!~~

This giveaway is now closed.

Thank you for reading **Cupid's Product Pick!** Visit us weekly for new products and offerings.

Natori Fragrance



 *This post is sponsored by Parlux Fragrances, Inc.*

The graceful, sensual allure of the East and the modern elegance of the West create an exquisite balance in the new eau de toilette version of the effortlessly sophisticated fragrance for women: NATORI from Josie Natori. The sheer new interpretation of the modern classic fragrance will be available at Saks, Bloomingdale's and Neiman Marcus for Spring 2011. Distributed and marketed by [Parlux Fragrances, Inc.](#), the eau de toilette comes in a 1.7 oz size in a translucent violet-tinted glass bottle, priced at \$65.

As part of The Natori Company's commitment to helping with relief efforts in Japan, 10 percent of the sales of all Natori fragrances purchased at www.Natori.com through the end of April will be donated to the [Red Cross disaster relief fund](#).

Thank you for reading **Cupid's Product Pick!** Visit us weekly for new products and offerings.

Giveaway: Lisa Ann Skincare



 *This post is sponsored by Lisa Ann Skincare.*

Now you can enjoy chocolate without worrying about calories! The Chocolate Body Lotion from www.lisaannskincare.com is a decadent treat for your skin. Lisa Ann Skincare uses only **premium** ingredients, such as Fair Trade unrefined shea butter, cocoa butter, aloe, coconut oil, olive oil and essential oils, all designed to sink into your skin easily to give you all the moisturizing you need.

The lotion is not too rich, not too light, and is lightly scented so it doesn't overpower your senses – just enough to make you say, “Hmmm that smells nice!”

Chocolate Body Scrub

This scrub is for the true chocoholic! When you can't get enough chocolate you can now enjoy Chocolate Body Scrub. Lisa Ann Skincare has taken cocoa powder and chocolate extract and mixed it with sugar, cocoa butter and oils to make a delightful exfoliating treat for your body.

No Parabens, petrochemicals, sulfates, phlatates.

Available for purchase at [lisa ann skincare](http://lisaannskincare.com)

Chocolate Body Lotion: \$19.00

Chocolate Body Scrub: \$15.20

~~As a special offer, Cupid's Pulse will give away a **bottle of Chocolate Body Lotion** to **one lucky reader!** To enter, tell us your favorite chocolate dessert in a comment below. Please be sure to use your real email address so we have a way of~~

~~contacting you if you've won — don't worry, your address won't be shown and we will never spam you. This giveaway will run until 11:59 PM EST on Saturday, Feb. 26. We will email you at the address you provided if you've won. Good luck!~~

This giveaway is now closed.

Keep up with Cupid on the go by following us at [@CupidsPulse](#). Thank you for reading **The Product Beat!** Visit us weekly for new products and offerings.

Special Valentine's Day Beauty Giveaway from Bestselling Author Brenda Novak!



 *This post is sponsored by Brenda Novak.*

To celebrate Valentine's Day, Cupid's Pulse has teamed up with *New York Times* bestselling author Brenda Novak to offer a **Brenda Novak canvas tote to TWO LUCKY READERS!** But don't think you're getting just the tote bag; included are **Novak makeup bags with THREE lip glosses** named after her *HEAT* trilogy (retail price: \$21 each) and **an autographed set of all three books!**

~~To enter, tell us your next lip gloss-worthy occasion—whether it's a steamy first date or a cool and comfortable night with you beau. The best answer wins! Please be sure to use your real email address so we have a way of contacting you~~

~~if you've won — don't worry, your address won't be shown and we will never spam you. This giveaway will run until 11:59 PM EST on Thursday, Feb. 17. Check back on Friday, Feb. 18 at 10 AM EST for a post announcing the winners. Good luck!~~

This giveaway is now closed.

In the meantime, check out Brenda Novak's special Valentine's Day guest post: 10 Tips To Keeping Your Valentine. For more information, visit her website at www.BrendaNovak.com and follow her on Twitter: @Brenda_Novak.

Valentine's Day Giveaway: Look Good with AXE Buzzed Look Cream



 *This post is sponsored by AXE.*

Don't you want to look good when you head out on your hot date? Try Buzzed Look Cream + 15, the newest in [AXE's](#) hair care products for men. Perfect for guys with short hair, this product will protect the scalp from those damaging UVA and UVB rays, all while keeping your hair soft and touchable. In fact, 75 percent of women surveyed* said they are more likely to run their hands through a buzz cut on a guy because they love the soft feel of it. Want further proof? St. Louis quarterback Sam Bradford and candidate for NFL Rookie of the Year allowed AXE shave his shaggy hair — check out his [new buzz look here](#).

~~And to celebrate Valentine's Day, Cupid's Pulse has teamed up~~

~~with AXE to offer a jar of AXE Buzzed Look Cream to **ONE LUCKY READER!** Simply tell us what your perfect date night would be in a comment below. The best date wins! Not a dude? Don't worry ladies — you can enter to win for your boyfriend or hubby. Please be sure to use your real email address so we have a way of contacting you if you've won — don't worry, your address won't be shown and we will *never* spam you. This giveaway will run until **11:59 PM EST on Monday, Feb. 14 — Valentine's Day.** Check back on **Tuesday, Feb. 15 at 1 PM EST** for a post announcing the winners. Good luck!~~

This giveaway is now closed.

In the meantime, visit your nearest food, drug or mass retail outlet to find AXE Buzzed Look Cream. A 2.64-oz. jar costs \$5.99 and is enough for 75 uses (i.e. date nights!). For more, visit Axe on their Facebook page and follow them on Twitter: @AXE.

**National survey of 1,000 girls 18-34 conducted by StrategyOne in January 2011*

Miss America 2011: Harvard Graduate and Miss Massachusetts Loren Galler-Rabinowitz is Much More than Just a Pretty Face



 By [Lori Bizzoco](#)

The women of ABC's *The Bachelor* may be competing for a man's heart, but the only thing Loren Galler-Rabinowitz wants to win is this year's Miss America crown! But don't think that the Miss Massachusetts contestant is just another pretty face. The 2010 graduate from Harvard University has a degree in English and just finished a 10-year figure skating career as a U.S. Champion ice dancer. In addition to her dreams of becoming a published poet, the Brookline, Mass. native received an \$8,000 scholarship from the Miss America Organization as Miss Massachusetts, which she will put towards pursuing a medical degree. If all this wasn't enough, the 24-year-old won an additional \$250 for winning the talent portion of the competition (nope, not for ice dancing – she's a classically-trained pianist). And this Saturday on ABC, Galler-Rabinowitz will show the country just why she deserves to win not only the Miss America title, but the \$50,000 academic scholarship that goes along with it.

One reason is her devotion to her philanthropic cause, fighting childhood hunger. In fact, Galler-Rabinowitz, who spent a lot of her childhood in Barbados where her mother runs the center for malnourished children, was awarded the Harvard's English department's Le Baron Briggs Traveling Prize for her humanitarian work. Her goal is to work in the area of pediatrics.

How does this non-stop woman find time to accomplish all this – and manage a happy and healthy relationship with her boyfriend of three years? Cupid was lucky enough to speak with her and find out:

After all that you have accomplished, what encouraged you to participate in the Miss America Competition now?

I knew that I wanted to take a year off between undergrad and medical school and I wanted to use that time to give a year of service. I figured that this was the last opportunity in my

life where I don't have financial obligations to anyone other than myself. I wanted to do something that would encourage people to help others and Miss America gives me the platform to do that.

In what ways has your title of Miss Massachusetts already started to impact people?

One advantage of being Miss Massachusetts is that I get to go to schools and give talks. Sometimes people think kids don't listen, but they do. I've received hundreds of email responses. Whether it's someone saying, "Because of you I started a UNICEF chapter at my school," or, "This weekend I am going to be nicer to my little sister."

Miss America is a beauty contest, no doubt about that. There is an aesthetic element to it, but it's not girl who is the most beautiful girl on the outside who wins – it's the one who is most beautiful on the inside. As Miss Massachusetts, I've put in up to something like 70 hours a week of public service. I'm not paid to do this. Being Miss America is even more intensive, but I think that I have the heart to do this job.

What do you say to inspire people?

I usually talk to people about what's *not* on my resume. I worked for 10 years to make an Olympic team, and unfortunately, it didn't turn out the way that I wanted it to and I was really disappointed. I started to volunteer in a hospital as a way to observe how *other* people were dealing with loss, and see if I could learn how to get through a tough time in my life. Also, my grandmother, who I was very close to, passed away around that same time. So I dedicated time each week to caring for others and it was so unbelievably rewarding. Now, I get to talk about the fact that you can take a bad situation and make the best of it by helping others who may be in an even worse situation. Doing the littlest

things for someone can brighten their day.

How important do you think beauty is in a relationship?

I think that I would use the word “attraction” rather than “beauty,” because everyone finds something different to be beautiful. In my own life, I have always looked for someone who has the same passion for giving back and doing good. Ultimately, we all end up with wrinkles and gray hair, and saggy in places that we wish we weren’t. But at the end of the day, you want to make sure that you are actually in love with the person – and not what they look like.

How did you and your boyfriend meet and what keeps you together?

We met at school and we’ve been dating for three years. He has a similar commitment to being in public service and that’s the thing that we have really bonded over. It’s that feeling that your life just isn’t complete unless you are doing something good for someone else every single day.

How do you make time for a relationship when you’re so busy? And what can you say to others in the same situation?

I think that’s the challenge in today’s world. As women, for the first time in history, we are as busy, if not busier, than our spouses, husbands, or boyfriends. How do you make a relationship function with two working people? I am in awe of my parents and feel lucky that I grew up in a household where my parents were both incredibly busy, but were able to build this incredibly strong bond and love for one another. Even with three children, they still managed to find the time to communicate. They were engaged after only 24 hours and they just celebrated their 40th anniversary.

I think for anyone to feel fulfilled, you want to have a personal life, too. Work is wonderful, but there’s nothing like having time for relationships and family. You have

to schedule time, even if it's 10 minutes, just to make sure that you're in sync and on the same page.

You are celebrating a birthday only a few days after the competition. Would winning the crown be the best birthday present ever?

Yes (laughing). I can't really think of anything better – except for maybe a cheesecake and a fork!

Cupid thanks Ms. Massachusetts for her time! And remember to watch her this Saturday, Jan. 15 at 9 p.m. EST on ABC at the 2011 Miss America Pageant – you can even vote for her to be a finalist! Text MAMA (which stands of Massachusetts for Miss America) to 24470. Voting ends at 11:59 p.m. PST tonight, Jan. 13. And for more on the Miss Massachusetts contestant, you can follow her on Twitter: @missmass2010.

Good luck!

AXE Shampoo



 *This post is sponsored by AXE.*

Whether you're meeting your girlfriend's parents or want to meet up with an old flame, you can be sure to find the right shampoo with Axe. They have something for every guy's needs:

- **AXE Downpour Refreshing Mint Shampoo:** Peppermint leaf extract refreshes guys after a stressful day or the morning after a wild party.
- **AXE Heat Igniting Citrus 2 in 1 Shampoo + Conditioner:**

Warming spices and citrus fires guys up after a long day at work so they can enjoy themselves at happy hour.

– **AXE Zen Soothing Tea Tree Shampoo:** Real tea tree extract leaves guys calm and centered during a rough weekend with the in-laws or a stressful business trip.

You can find each of these hot products priced as low as \$4.99 for a 12 oz. bottle at The Axe Effect.

Thank you for reading **Cupid's Product Pick!** Visit us weekly for new products and offerings.

Dating Headshots



Long gone are the days of standing awkwardly in the bathroom posing in front of the mirror for that perfect “Myspace” photo to upload online. Selecting a profile picture that sends the right message and makes you look your 100% best is easier said than done. Thankfully, Dating Headshots.com realized this for us and is offering professional, fun and flirty pictures to replace your current photo. Dating Headshots even analyzes your current profile photo for free.

Dating headshots boasts an 87% success rate that their clients find online matches.

Best of all, Dating Headshots.com comes to you. All you do is put in your zip code to find a photographer in your area and make an appointment. You get to choose the photographer that you want by looking through photographer profiles.

Cupid readers are getting a special offer of a 10% discount

off of Silver and Gold Studio photo shoots from Dating Headshots with code 209675 applied at checkout.

Cold Sores BeGone



This post is sponsored by Cold Sores Begone.

Check out Cupid's 'must have' product, [Cold Sores Begone](#). It's an herbal topical remedy which instantly aborts the infection, preventing an embarrassing cold sore from surfacing. A few quick dabs to the affected area when the early 'tingle' symptom occurs does the trick. It's a life saver, especially when your appearance is most important.

Cost: \$11, available at selected health food stores and [online](#). You can also call (888) 877-6315.

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