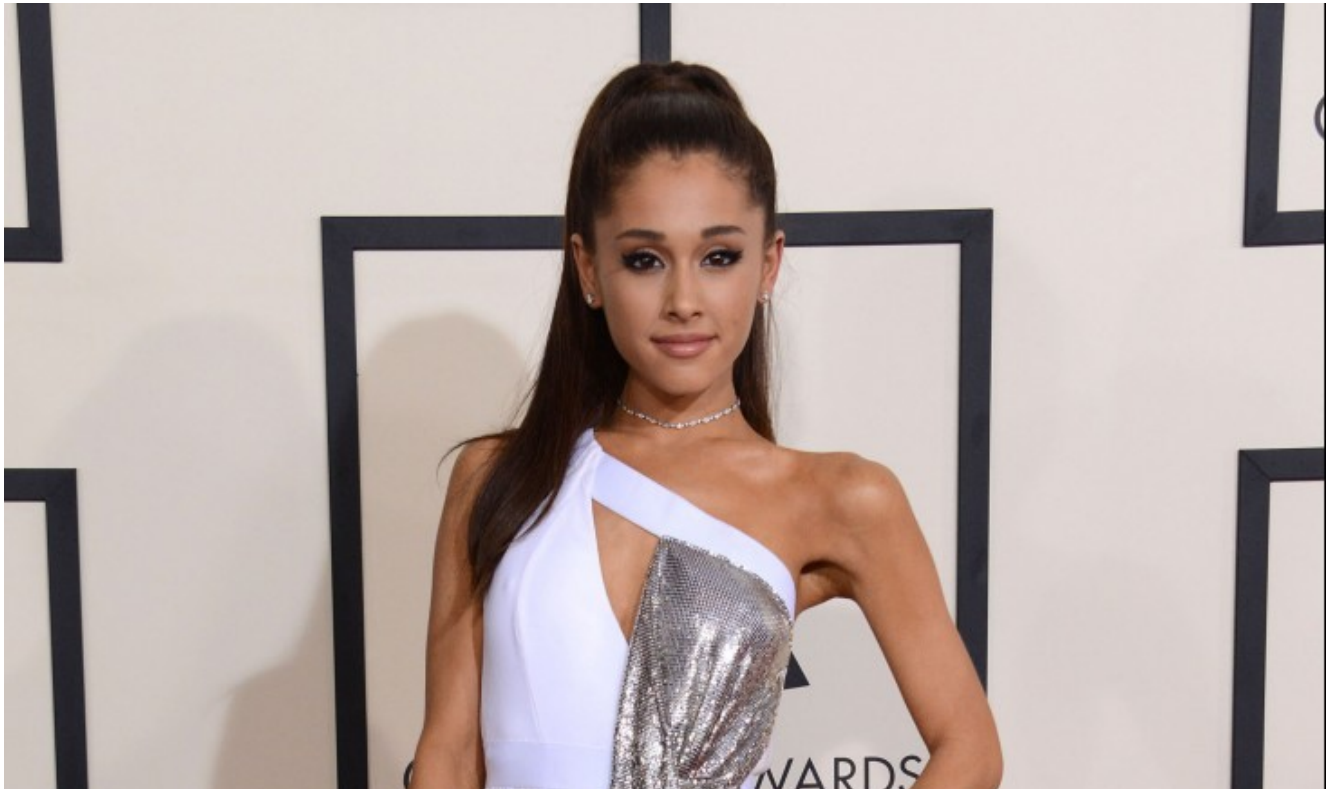


# Beauty Tips: Five Halloween Makeup Trends for 2019



By [Hope Ankney](#)

Every year there are new ideas for what to dress up as for Halloween. With the ever-changing pop culture landscape, new [beauty trends](#) rise to tackle different characters and costumes that premiered that year. In 2019, we had a lot of creativity come out of binge-able television series' and even memes that focused on more eccentric levels of eye shadows and color. If you are a [beauty](#) lover, you've probably noticed how makeup has been a leading force in embodying these wild and creative looks. If anything, 2019 is the best year for getting weird and wacky with your makeup inspo for Halloween.

# 2019's beauty trends are eye-catching this Halloween. What are some of the most creative, pop culture makeup looks to try this year?

If you're wondering what to wear or who to be on Halloween night, why not look towards some of the biggest makeup trends that this year had to offer? If anything, these makeup looks are taken from some of the biggest and most widely-talked about pieces of pop culture in 2019. Here is some [beauty advice](#) to get your creative juices flowing for absolutely killing your look this spooky season:

**1. Euphoria-inspired:** Zendaya and cast really turned up the volume on makeup styles once *Euphoria* hit HBO this summer. The show, which follows Zendaya's character in high school, tackles controversial topics like sexual assault and drug abuse among teenagers. The beauty looks in the show were something that hadn't been explored before in a television series, and it's something that really distracts from how tense the plot can be. If you want to recreate one of these bold looks this Halloween, look to sequins, glitter, and bright colors for eye shadow and face art to feel like you're apart of Euphoria, yourself.

**Related Link:** [Beauty Trend: Korean Beauty](#)

**2. The E-Girl:** With the surge of popularity that hit the app Tik-Tok the past few months, so did a surge of popularity in a type of makeup look deemed the "E-Girl." Many girls that were going viral on the app had a similar sense of makeup that focused on blush-tinted noses and eyeliner drawings underneath the eye. It is all very doll-like, and it can be as creative as you wish it to be. If you think you can replicate an E-Girl

for Halloween this year, there's tons of inspo and tutorials on YouTube to choose from.

**3. Ariana Grande:** Of course, every year there are those that choose to dress up as some of the biggest names in the entertainment industry. But, with [Ariana Grande](#), she gave so many unique styles in 2019, that it would be a shame if they weren't utilized in a gorgeous Halloween look. With the release of her single "7 Things," it's a fun idea to try and recreate what she was going for in the music video. Besides snagging a similar outfit, try tying your hair up in space buns and swiping on Grande's signature cat-eyeliner with a gold dusting of highlighter.

**4. '80s trends of *Stranger Things*:** The highly anticipated release of the third season of *Stranger Things* was met with an even better style, letting the kids flourish in 80's fashion. Eleven, as played by Millie Bobby Brown, got a superb makeover in the mall that is as retro and spunky as it can get. Many costumes and Halloween looks play off of different decades, but if you want to set yourself apart, try your hand at some neon eye shadow and bright rouge, and if you want everyone to know who you're trying to emulate, dab a little fake blood under your nose. Ya know, for *Stranger Things*.

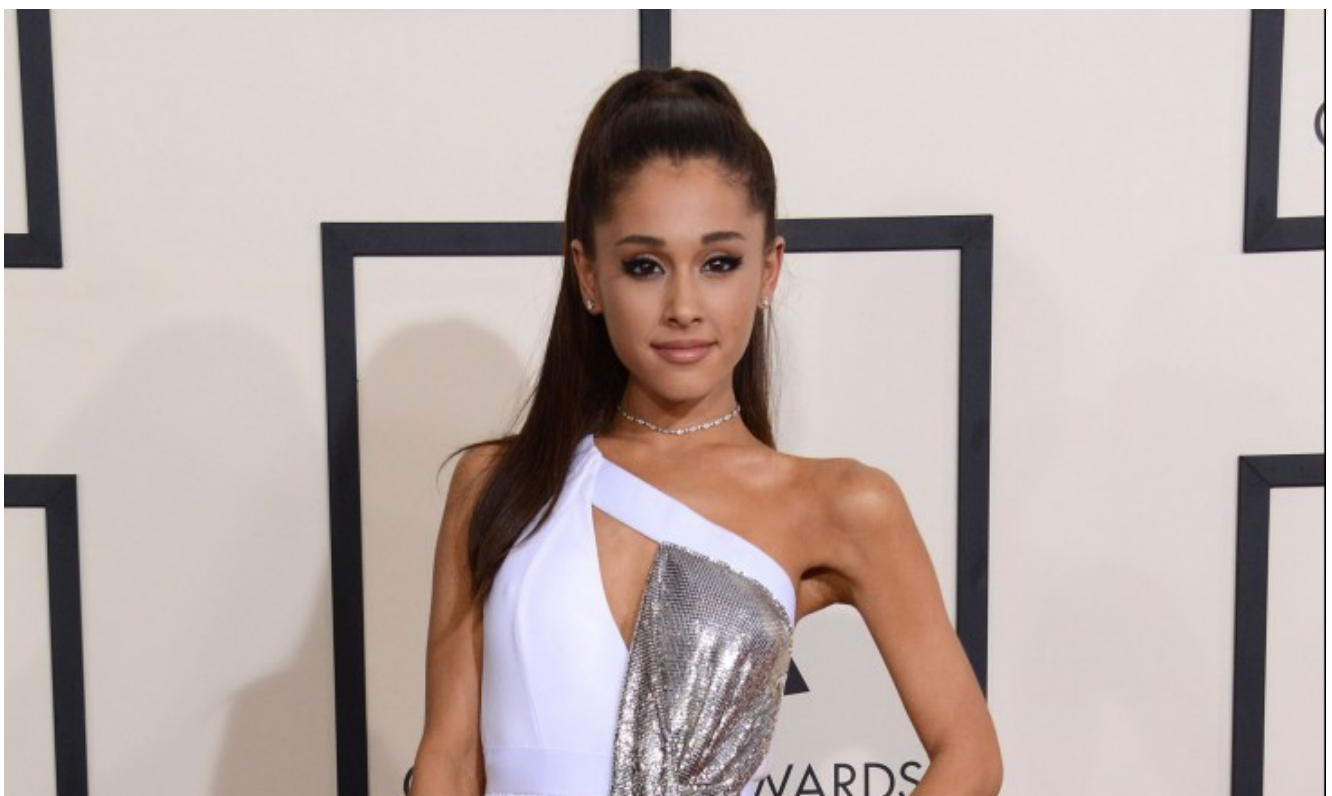
**Related Link:** [Love & Libations: Cocktails Inspired by Halloween](#)

**5. Eccentric rave-looks:** Coachella and other big-name music festivals always bring out the creative side of those who attend. From the dazzling outfits to the wild and wacky makeup that glitters in the sun, there's nothing better than recreating a festival look for Halloween night. Confetti eyes and glitter lips are two of the biggest trends that came from these events in 2019. To achieve these looks, apply tiny-sequins to your eyes and face with eye-lash glue while peppering your lips with mouth-safe glitter that looks like someone just blew sparkle in your face.

What are some makeup trends you're raving about for Halloween? Tell us in the comments!

---

## Beauty Trend: Smokey, Golden, and Monochrome Eyes



By [Emily Green](#)

Eyeshadow is the key part of any makeup look, and it can really tie any outfit together. As the weather gets colder, following some [beauty tricks](#) by matching your smokey, golden or monochrome eyeshadow to your outfit is an awesome way to show off your unique fashion sense. Follow these [beauty tips](#)

so your eyeshadow will be on point this fall and winter season.

## **Smokey, golden, and monochrome eyes are a beautiful look that can make a statement with your outfit. What are some of the best places to wear these types of eyeshadow looks?**

Smokey, golden, and monochrome eyeshadow looks are definitely intense, and will have heads turning when you walk on by. Of course, you have to pick certain occasions to wear these looks, as not all of them are for everyday! Here are some of Cupid's favorite occasions to wear smokey, golden, and monochrome eyeshadow looks:

**1. Smokey eyes:** A smokey eye is one of the classiest makeup looks that anyone can wear. From business meetings to banquets or high profile events, a beautiful smokey eye will make your eyes pop with a sharp gaze that no one will be able to turn away from.

**Related Link:** [Beauty Trend: Neon Eyeshadow](#)

**2. Golden eyes:** If you're looking for a glamorous eye, then a golden eye look is the way to go. Whether you're going to a fancy dinner or a red carpet event, you can keep the gold subtle or go over the top. Either way, the brightness of the gold will draw people's eyes to you, and will keep everyone's eyes on you for the entire night!

**Related Link:** [Beauty Trend: Make Your Eyes Pop](#)

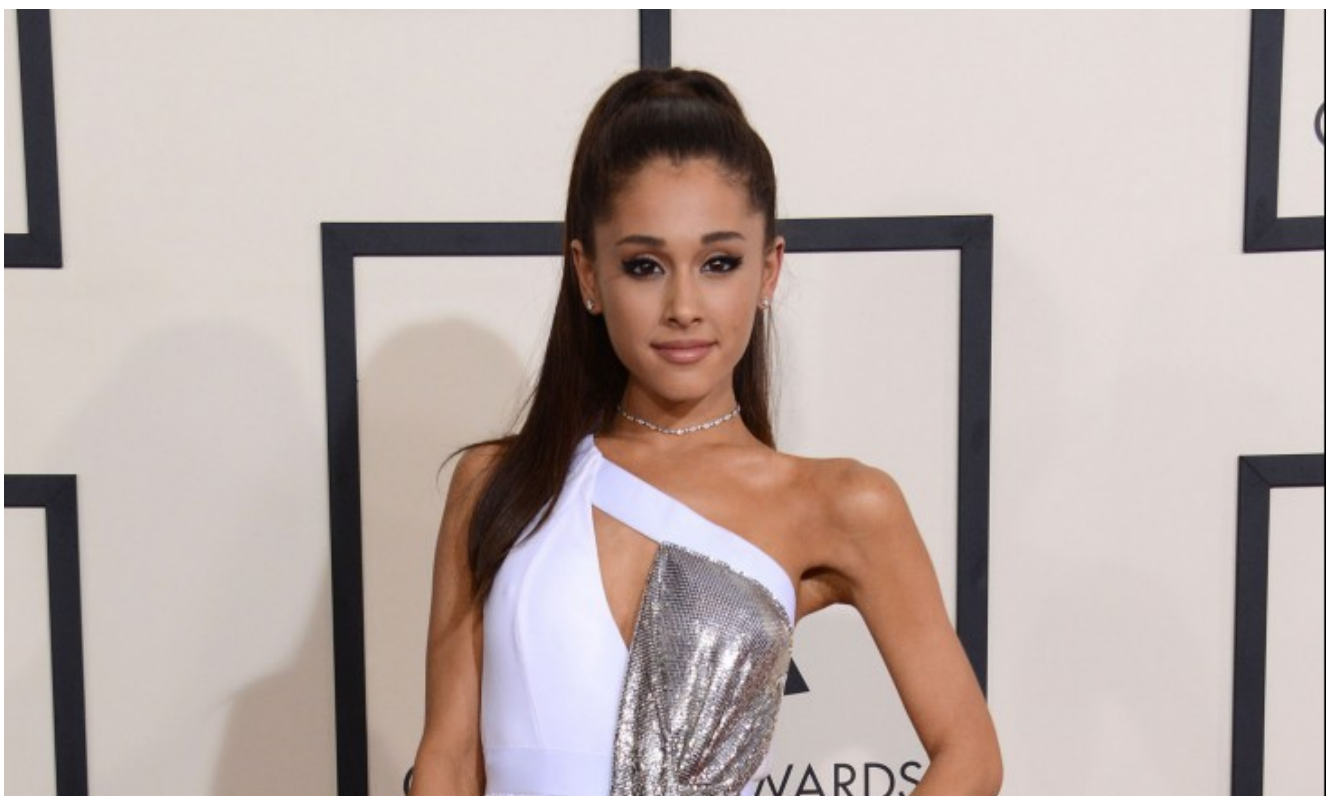
**3. Monochrome eyes:** A great part of monochrome eye looks is that you can match the color with other parts of your outfit!

No matter if you're going on a date night or just hanging out with your friends, a monochrome eye look is a great way to show that you're always feeling and looking great, no matter the occasion.

What are some other occasions to wear smokey, golden, and monochrome eyes? Let us know in the comments below!

---

## Date Night Makeup: Red Lipstick is Hot



By [Hope Ankney](#)



Everyone has that special connection with one of their makeup products or a piece of clothing in their wardrobe. It's that special connection that only it can give you – the air of confidence, the power of [beauty](#), and the reflection of radiance. So, what is it about red lipstick that has almost become a universal [beauty trend](#) that makes anyone that swipes it on feel untouchable? And, why do date nights that feature a red lip feel that much hotter?

**Red lipstick has been a powerful beauty tool for ages. Make your date night soar with this pop of color.**

The red lip has been one that's transcended history. Whether it was on royal figures, Disney princesses, or even [Kim Kardashian](#) on a dazzling red carpet, the color is the very definition of beauty and grace. It's earned it's right to be a timeless and traditional form of feeling gorgeous and confident. If you're wanting to spice up your next date night, consider a few reasons why a red lip could help with Cupid's [beauty tips](#):

**1. It's romantic:** A red lipstick can automatically turn your look romantic. There's something about the color that reminds us of passion and love. Allie from The Notebook even rocked a signature red lip. So, if you want to liven up your look right before a date, we recommend keeping the rest of your makeup to a minimum while swiping on a beautiful coat of red lipstick before you rush out the door.

**Related Link:** [Beauty Tips: Romantic Make-Up Looks for Valentine's Day](#)

**2. It's an attention-grabber:** It's no surprise that red

lipstick can make a woman feel invincible, but there are also studies that show a red lip is the most attractive color to wear. This hue is bright, bold, and it brings attention to one of the more sensual features of our faces. If you're wanting to instantly grab the attention of your date the moment they see you, we recommend using a bright, cherry lipstick. No one could resist!

**Related Link:** [Beauty Trend: Make Your Eyes Pop](#)

**3. It embodies strength and femininity:** The red lipstick has been a classic symbol for strength and beauty within women all throughout history. One of the most powerful women, Cleopatra, was known for her cherry-reddened lips. She would make others crush up thousands of beetles just to get the dark-pigment of this color. It even symbolized her power as she wore a beautiful red lip while her subjects' wore a dull and rusted tone on theirs. If you're searching for a color that is classy, polished, and bold for your next date night, pick up a striking red lipstick to feel powerful and in control.

**4. It plays up youth:** As we get older, our eyes, lips, and complexion get paler. It's just part of the aging process. But, there is something a red lipstick does that can liven you up and make you look more youthful with a term called 'facial contrast.' This contrast is the process of balancing out the paleness of our features with a vibrant color somewhere on our face. By using a striking red lip, it automatically flatters our skin. If you're wanting to create a more youthful and playful look for date night, we recommend one swipe of your most vibrant red lipstick before you head out!

**How has red lipstick made you feel when you've worn it? Let us know down below!**



---

# Beauty Trend: Eyebrows With Some Fluff!



By Meghan Khameraj

Eyebrows have been through some serious ups and downs the past few years. From super thin and highly arched brows to too-thick bold brows, the versatile eyebrows never go out of style. In the latest beauty news, fluffy brows are the newest beauty trend. Our [beauty tips](#) will help you achieve this new look!

# **Eyebrow beauty trends have changed a lot through the years. Fluffy brows are the newest trend to sweep the beauty world. Cupid has some advice to help you get this new look.**

The perfect eyebrow look is the key piece to every beauty trend. Although eyebrow trends are constantly changing, it is still fairly easy to change your eyebrow shape. In the latest beauty news, fuzzy eyebrows are the hottest trend. Here is our beauty advice on how to get this cool new eyebrow shape:

**1. Grow out brows:** Fluff is the key part to fluffy brows and the only way to get it is by growing out your brows. It may take a few weeks depending on how quickly your hair grows, but once you have bushy enough brows, then you can truly attain the fluffy look.

**Related Link:** [Beauty Trend: Neon Eyeshadow](#)

**2. Get the right tools:** You're going to need some tools to get that perfect fluffy brow look. Stock up on a spoolie, angled brush, brow pencil, and brow gel. You'll need these products once you're ready to groom your eyebrows.

**Related Link:** [Product Review: Bravity Bras Defy Gravity](#)

**3. Groom, groom, groom:** Now your eyebrows should be pretty wild and bushy and could definitely go for some grooming. Use the tools mentioned above to trim and groom your brows so they look bushy, yet tamed. Don't over-groom them since we still want them to look fluffy.

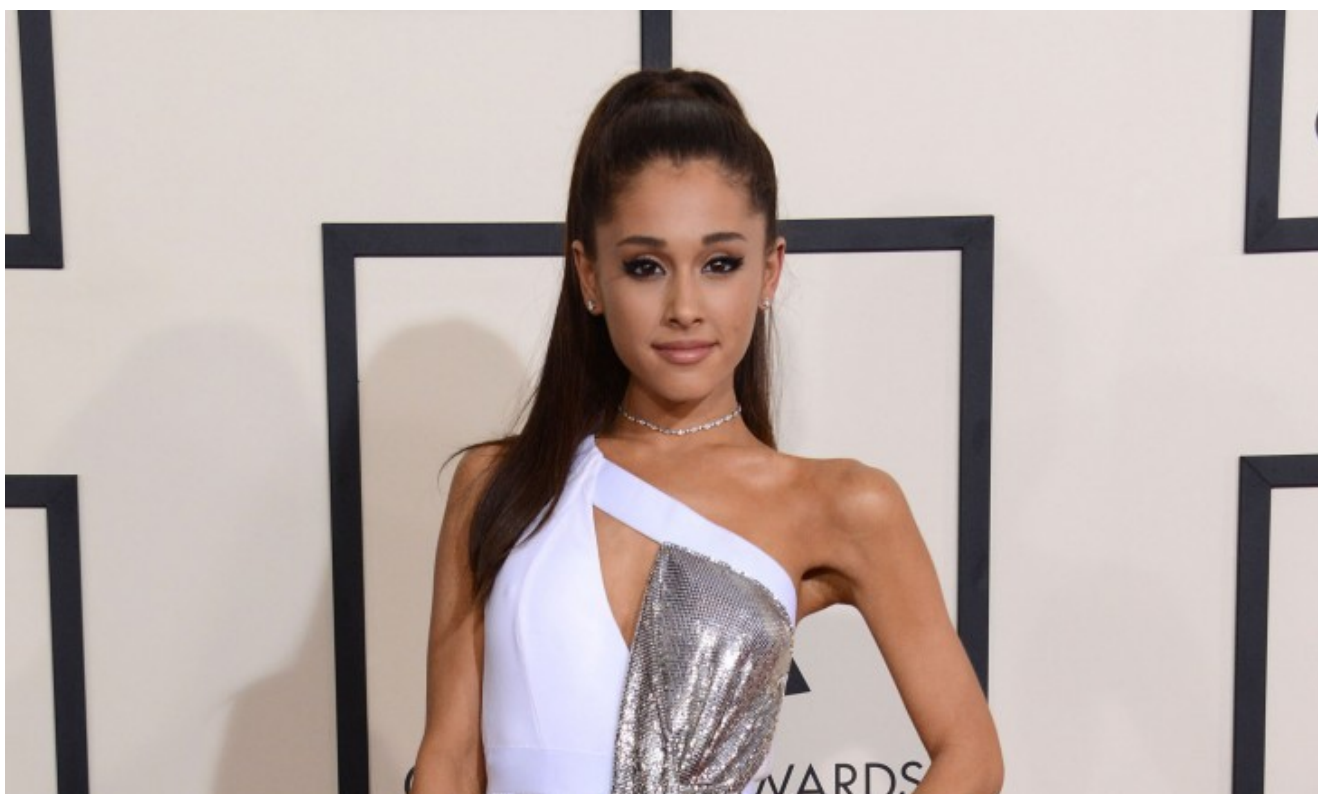
**4. Fill in:** Use the brow pencil to fill in your brows to your

liking; however, brows that are more lightly filled tend to look more natural. Then, use the eyebrow gel and angled brush to move the hairs around, crafting the exact style you want. Crossing your hairs across each other can help get a naturally messy look. Clean up the look to get the exact fluffy eyebrow you were looking for!

Will you try this trend? Let us know in the comments below!

---

## Beauty Trend: How Technology Has Made LASIK Even Better



LASIK is a highly successful procedure to correct vision.

Today, the LASIK success rate is incredibly promising. A reported [99% of patients](#) achieve better than 20/40 vision and more than 90% achieve 20/20 or better. These are statistics worth celebrating, and all prospective patients should feel confident in their decision.

LASIK has technology to thank for these high success rates. In the past decade, modern technological advancements have helped this surgery take huge strides.

**In this guide, we'll examine the individual improvements that have made beauty trend LASIK the trusted solution it is today.**

### **Femtosecond Laser**

One of the biggest improvements in the world of LASIK is the introduction of the femtosecond laser. In the mid-1990s, it was common for surgeons to use a surgical blade during the treatment. This blade was used to create the initial flap in the cornea.

Today, the vast majority of surgeons opt for a femtosecond laser instead. This laser is highly precise, and it separates tissues in the eye by creating a layer of bubbles and then making an incision to create the flap. This way, even if the surgery is disrupted, the air bubbles dissolve and there's no removal of any tissue.

### **Contoura Vision**

You can think of Contoura Vision as an advanced version of LASIK. While LASIK makes it possible to achieve the "high-definition" vision results that you would have achieved with glasses with your own eyesight, Contoura Vision goes a step

beyond.

With Contoura Vision, instead of simply correcting your specs power, it also corrects your corneal irregularities and visual axis. While this might sound really complex, it's basically just a way to supercharge your vision. It's one of the greatest improvements in the LASIK process, and it will only become more common in the next few years.

### **SMILE Tech**

Another tech advancement in the LASIK world is known as [SMILE tech](#). This stands for Small Incision Lenticule Extraction, and you might have also heard it referred to as "keyhole" laser eye surgery. Similar to Contoura Vision, it's also seen as the next generation of laser eye surgery.

It's a much less invasion method of improving vision, and it has some impressive results. Better yet, the surgery can be very fast. It can be completed in under 15 minutes, helping patients feel more at ease during what can sometimes be a very intimidating experience.

### **Reduced Side Effects**

Because of these differences above, there has been a reduction in the number of side effects. Because of the improved accuracy of the femtosecond laser, there is much less appearance of one of the biggest side effects: dry eye.

In the past, dry eye could take up to 6 weeks to improve. In some patients, it could last as long as 6 months. Thanks to the better laser, it's much less likely to create this issue. While night vision problems are still a side effect, this is a big step in the right direction towards a side effect free solution.

### **Decreased Costs**

The rise in technological improvements has meant a lot of big

changes in the world of LASIK. Aside from reduced side effects, there has always been a decrease in the cost of surgery. In addition, many [vision insurance](#) plans offer discounts or other options for making LASIK more affordable.

As technology continues to make LASIK easier and more realistic for the average patient, costs will only continue to lower. This is good news for anyone with problem vision who dreams of a better solution. LASIK treatment might be more affordable than you think.

### **The Future of LASIK**

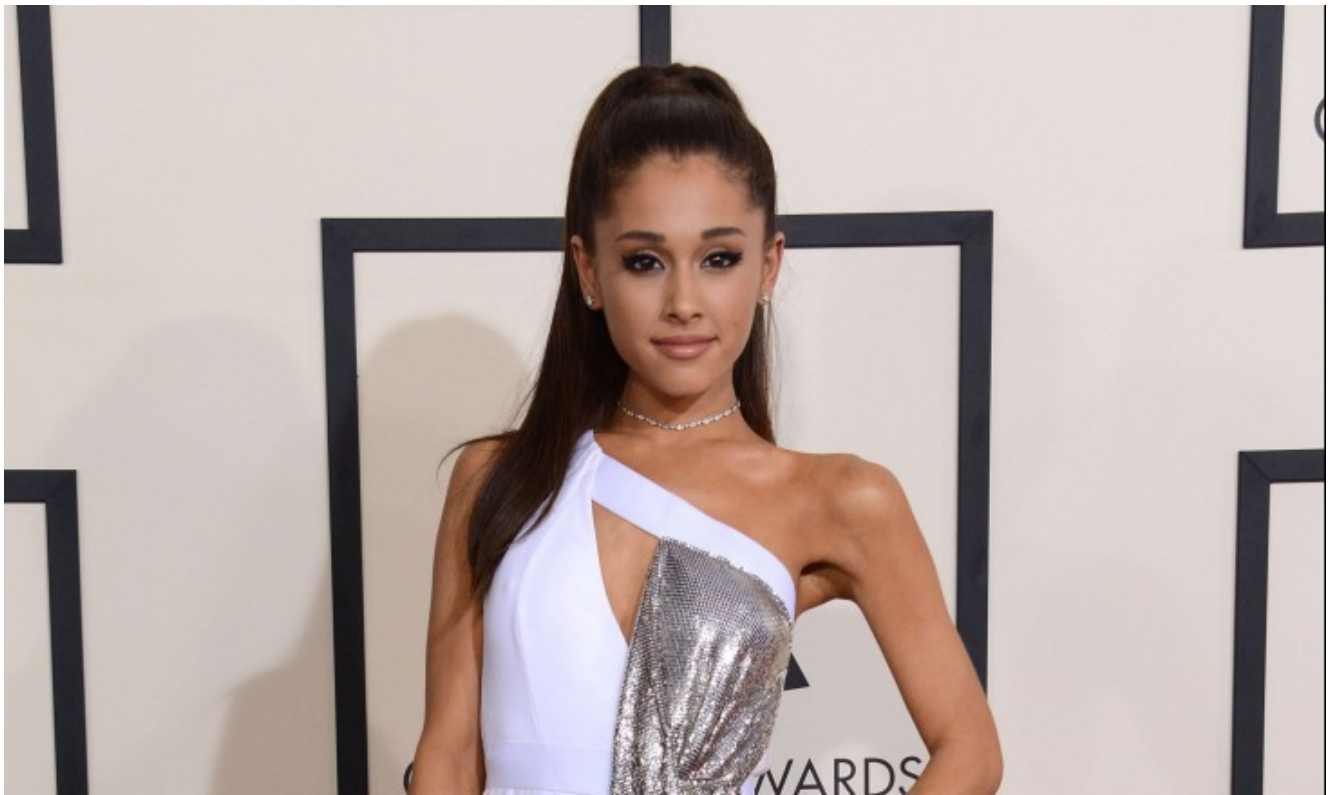
Though LASIK has already come such a far way in the past few years, it's not slowing down any time soon. As it becomes more and more commonplace as an effective way to treat vision issues, it's only going to become more technologically advanced.

All of these improvements above show just how powerful LASIK already is, and it's only going to become more innovative in the years to come. From reduced side effects to stronger lasers, what strides will LASIK take in 2020 and beyond? Only time will tell, but we're already excited for these new possibilities. Talk to a medical professional about whether LASIK is the right fit for your vision today. You have nothing to lose and so much to gain.

---

## **Beauty Trend: High Fashion Top-Knots**





By [Emily Green](#)

Hairstyles are truly a key part of your style that can make or break your look. Many people follow different [beauty tricks](#) to make their hairstyle as fashionable as possible. Top-knots, while typically used as a “laid back” hairstyle, has been brought into the beauty world as a beautiful addition to any outfit for any occasion. Follow these [beauty tips](#) to add a top-knot into your next outfit:

**Top-knots are a high fashion hairstyle and beauty trend that will make heads turn. What are some of the best places to wear your**

# hair in a top-knot?

No matter what kind of day you're having, you should style your hair in a way that will make you feel beautiful. High fashion top-knots are a great choice that can enhance anyone's beauty, no matter the event or reason. Here are some of Cupid's favorite occasions to wear a high fashion top-knot:

**1. Fancy dinner/banquet:** An important dinner or banquet is the perfect place to bring out that outfit you've always wanted to wear but never had the chance to- and what better way to add a fun flare to your look than a top-knot? A sleek top-knot in your wardrobe will showcase your beautiful features that will have everyone turning your way.

**Related Link:** [New York Restaurants: Hidden Gems for Sushi Lovers](#)

**2. Beach day:** Time for a beach day? Time to throw the hair up in a top-knot and break out the sunscreen. Kick back, relax, and take some super cute pictures for your Instagram.

**Related Link:** [Travel Tips: Health Benefits of Luxury Travel](#)

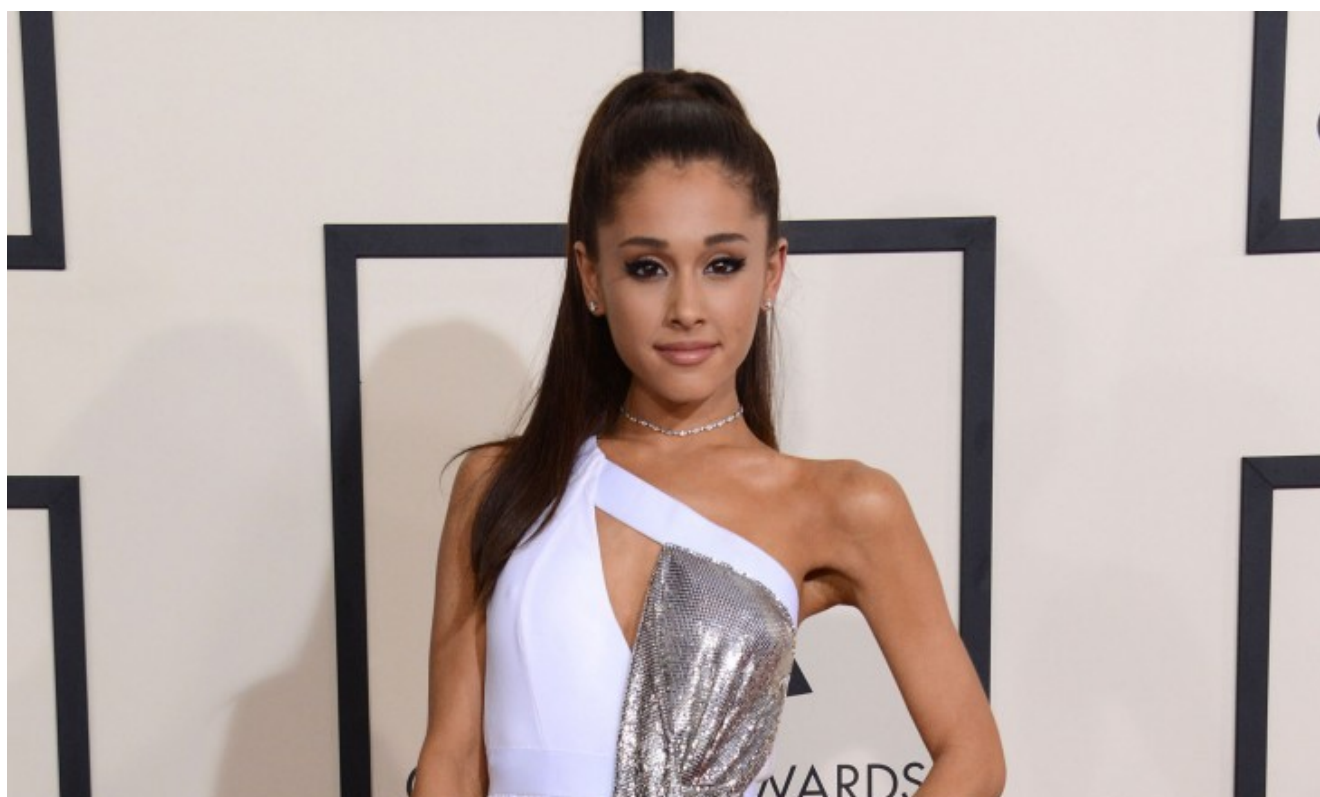
**3. Night out:** Finally got that long awaited night out with your best friends? Plan on hitting all the best spots in town? Throw your hair up in a top-knot so you can still have heads turning when you walk in, and have fun all night without having to worry about your hair.

**4. Date night:** Time for date night with your significant other? A top-knot is a great hairstyle to pair with any date night outfit- whether its a movie, dinner, a run, etc, you won't ever have to worry about not looking like the gem you are.

**What are some other great occasions to wear a top-knot? Let us know in the comments below!**

---

# Beauty Tip: Instagram-Worthy Fall Hairstyles



By [Hope Ankney](#)

It's Fall. The leaves are falling off the trees. The air is dropping in temperature. The smell of the horizon has officially shifted to burning firewood and... somehow... cinnamon? And Thanksgiving is right around the corner. The changing seasons can inspire a personal change in your own appearance as well, and what better way to do that than with one of the easiest and refreshing [beauty](#) switch-ups: Hairstyles!

# Changing up your hair this Fall will definitely turn heads. In these [beauty tips](#), what are some of the best new 'dos that you can deem as an Instagram-worthy reveal?

With Thanksgiving coming up, it seems like the perfect time to debut a new hairstyle to your friends and family for the holiday season. But, your hair transformation doesn't have to be anything drastic. In fact, some of the most popular 2019 Fall hairstyles are subtle, yet effective. No need to drain your bank account or take a big risk completely changing your hair if you're looking for a simple switch that'll be just as powerful as bleaching your entire head. Here are five of Cupid's favorite low-effort, Instagram-worthy hairstyles that'll be sure to turn heads:

**1. Low-side ponytail:** A quick and easy way to change your hairstyle if you are usually a big fan of wearing your hair down is to tie it back in a nice low side ponytail. A favorite of celebrities like [Kourtney Kardashian](#), this simple ponytail can add a touch of difference to your look without much effort. Tie up your hair right above the shoulder on the side of your head, and add some slight wave for texture to change a casual side-pony to a sophisticated style worthy of your Instagram and any Fall get-together.

**Related Link:** [Beauty Tip: Flawless Makeup Starts with Good Skincare](#)

**2. Long shag:** A shag is a great way to add a little flair of retro to your appearance. With recent [beauty trends](#) taking a page from decades past, it's only natural that a '70s shag would be "in" sooner or later. Easy to achieve, tell your stylist that you want some shattered layers with a long, thick

bang. This should get you that fun and casual shag for the season.

**3. Blunt lob:** If you have thin hair and are forever wishing for a fuller look, the blunt lob could be your saving grace. Very popular this Fall, this hairstyle can be bold and classic while also giving the illusion of a fuller mane. Some stylist experts have even called this look the “statement cut of the season.” Having a simple lob that grazes your collarbone can do wonders for transforming your appearance without much effort involved.

**Related Link:** [Beauty Advice: Beauty Tricks That Will Save You Money](#)

**4. Intense curls:** It’s refreshing to see such a celebration of natural hair within the beauty industry, recently. Whether your hair is naturally curly or you want to add some voluminous curls to your hair, anyone can achieve this ’70s disco trend that’s emerging for the Fall season. If you don’t have naturally beautiful curls, using a small curling iron and a teasing comb can give you that fun and timeless look. Keeping it voluminous or pulling the hair back into a semi-updo are both looks out of the several this hairstyle is capable of that can add that change you’ve been looking for this Fall.

**5. Statement headbands:** Probably the easiest and yet most effective hairstyle on this list, the headband had its time this summer, but it doesn’t seem like it’s going anywhere for the Fall. A cute way to switch up your Instagram feed as well as your own personal style, buying some chunkier headbands in fun, Fall patterns or colors can add that Boho spark to your look. Simply slide it on your head, pull the front pieces of your hair forward, and rock the ‘do. The best part is that you can stock up on many headbands for cheap at your local retail stores.

What are some of your favorite Instagram-worthy, Fall hairstyles you've been eyeing this year? Let us know in the comments down below!

---

## Beauty Trend: 5 Beauty Micro-Trends to Follow



By [Katie Sotack](#)

Instagram micro-trends and YouTube [beauty](#) gurus are begging you to splash on the color and dare to be bold. *MaireClaire.com* has pronounced “This is the season to *not* play it safe”. And given these micro-trends are small, cheap, and



non-time consuming even the most minimalists among us can embrace these looks. Get ready for the trendiest aesthetic that'll get all the likes and retweets.

**From the tip of your hair to the point of your toe, beauty is in the eye of the beholder, but these micro [beauty trends](#) sure help put the whole package together.**

Think of micro trends as the bricks that build a house. A shabby foundation can throw off the whole appearance. Taking time to embrace these fun trends will tidy up your look. Here are the micro-trends everyone's trying this summer.

**1. Multi-colored mani:** No longer does a manicure need to be monotone. Instead of using your precious time to whittle down which color you'd like, opt for 5 or 10 different ones. This manicure adds a whimsical note to all your looks. Amplify your easy-breezy babe aesthetic by rocking every one of your favorite colors.

**2. Graphic eyeliner:** Like the 80s' beauty trend, micro trends are embracing bold, graphic eyeliner. Draw straight lines or dots along the length of your lid. If your really brave try neon graphic eyeliners, which have become popular through HBO's *Euphoria*. But *Euphoria* star Zendaya has always been an eyeliner visionary. Pick a photo and mimic her creative eyeliner looks until you find your perfect liner.

**Related Link:** [Beauty Trend: 80's Beauty is Back](#)

**3. Complementary colors:** This summer is about getting artsy with makeup. You are Picasso and your face is the canvas. Rock complementary colors (blue/orange, yellow/purple, or

red/green) along your top lid and bottom lash line. The opposing colors will pop against each other and brighten your eyes. The look is perfect for [date night](#).

**Related Link:** [Fashion Trend: Khaki & Beige, Plain No More!](#)

**4. Green eye shadow:** If opposing colors are too distracting, but you're still seeking to make a statement, try green shadow. Greens come in pastel, metallic, and jewel tones so they have wide appeal across all skin tones. This trend is a great way to go, but be sure to keep other makeup minimal as to not muddy the effect of the vibrant green.

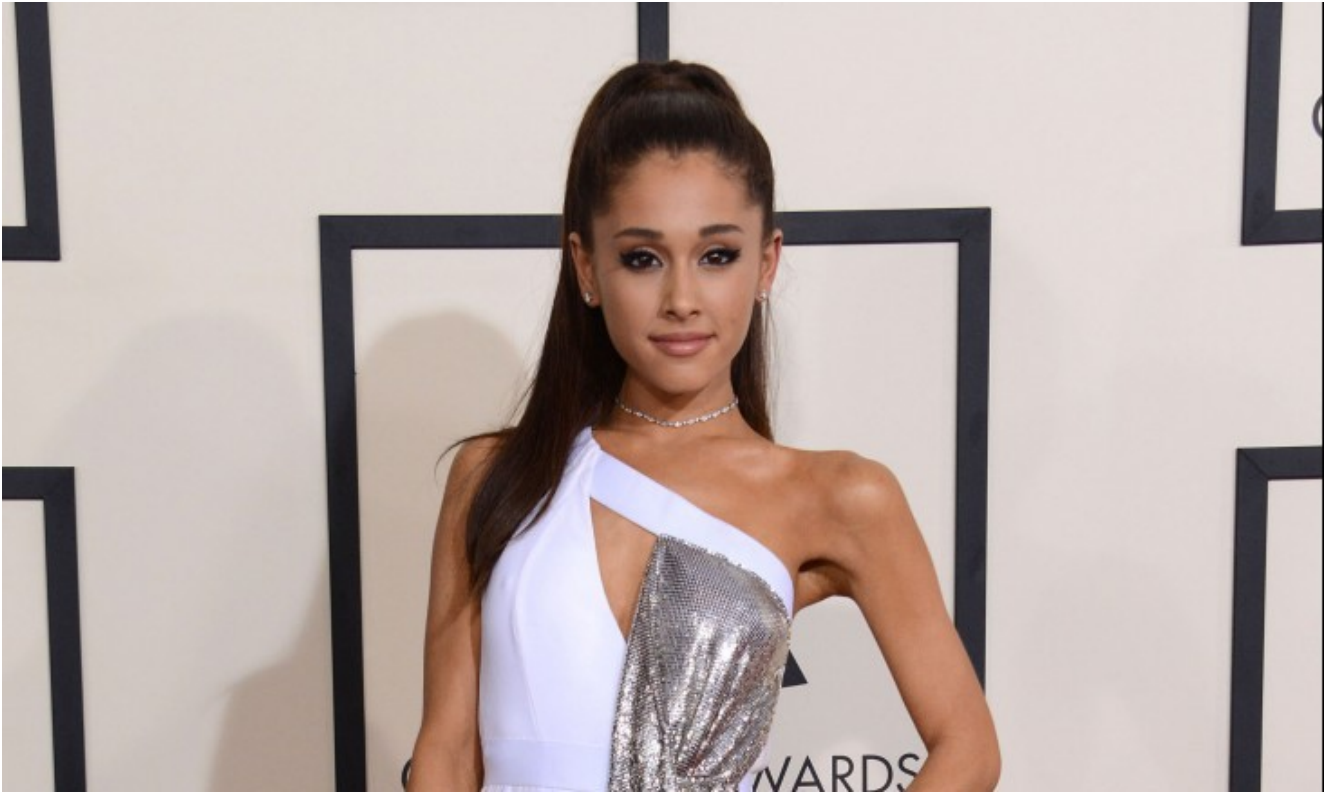
**5. Breezy bob:** The bob's been back since the mid-2010s since celebrities like Lucy Hale, Karlie Kloss, and [Jennifer Lawrence](#) let their stylists chop off their luscious locks. The breezy bobs will take your look to another level when the wearer adds ombre or highlights to lighten the overall hair color. Able to be worn curly, straight, or wavy the bob is a vacation from hairstyling that's still trendy.

**Which micro trends are you excited to try? Share in the comments below!**

---

## Beauty Trend: Customized Body Care





By [Katie Sotack](#)

Hopefully none of us are a stranger to face wash. Skincare of the face is as ritualized as morning coffee in America. This year the [beauty](#) community is encouraging skin care to extend to the whole body. Leg masks, back exfoliators, and general body cleansers have hit the market in an attempt to supple and plump your skin (as well as drain your extra cash). While it's true this new skin treatment will cost more, it doesn't mean it comes without its benefits.

**Customized body care is the beauty trend that will elevate your skin all over. What are the perks of every shower turning into a spa day?**

Body care is all about worshiping every aspect of your skin. Just because your belly isn't your introduction the world,

that doesn't mean it doesn't deserve to be pampered. Commit to caring for your body as a whole and watch your skin look brighter, clearer and [healthier](#) within a few weeks:

**1. Bacne:** Clear skinned shoulder blades always make a fashion statement. Show off your sexy shoulders barren of any red dots or blackheads with back exfoliates that are especially essential to those who condition their long hair. Back acne is a common problem for long haired individuals whose conditioner soaks out of their hair and into their pores. Conditioner clogs skin which should be permeable and encourages back blemishes. Cleansing the shoulders will counteract the clogging conditioner.

**2. Bikini bumps:** Shaving down there has the averse effect of razor burn garnishing your bikini line. After shaving use a calming body moisturizer to treat the red bumps and ease irritation. Forewarning though, bumps aren't always razor burn, get checked out by a doctor. And while we're on the subject of medical care, moisturizers are *not for internal use*. A clean, lightweight moisture can be useful around the thighs and bikini line, but nothing should be getting up in there.

**Related Link:** [Beauty Trend: Make Your Eyes Pop](#)

**3. Ingrown hair:** A perk of full body skincare is nixing those frustrating hairs growing underneath the skin; or even worse those hairs that inspire infected red lumps. By routinely exfoliating the skin, ingrown hairs are coaxed out of hiding. Instead of growing inward, the hair will pop straight outward as it should. If you're prone to trapped hairs, cleanse the areas that bother you most and keep an eye out for the positive effects

**Related Link:** [Product Review: Rock Long Hair on Date Night with Barely Xtensions](#)

**4. Humanize yourself:** Remember that you're a person and people

naturally have cellulite, wrinkles, hair, and acne. The real purpose behind the body care beauty trend is to treat yourself. Enjoy the feeling of hydrated, healthy skin, without getting caught up in the looks of things. Celebrate your body as a vessel to experience life in and reward it with healthy skin for doing it's job.

**What's your skincare routine like? Share in the comments below!**

---

## Beauty Trend: Korean Beauty



By [Mara Miller](#)

It's official: Korean [beauty trends](#) have been taking over the beauty world for the past few years, and they're here to stay. The Korean market is among the top 10 in the world, with an estimated 13.1 billion sales, according to Mintel. Skin products are estimated to hit 7.2 billion alone by 2020. K-Beauty has given us a surge of skincare and wildly popular makeup items the general public can't seem to get enough of, but if we're being honest here, their skincare knowledge and other beauty products go above and beyond our own since they possess ancient knowledge of natural skincare we can't begin to comprehend on our own because our culture and country is too young.

## Step out of your comfort zone and try these Korean beauty trends!

People keep raving about K-beauty, but why? What is so special about them other than that they're natural? We have some [beauty tips](#) and [beauty advice](#) for you to consider before you try any of these products:

**1. Pamper yourself:** K-beauty is considered luxurious. Your skin will thank you for the pampering by staying tight with fewer wrinkles over time as you age. Products such as sun milk can provide protection from the sun and also get rid of blemishes and blackheads. So get some K-beauty and have a girls night in with your bestie for some top-notch pampering!

**Related Link:** [Beauty Trend: Neon Eyeshadow](#)

**2. Natural products:** K-beauty focuses on organic ingredients and natural oils for their oil serums. They use old formulas and none of the scary stuff no one is able to pronounce. And beyond that, there is a lot of science packed into these products—their number one focus is beauty and the technology they pack into them in order to get the products many people



love.

**Related Link:** [Beauty Trend: 80's Beauty is Back](#)

**3. Volcanic ash:** You can find volcanic ash in some K-beauty products. It's great for reducing acne so you have a clear, beautiful face. Volcanic ash has been used for hundreds of years to cleanse the face. You can find it in the form of a peel-off mask that you leave on your face for 10-15 minutes.

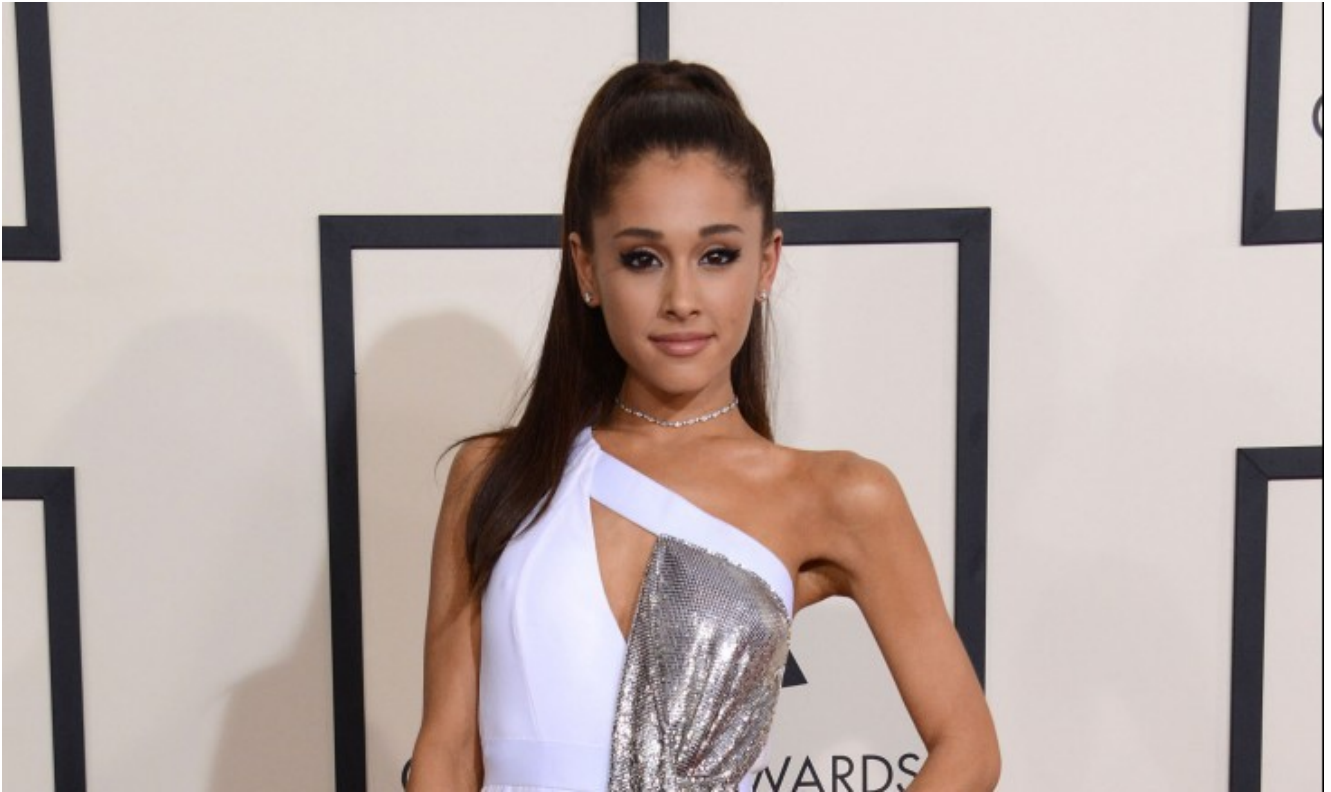
**4. They're affordable:** K-beauty products are super affordable compared to other products out there currently on the market. You'll be able to stock up on sheet masks, lip masks, toners, and face creams without spending hundreds of dollars.

**Have you used Korean beauty products in the past? Let us know in the comments below!**

---

## Beauty Trend: The Dangers of Skin Bleaching





By [Katie Sotack](#)

Every year thousands of women of color fall prey to the dangers of skin bleaching. Popular in countries with booming industries, like the Philippines, women, and [celebrities](#) spend stacks of cash to receive IV treatments known as the 'Cinderella Drip'. Yet not all skin lighteners are lucky enough to afford the IV, which whitens the skin from the inside out and has yet to be approved by the FDA. Many consumers purchase cheaper, over the counter beauty creams, containing poisonous chemicals like mercury. Long known to be toxic to humans since the hatters went mad from exposure, mercury is used in these products as a skin lightening agent that reduces the production of melanin, and all for the sake of a [beauty trend](#).

**This dangerous [beauty](#) trend has some terrifying side effects. So**

# why do people continue to use the creams and what potential harm lies beneath?

Skin bleaching is a dangerous game. The FDA hasn't verified the products as safe and, for the most part, they are not in the United States. However, some cultures value fair-skinned individuals and can cause women of color to reach for these creams without remorse. Here are the facts behind skin lightening:

**1. Translucent, easily bruised skin:** The user's skin becomes almost translucent and the slightest touch can leave a bruise that takes ages to heal. A long-time user of skin lightening creams confessed these effects to the *New York Times* who sought out a specialist. Specializing in people of color's skin, the dermatologist they found in Brooklyn said that doctors in their practice saw cases like this at least once a week.

**2. Elevated social standing:** In countries like the Philippines skin lightening is sold as a way to elevate one's social standing. The fairer the skin the more well-off one appears. Historically, countries with higher uses of lightening creams and pills have perceived lighter skin as not only beautiful but powerful. This concept runs rapid in western societies as well where the treatment is popularized through the media. American sociologists produced studies which suggest the lighter skin tone a person has within their ethnic group, the more privilege they receive from society as a whole due to lighter skin people appearing to be of a higher class.

**Related Link:** [Beauty Tip: Flawless Makeup Starts with Good Skincare](#)

**3. Rashes:** Many users have developed large red patches all

over their bodies from the cream. The result appears to be like lesions with crusty looking rings around the rash spots. This reaction is a sign of mercury poisoning from the lightening creams. Symptoms also include vision impairment, fetal development issues, pins and needles, and loss of cognitive functions.

**Related Link:** [Product Review: Beauty Essentials for Spring](#)

**4. Understanding the reasoning:** When addressing the issue you may be tempted to call a participant crazy for risking their health for beauty. However, keep in mind that every culture has individuals who perform dangerous tasks to achieve their society's ultimate beauty standards. In the 16th century Europe, women began wearing corsets which reduced oxygen intake and caused fainting. Today Iran leads the world in rhinoplasty with 200,000 Iranians a year undergoing this procedure which entails a nose splint, swelling, and eye bruises for weeks if all goes right. Similarly to skin lightening for women of color, we find white women and men in America sitting in beds of ultra-violet light likely to cause cancers for a glorious, status soaring tan. The warning: approach cultural [beauty tricks](#) and standards with empathy and care.

**Related Link:** [Beauty Trend: Shades of Gray](#)

**5. Lighteners are imported and smuggled in:** Most over the counter lightening creams and products should be banned for their excessively high levels of mercury. For example, in a *Refinery29* video, reporter Lexy Lebsack found that one small jar of skin lightening cream contained forty-two thousand times as much mercury as the legal limit in the Philippines. However, these products are still sold in corner stores every day to thousands of women looking to lighten their skin tone, not knowing the danger that lurks beneath the lid.

**What is your take on skin lightening? Share in the comments**

below

---

## Beauty Trend: Neon Eyeshadow



By [Emily Green](#)

Eyeshadow is one of the most eye-catching parts of any makeup look. Many people love to play with their eyeshadow, following different [beauty tricks](#) to make their look pop with color. Is there any other way than neon eyeshadow? Follow these [beauty tips](#) to make neon eyeshadow make your eyes pop:

# Neon eyeshadow is a beauty trend that will make heads turn. What are some of the best places to wear neon eyeshadow?

Everyone should be able to play with their makeup looks, no matter what kind of day they may have. Whether you're going out with friends or going to a fancy event, neon eyeshadow can be a great addition to your look. Here are some of Cupid's favorite places to wear neon eyeshadow with this [beauty advice](#):

**1. Red Carpet Event:** Heading to an event where you know you're going to get photographed or possibly even interviewed? Adding a neon eyeshadow to your formal look will accentuate all the right features, and most importantly, it will draw everyone up to see your beautiful face!

**Related Link:** [Beauty Trend: Neon Eyeliner](#)

**2. Banquet/Fancy Dinner:** If you're going to an important banquet or dinner, add a pop of neon eyeshadow. Add some false lashes and volumizing mascara to make your eyes stand out! You'll show the other guests your fun side beneath your professional exterior.

**Related Link:** [Beauty Trend: Metallic Lip](#)

**3. Beach Day:** You and your friends have had this beach day on the calendar for months, and it's finally here! Adding neon eyeshadow to your beach day look will show you are ready for a day of fun out in the sun.

**4. Shopping Trip:** Just having a relaxing day out shopping with some friends? It's the perfect occasion to try out neon eyeshadow with a casual look. You can add just the right

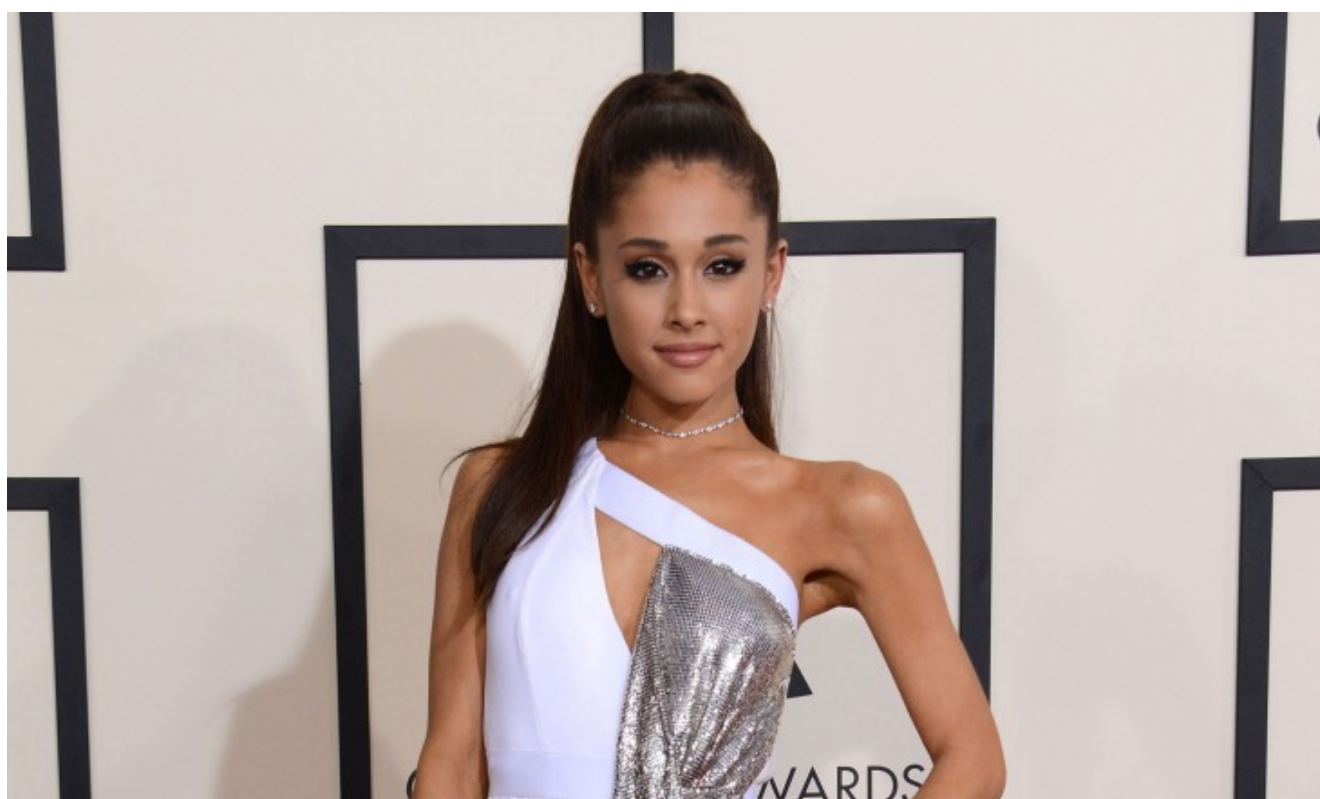


amount of color, and you'll have heads turning as you walk by.

What are some other occasions to wear neon eyeshadow? Let us know in the comments below!

---

## Product Review: Rock Long Hair on Date Night with Barely Xtensions



By [Mara Miller](#)

Have you ever lopped off all your hair and then immediately regretted it? Maybe you planned a [date night](#) with a new guy

from your favorite dating app, and now you regret losing those locks. Or, perhaps it's not because you want to impress a guy at all—you can't decide if you want to grow your hair out for a change. Hair extensions are great for those moments in life where we feel indecisive, and Barely Xtensions at Sally Beauty has you covered with 18" and 20" options.

## **Check out these great hair extensions from Barely Xtensions in our product review.**

**These extensions are made with real hair.**

Barely Xtensions uses Remy hair—real human hair—in their hair extensions. Human hair versus plastic or other synthetic material works best if you plan to style your extensions. You have your stylist cut the extensions to blend in with your hair so it isn't obvious you have them in. The biggest perk to wearing extensions is the ability to take them out after a hot day so you don't have a heavy curtain of hair around your shoulders. Since it's real human hair, you can style them however you want—with a curling wand, flat iron, or whatever style you're in the mood for that day.

**Related Link:** [Product Review: Cuddle Comfortably with Signature Sleep Mattresses](#)

**Barely Xtensions look natural.**

Each extension provides a revolutionary, micro-thin weft that blends in with your hair. It won't stick up like some other extensions and appears more natural since the wefts are made from real human hair. Every extension is hand-picked for silky, tangle-free hair that is thick from top to bottom, instantly helping you get that added length to your own locks. The clips are no-damage, meaning they will not get stuck in

your hair after you're finished wearing them for the day.

**Related Link:** [Product Review: Take Romance & Relaxation to the Next Level With Soothe](#)

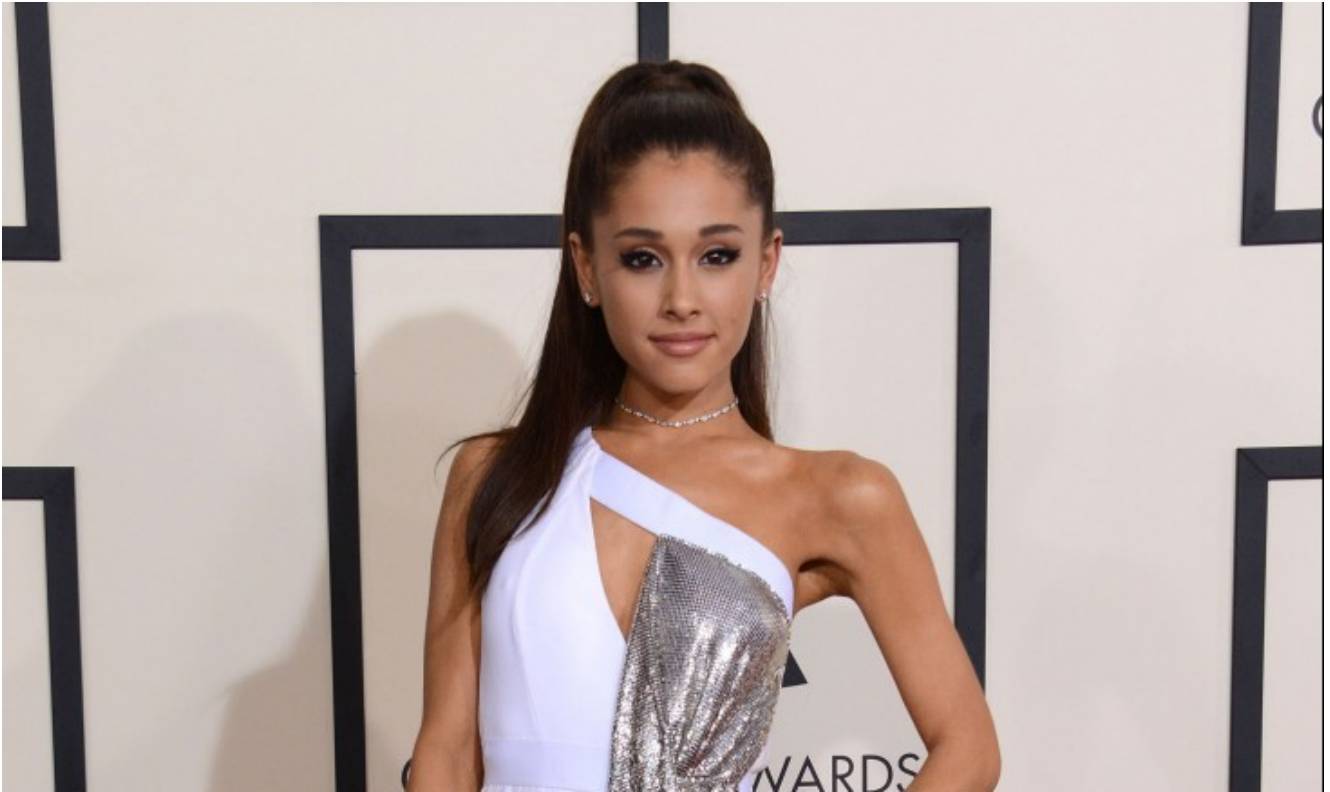
**Purchase Options:** Barely Xtensions includes five wefts: (1) 9-inch weft, one (1) 6-inch weft, one (1) 4-inch weft, and two (2) 3-inch wefts. All you need to do is pick your color, although packaging may vary. You can find the 18" Barely Xtensions on [SallyBeauty.com](#), ranging from \$167.99 to 184.99, depending on the color you need. With 11 shades, you're sure to find one to match your hair color!

Check out our other [product reviews](#).

---

## Beauty Trend: 80's Beauty is Back





By [Katie Sotack](#)

After the deaths of music legends like David Bowie and George Michael in 2016, culture veered toward the '80's aesthetic once more. In 2017, bands like Paramore and 1975 borrowed the 80's glam rock from recently passed icons to honor their memories. In 2019, the [beauty](#) industry is following suit with bright colors and big hair. Geometric shapes and metallic glitter hit the Paris runway in an all-out tribute to '80s trends of the past.

**80's [Beauty Trends](#) are back. So what are ways to make this tribute to the past wearable to school and work in the 21st century?**

The '80s glam rock look relies on a larger than life persona. The Paris runway didn't hold back on this promise. Sadly, most of us don't walk the runway for a living. We require more

subtlety to our aesthetic in our beauty tips. Here is [fashion advice](#) to get the '80s glam look while still being wearable every day:

**1. Geometric shapes:** Don't be afraid of geometric patterns and shapes for your makeup. Rock a pointed cupid's bow or a shapely eyeliner. Your wardrobe can take after this makeup look, too. A bold colored and sharp shaped blouse is a perfect 'wear-to-the-office-'80s' statement piece. For everyday wear, pick up a pair of geometric sunglasses. Not only are they essential to the '80s trend, but thanks to Audrey Hepburn, big sunnies are also timeless. So invest wisely into this pair.

**Related Link:** [Beauty Trend: Glitters, Shimmers, and Pastel Eyeshadow](#)

**2. Neon colors:** The '80s are marked with loud colors and makeup. When picking out an outfit or makeup, go bold! To make this look wearable in an office setting try to limit the bold to one statement per fashion and makeup each. An example is a neon pink blouse with gray trousers and a bold lip with subdued eyes. Play around with what you feel comfortable in and what your office will allow.

**3. Leggings are pants:** The '80s are back, so let's end this debate right here. In celebrating the decade that brought us upbeat music and neon leg warmers, we cannot ignore its staple leg style. A pair of basic black leggings will take you far in life, whether they're worn for Saturday errands or Tuesday's spin class. Grab yourself a pair and flaunt it.

**Related Link:** [Fashion Trend: Print Mashups](#)

**4. Downplayed '80s makeup:** As stated before, balance is essential to a modern 80's appearance. Choose one product to amp up (eye shadow, lips, blush, etc) and let that feature rejoice in the color while keeping the rest of your face natural. Take a hint from makeup artist Peter Philips who

recently styled the models for Viktor & Rolf. Philips drew immense metallic spider eyes on his models but left the face and lips a natural pale.

**5. Volumize Hair:** If you tease it you will look dated. Instead, opt for a volumizing shampoo set and gel to pump up the crown of your luscious locks. Playing with your part will help to amp up the volume on top of your head as well by not letting it wilt into place. The natural volume of curly hair is a great way to increase the appearance of hair mass and embrace the '80s trend.

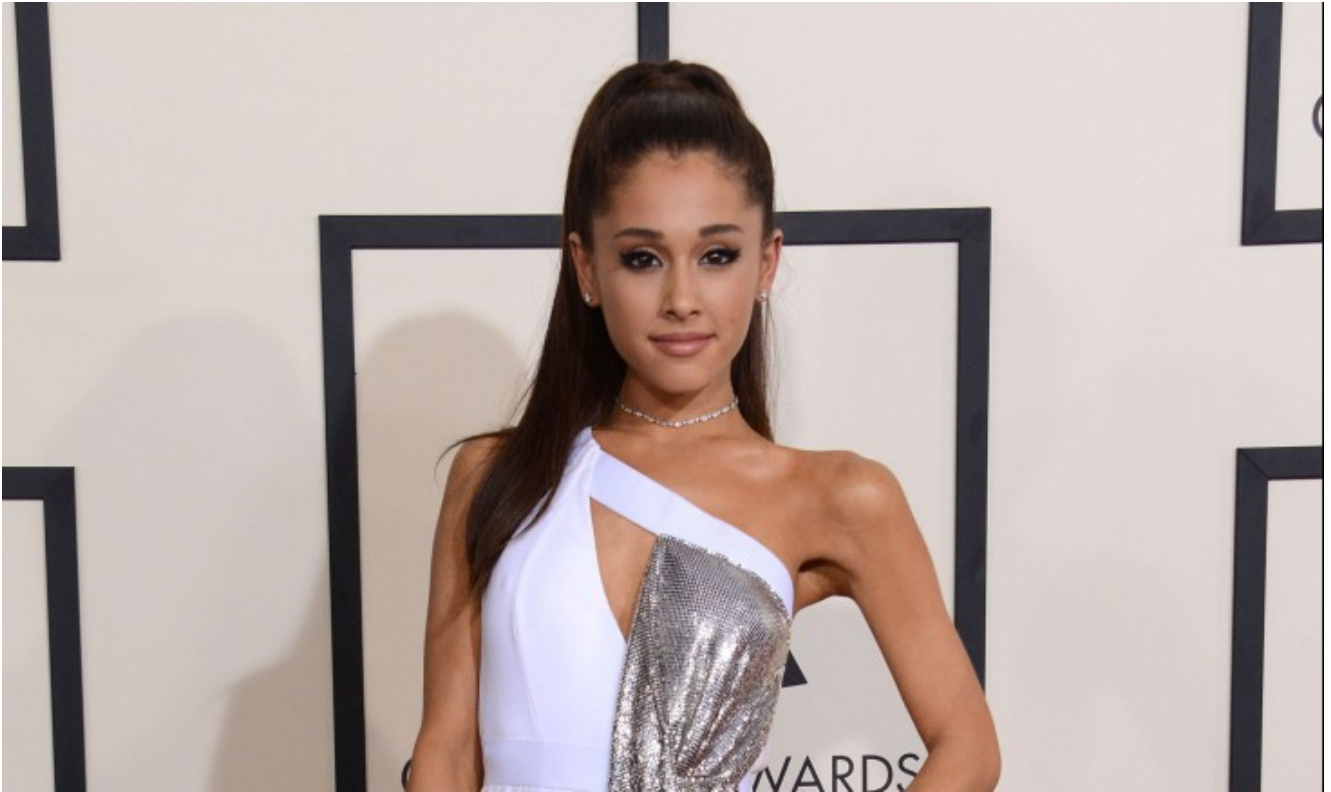
**How do you make the 80's fit into your modern life? Share in the comments below!**

---

## **Beauty Trend: Make Your Eyes Pop**







By [Bonnie Griffin](#)

In recent [beauty trends](#), we've seen the smoky eyes, deep eyeliner, rainbow eyes, and now the big trend is fierce smoky wings. In makeup trends, it's all about making your beautiful eyes pop. If you want to take your eyeliner to the next level, there is no better makeup look than the smoky wing this year, or keep it simple and elegant for work or a simple date night at the movies.

## **Beauty Trend: Make your eyes pop with smoky wings and other ways to highlight.**

If you want to make your makeup stand out, start with the eyes. They say eyes are the windows to your soul. Cupid has some [beauty tips](#) that will highlight the beauty of your eyes:

- 1. Fierce smoky wings:** Similar to a smoky eye, smoky winged liner will make your eyes pop and look good no matter your

natural eye color. It is great for a night out on the town, and this dark, graphite eyeshadow and liner look is bound to catch the attention of your partner for date night.

**Related Link:** [Beauty Trend: Shades of Gray](#)

**2. Matching makeup:** If you want to get the makeup look of the stars, match your eyeshadow to your outfit. Wearing a purple dress out on date night? Match it with purple eyeshadow and for an extra pop, top your eye shadow off with some matching purple glitter. You'll steal the show with your fashion and beauty sense.

**Related Link:** [Hair Beauty Trend: Crystals, Chains, and Studs](#)

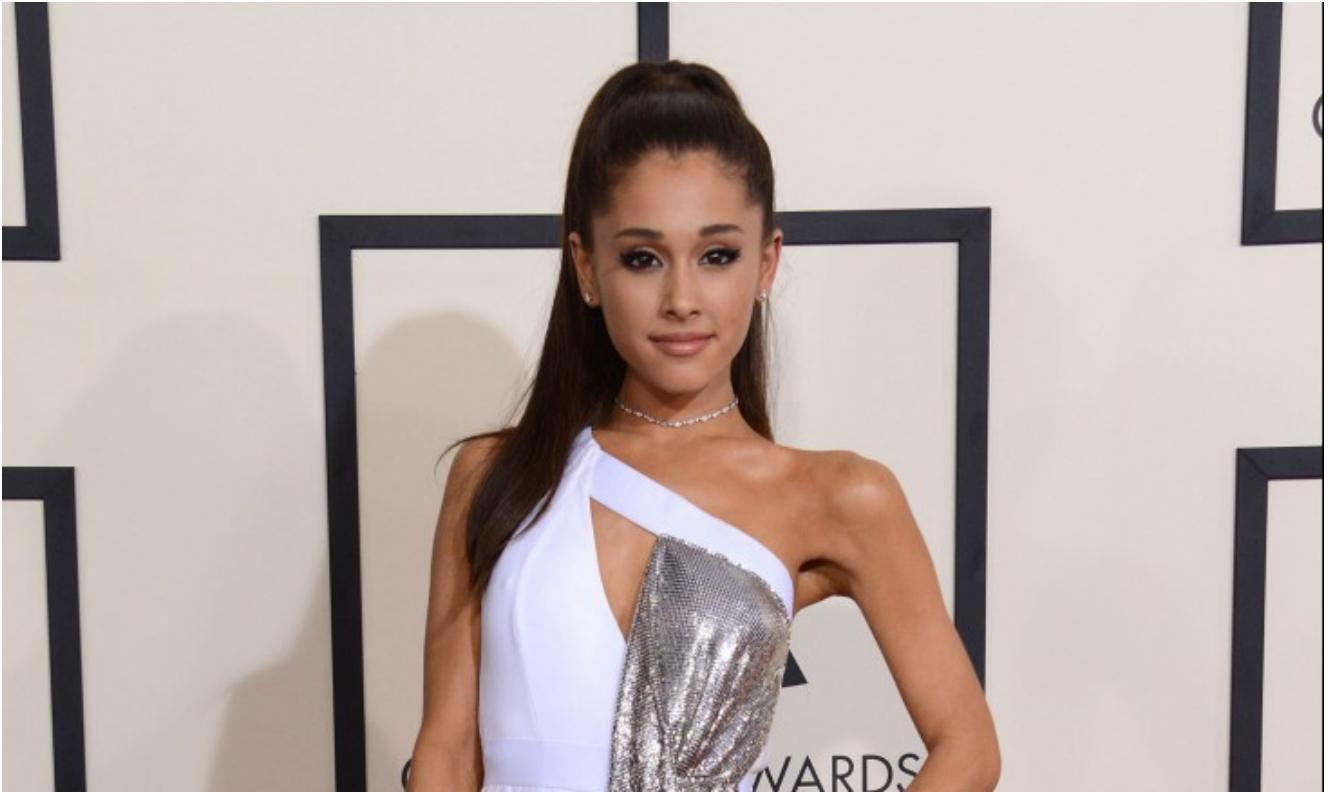
**3. Straight, strong eyeliner:** Not ready for a full-on smoky eye or wing? Keep your eyeliner strong with a straight line. This look is best with a light-toned eyeshadow. Then, take your eyeliner straight out from the edge of your eye to add a simple, but elegant effect to your eye makeup. This look is perfect for the day, or a simple date night picnic at the beach.

**What are some of your favorite eye makeup trends? Share in the comments below.**

---

## **Beauty Trend: Sleek and Straight Hair for The Win**





By [Emily Green](#)

A sleek and straight hairstyle can be perfect for any occasion at any time of the year. This [beauty trend](#) can make you look absolutely flawless in any situation, no matter the time, place or weather. From Zendaya to [Khloe Kardashian](#), [celebrity hairstyles](#) with sleek and straight hair will leave you wanting to these [beauty tips](#) out for yourself!

**Sleek and straight hair has become a very common beauty trend. What are some of the best places to wear your hair sleek and straight?**

You can wear your hair sleek and straight for any occasion—no lie! This hairstyle is probably one of the easiest to transform and fit into any occasion, and look amazing no matter what you're doing. Here are some of Cupid's favorite places to wear your hair sleek and straight:

**1. Business meeting:** Wearing your hair sleek and straight to a business meeting puts off the perfect professional vibe—you're here and ready to get down to business.

**Related Link:** [Beauty Tips: Celebrity Hair Trends to Brighten Up for Spring](#)

**2. Formal Event:** Pairing a nice pantsuit or gown with sleek and straight hair is the epitome of beauty. You'll put off an aura of class, and people will treat you with the utmost respect.

**Related Link:** [Get a Knockout Look with This One-Two Punch in Hairstyles](#)

**3. A First Date:** Going out with a possible new flame for the first time? Don't worry. Keeping your hair sleek and straight is an easy hairstyle that will show your date that you put little effort into looking amazing without overdoing it.

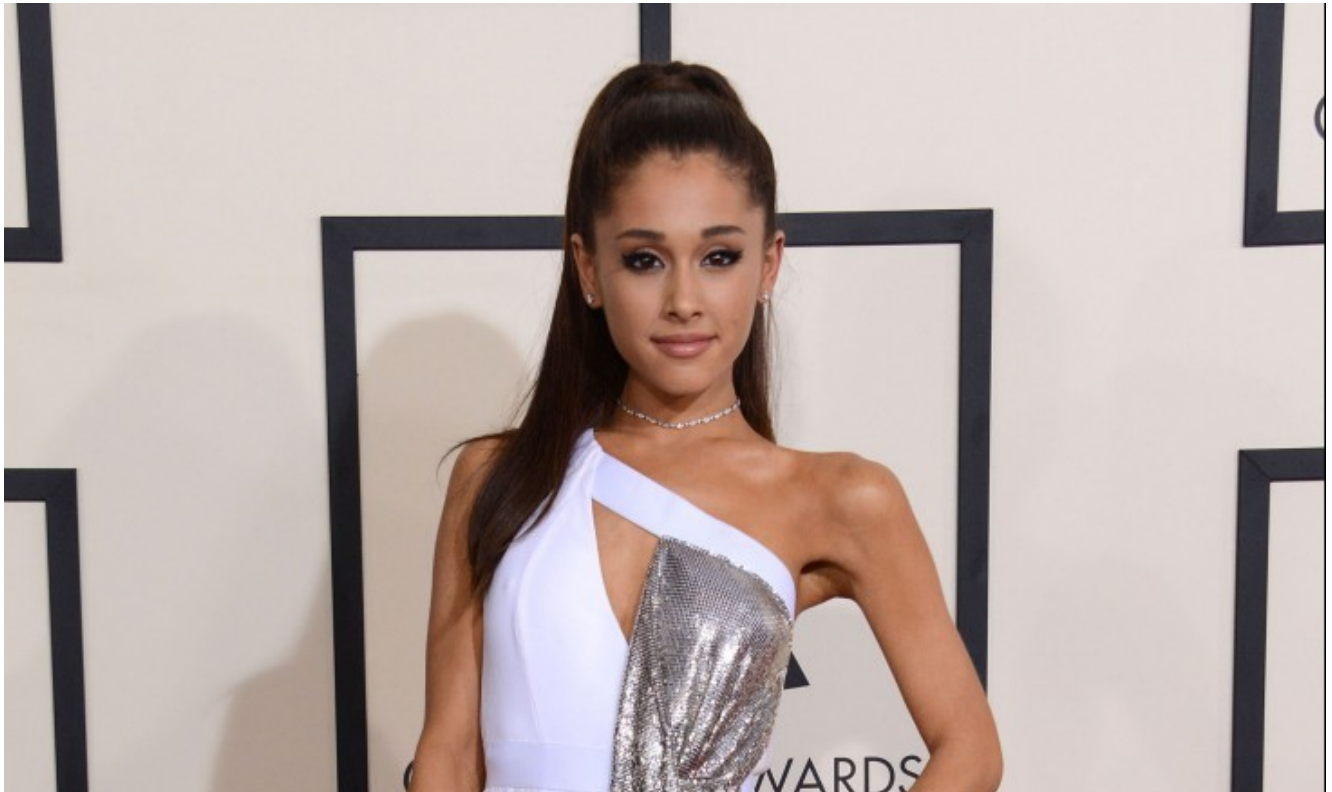
**4. Lunch with Friends/Family:** Finally managed to pencil in a relaxing day with friends or family? Showing up in one of your favorite outfits with your hair sleek and straight is the perfect outfit for a simple get together. Besides—you never know who you might run into!

**5. A Night on the Town:** Ready to let loose for a night on the town with your friends? A sleek and straight hairstyle is the perfect addition to your look—you can spend the night dancing your heart away without having to worry about a hair falling out of place.

**What are some other places a sleek and straight hairstyle is perfect for? Let us know in the comments below!**

---

# Beauty Trend: Make Your Skin Glow



By [Katie Sotack](#)

The [beauty](#) community is trading out the matte look for a dewy finished glow. This [beauty trend](#) pairs with rosy nude lips and bronzed eyes to create that sun-kissed-summer aesthetic. The idea behind the glow is going back to basics and certainly plays into the neutral palette seen on the fashion runway these days. The trend is easily achievable, as it's meant to be a grab-and-go look, and tending to your skin's health is essential. Check out our new [beauty advice](#)!

# A natural glow is the beauty trend of the season, but is your skin healthy enough to pull off this radiance?

Depending on your skin's regular state, you may have to do more work to achieve this style. If your skin is naturally oily, you're already primed and prepped for a natural glow with the swipe of an oil blotting sheet. If your skin runs on the dry side, there are ways to achieve that desired glow that also aides your health. Here are [beauty tips](#) to glow like the star you are:

**1. Drink water:** It's been said again and again, but water is essential to your organs' health. Considering that the skin is your body's largest organ, it's wise to start drinking lost of H2O. Keep a bottle filled next to you throughout the day ,and you'll find yourself reaching for sips naturally. Added hydration can be found in fruits and vegetables. Of course, you'll also need to use the restroom just as often as you're sipping, but no one will notice since your skin will look great.

**Related Link:** [Product Review: Wink Brow Bar for Independence Day!](#)

**2. BB cream:** This one's essential for the makeup wearers out there. If you want a full face *and* radiant skin, opt for a BB cream. The lightweight formula will pick up the high points of your natural skin and create an effortless effervescence. It's important to make sure the cream is of a dewy or regular finish though. Steer clear of any matte formulas.

**3. Exfoliate and clean:** It's so important to develop a cleansing routine. The best makeup and health in the world can



not outlast a face full of grime. Pick out a cleanser that suits your skin (don't be afraid of trial and error here) and a scrub to exfoliate once in a while. You'll want to partake in the scrub more often if you have dry skin. Last but not in any way least, remove your makeup before bed. All that foundation will creep into your pores and produces acne, bumps, and blackheads if you don't remove it.

**Related Link:** [Product Review: Treat Yourself to Beauty and Comfort This Summer](#)

**4. Highlight:** Beauty gurus of any status rejoice. The glowing skin trend sees that you get to keep your highlighters and in fact embrace them all the more. It's called glow for a reason, right? Pop that gold, pink, or silver highlight on your cheekbones, cupid's bow, and the tip of your nose. That glowing goddess is going to shine.

**5. Moisturize:** Depending on your age and skin type, you may want to do more or less of this. But whether your 20 and oily or 99 and dry, everyone needs a moisturizer. A good face lotion will prevent wrinkles and aide in a beautiful glow. Find one with SPF in it (no matter what your skin tone is) to rock as a bare-faced beauty outside.

**Related Link:** [Beauty Tips: Essential Primers](#)

**6. Exercise:** Oh the wonders of fitness. It's difficult to work into your life, but a good workout will change it. Exercise is your body's best friend and the skin is no exception. Working out will reduce pore size and help to regulate hormones so that the body will produce the correct amount of oils. Even a short walk will do the trick and have the added results of a calmer mind. There are many ways to imitate a natural glow, but exercise is a foolproof way to own one.

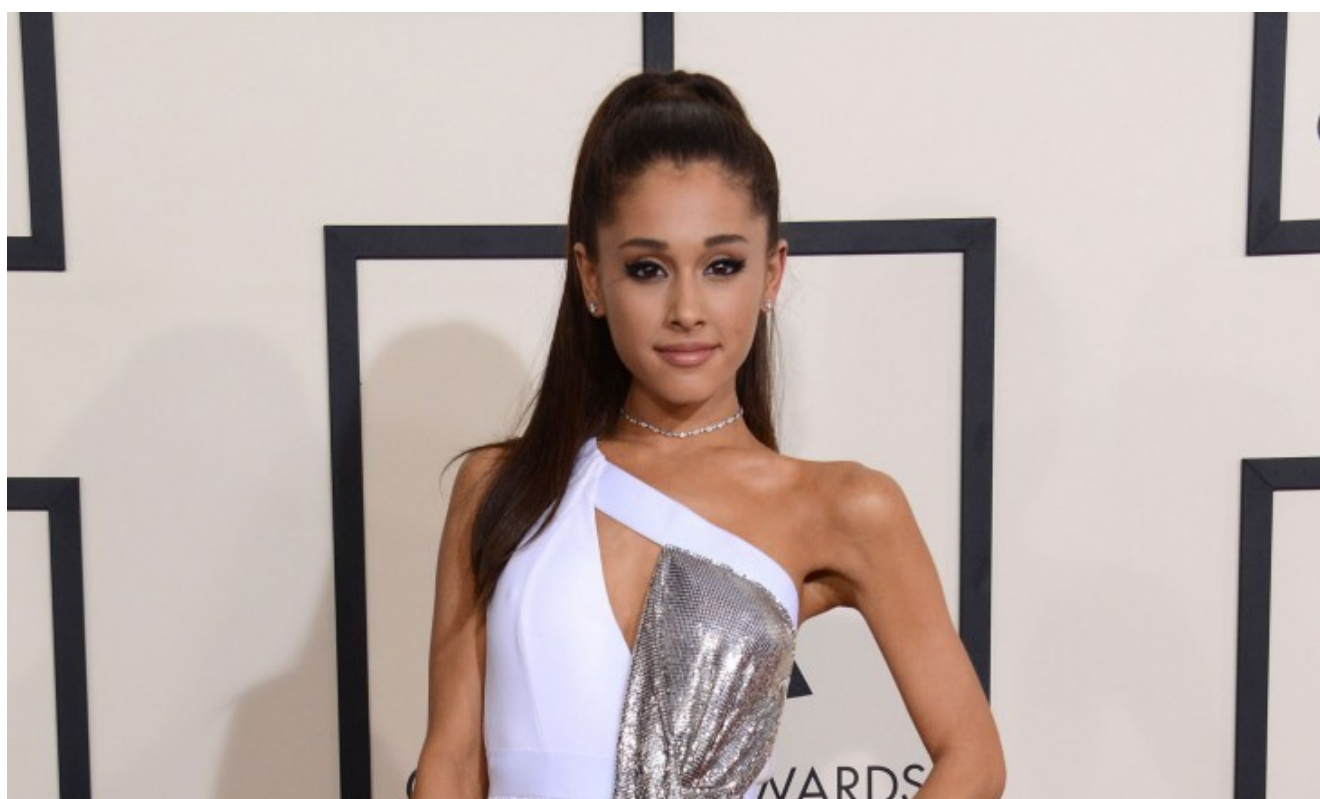
**7. Sleep:** Along with the endless benefits to sleep, the skin will become healthier if you get your full eight hours. Just like you, your skin grows weary of endless days and work. Give

it a rest by getting all your Zzz's. Sleep will prevent eye bags and wrinkles, giving a smoother, youthful appearance to your face.

What's your skincare routine? Will you add any of these suggestions? Share your comments below!

---

## Beauty Trend: Nude Lips



By [Katie Sotack](#)

The [beauty](#) community's biggest [beauty trend](#) this season has been a natural look. [Celebrity stylists](#) like NikkeTutorials and red carpet stars like Zendaya have been showing off their

shining beauty with dewy foundations and shadow sculpting eye shadow. No natural beauty look is complete without a brilliant nude lip. No longer are the trendsetters sporting beige and brown liquid lipsticks. Rather, they've switched to soft colors that scream radiance and enhance the graceful features that lie within us all.

**Long gone are the days of bold makeup palates. It is time we welcome 50 shades of rosy tan into our makeup bags with this beauty trend.**

Since [Beyonce](#) sang "I woke up like this" in 2014, the beauty standard has been shifting to a "goddess of nature" look. Think sun-soaked and *au naturel* in a way that amplifies your strong suits. To complete this look there's no better friend to the makeup lover than a rosy natural lip. Here's advice on how to get the look:

**1. Sheer lip gloss:** The simplest way to archive the perfect nude lip is by applying a clear enhancing gloss to your lips. These glosses can be found almost anywhere, from drug stores to Sephora and Ulta, and are perfect to slip in with your on-the-go makeup essentials. The clear coat will have the added effect of making your lips look voluptuous while playing up the notes of your true color underneath.

**Related Link:** [Hair Beauty Trend: Crystals, Chains, and Studs](#)

**2. Tinted balm:** Say hello to your middle school days when fun chapsticks made you the coolest kid on the playground. The adult version of this is the tinted balm. The balm will melt into your natural color, letting it highlight your lip beneath. In going this route there's no fear of not having to

match your perfect shade. Everything will customize itself to you. Not to mention the health benefits like SPF and moisturizing your lips.

**3. Nipple color:** Just give this a chance. A while back *Buzzfeed's* Youtube page released a video on finding your perfect rosy nude lip by matching the lipstick shade to the peaks of your breasts. The idea might sound like a quick gambit to amp up views, but the results spoke for themselves. It makes sense too since your body's natural color palette is a safe road to travel if you want to achieve that rolled out of bed look.

**Related Link:** [Beauty Trend: The Best of Spring Hairstyles](#)

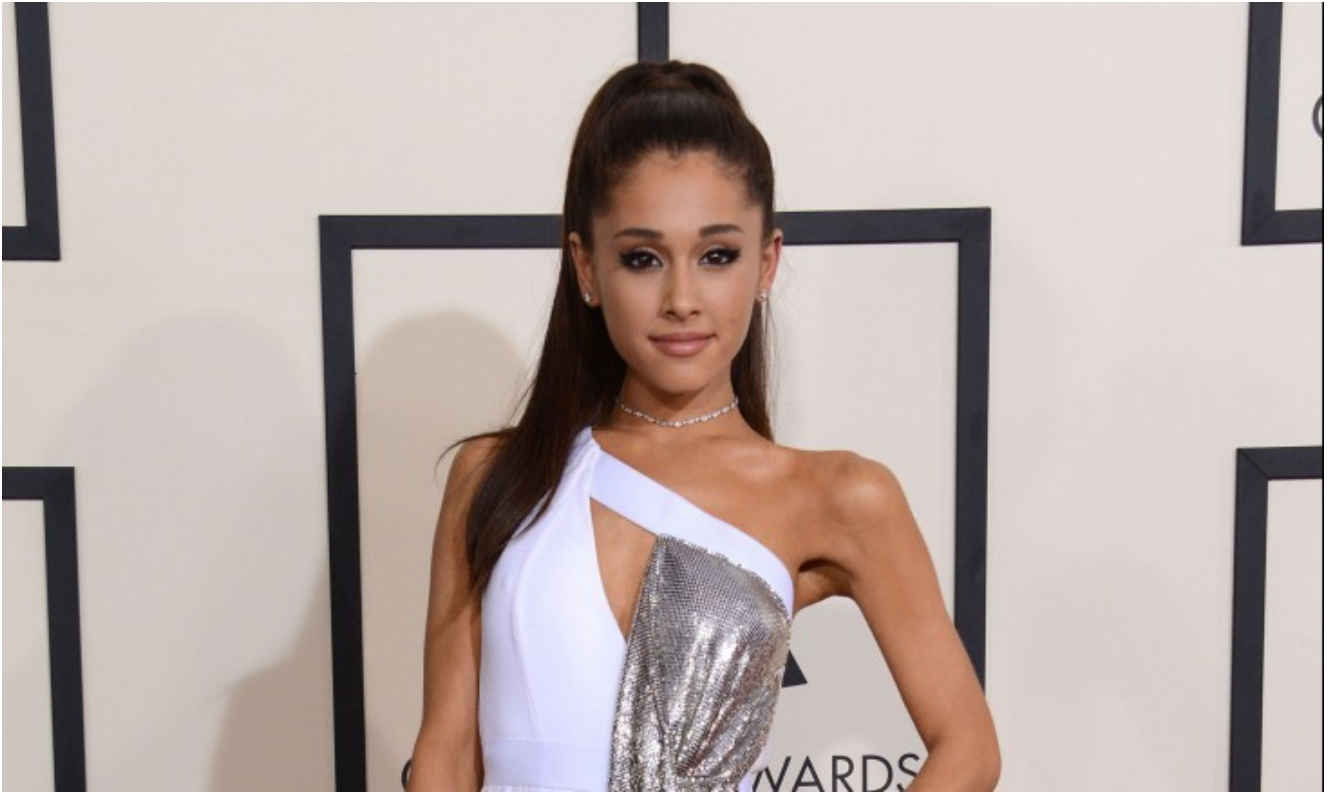
**4. Opt out of matte:** The matte trend has had its time. Props to mattes for bringing us long-lasting liquid lips, but it's time to put the dry look to rest. If you want the natural look, embrace any and all rosy lip products that give the illusion you've just been to the beach. The sun's rays have graced your lips and you've taken one last dip in the ocean before heading home. In short, think rosy and wet.

**Are you a fan of the new nude? What are your tips and tricks to finding the perfect lip? Share in the comments below!**

---

## **Product Review: Wink Brow Bar for Independence Day!**





By [Mara Miller](#)

Do you want to look extra special this upcoming July 4th holiday? If you live in New York City, you might be searching for something that makes you sparkle and stands out from the crowd during the Independence Day fireworks. This could mean American Flag-inspired nails, or maybe a hairstyle with red, white and blue. For us here at Cupid's Pulse, we opted for a new set of lashes and matching eyebrow extensions from The Wink Brow Bar in NYC. Yes, you heard right. Eyebrow extensions!

**The Wink Brow Bar can help you look fabulous this 4th of July. Check out our [product review](#)!**

The Wink Brow Bar has three locations in Manhattan and one in Brooklyn. This little gem started out as a luxury threading studio in New York City's West Villiage, by UK Native and licensed cosmetologist Umbreen Sheikh. Wink Brow Bar really

put the art of threading on the map as an alternative option to waxing, which as many of us know, can peel off layers of skin and hurt.

However, Wink's services are not limited to threading (which by the way is organic), they also offer the following services: brow tinting, brow extensions, lash extensions, keratin lash lift, waxing microblading, custom facials, manicure/pedicure, and in some locations they offer hair color and cuts. For the purpose of this review, we will discuss the lash and brow extensions, and threading as an option for children ages 12 and up.

**Related Link:** [Product Review: MBTBUDS Wireless Bluetooth Earbuds for the Beach!](#)



Our Executive Editor, Lori Bizzoco, before and after Wink Brow Bar's Fablash Extensions. Photo: Courtesy Lori Bizzoco

**Insta Good Brow Extensions:**

Above you will find an incredible before and after of one of



your staff members who opted for Winks' "Insta Good Brow Extensions," a service that uses single strands of hair (similar to lash extensions) and places them right on the brows using strong, gentle, colorless adhesive. This is an amazing option for those who do not wish to microblade or color in their eyebrows everyday. This treatment lasts up to two weeks and ranges from \$95.00 to \$195.00 depending on how thick you want your eyebrows.

### **Fablash Extensions:**

In addition to the eyebrows, you can also see that our staff member has a nice full set of lashes as well called "Fab Lash Extensions," which is a service that applies single strand lashes to each eyelash one by one. The service is done while the client is laying down so that they can relax during the service. The lashes last for a few weeks and refills are done every 7-14 days. Prices vary depending on whether you want your lashes to be natural or full of volume.

**Related Link:** [Product Review: Treat Yourself to Beauty and Comfort This Summer](#)

### **First Time Treatment for Tweens**

One more thing that our team loved about Wink Brow Bar was that the products they use are organic and natural. Does that mean that they are safe on young children ages 12 and up? The answer is yes!



Our Executive Editor Lori Bizzoco's tween daughter received The Perfect Organic Threading at Wink Brow Bar. Photo: Courtesy Lori Bizzoco

We set up an appointment for one of our youngest team members to try Wink for her very first eyebrow experience. We used The Perfect Organic Threading as a safer and milder alternative to waxing. In fact, Wink is a perfect choice for the young lady in your life who has never had her eyebrows done but desperately wants to give it a try without all the pain. As you can see from the photo above, her eyebrows are natural looking and the threading left no redness or irritation.



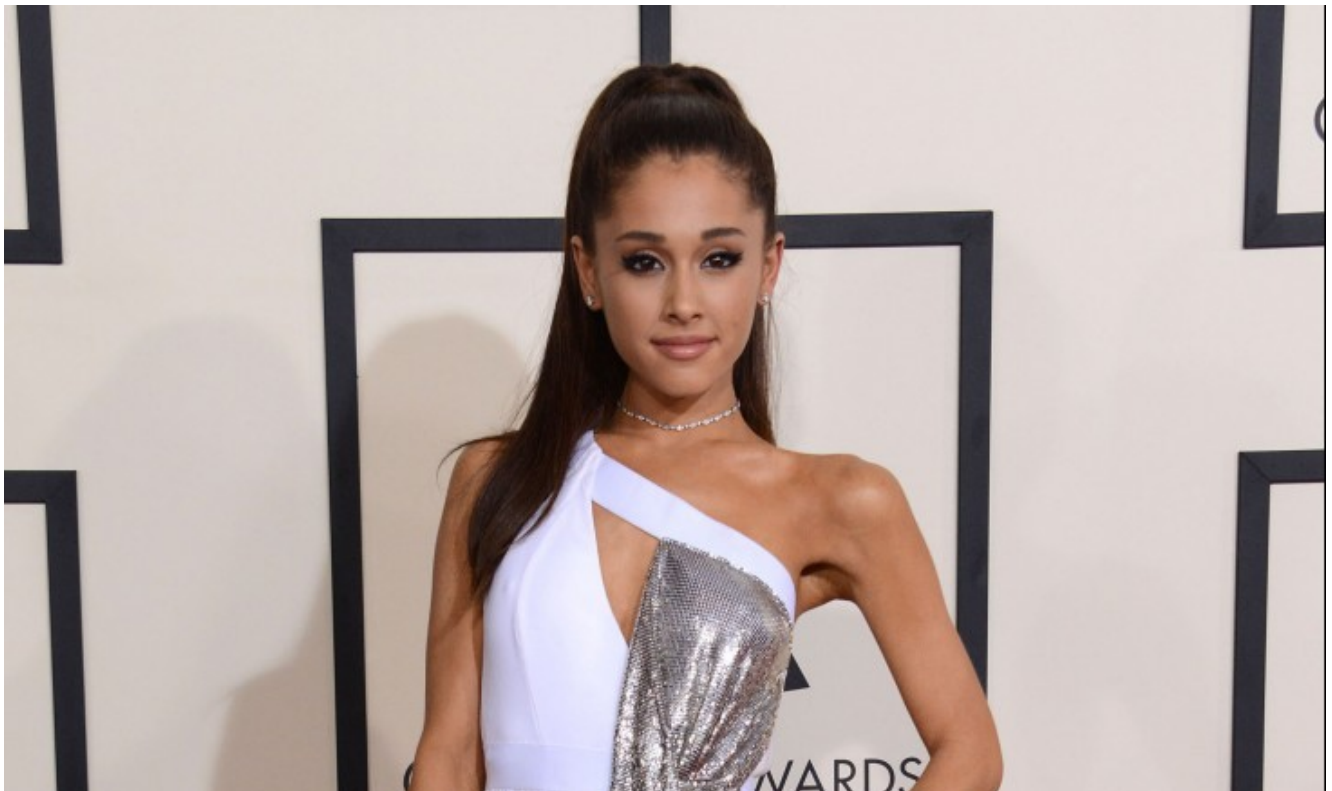
## Nourishing Lash Fortifier + Keratin by Wink Brow Bar

Before we forget, do not go home without trying their Nourishing Lash Fortifier + Keratin. It's like a conditioner for your hair, except it is for your lashes. Easy to apply and makes those gorgeous eyes pop!

Wink is the perfect choice for both mom and daughter to look great before those upcoming barbecues. Why not give it a try? It only takes a few minutes to make an appointment online and walk-ins are welcome too. For more information feel free to check out their [website](#) or you can find them on [Twitter](#), and [Instagram](#).

---

# Beauty Trend: Funky, Rainbow & Pastel Nails



By [Bonnie Griffin](#)

This summer fashion is all about bold color, from hair and makeup to high fashion nails. Stars like [Kylie Jenner](#) are sporting funky nails this summer, reminding us of a throwback to the 90s. They are eye-catching with their bright colors and unique shapes. If you want your nails to stand out in a crowd, follow this [beauty trend](#) and take your nails from pretty to stand-out-fantastic!

## Beauty Trend: How to make your hair

# nails stand out in a crowd and look fantastic!

Our can attract a lot of attention or none at all. In this year's summer beauty trends, it's all about attracting attention with standout colorful nails. You can choose anything from egg shape to stilettos or any other crazy designs you can imagine. Cupid has some [beauty tips](#) to take your nails from pretty in pink to fabulous and bright:

**1. Rainbow nails:** Pastels were great for spring, but now that summer is here it is time to break out the bright, vibrant colors. Neon colors will make your nails stand out and brighten up your summer look. Want to get extra funky? Paint each nail a different color like a rainbow on your hands.

**Related Link:** [Beauty Trend: The Best of Spring Hairstyles](#)

**2. Cow print:** Want to step your nail game up with something a little more than the colors of the rainbow? All it takes is a scroll through nail trends on Instagram to find that cow print nails are the way to go. Even [Kylie Jenner](#) and [Ariana Grande](#) have recently taken up this popular beauty nail trend. This is a 90s nail trend that is back for summer 2019, and it is sure to give you that glam look you desire.

**Related Link:** [Beauty Trend: Pearl Accents](#)

**3. Metallic:** If you really want to go glam with your nails then you can brighten up any nail design with beautiful metallic colors like metallic silver nail polish. Want to add that extra edge to your metallic design, use a stand out metallic foil over a darker polish to really set off your nail bling.

**Bright nails, cow prints, and metallic shine are all the rage for the summer. Take risks and let your nails set the tone for**

your day? Let us know some of your favorite summer nails designs in the comments below!

---

## Beauty Tips: Keep Your Skin Looking Young After 40



By [Emily Green](#)

Skincare is one of the most important steps in taking care of yourself. Many people struggle with certain parts of skincare as they age, whether it is getting rid of acne, crows feet, lines, and other blemishes. Celebrities like [Jennifer Lopez](#) have [beauty tips](#) that manage to keep their skin

pristine, beautiful, and youthful—just *how* do they do it?

## Follow these five beauty tips on how to keep your skin looking young after 40:

Keeping your skin youthful is important when aging like fine wine. We've gathered celebrity beauty secrets to having flawless skin after 40:

**1. Use sunscreen:** Sunscreen can do wonders for your skin (and not only for preventing burns!) Adding in sunscreen like Neutrogena Ultra Sheer Body Mist SPF 30 to your skincare routine will not only be protected from the sun but keep your skin oil free! A lightweight sunscreen will prevent clogged pores.

**Related Link:** [Beauty Trend: Why To Consider Makeup With Sunscreen For Summer](#)

**2. Moisturize:** Moisturizing your skin is SO important! Moisturizing your skin every day will help you prevent dry or cracked skin. Your skin will stay radiant.

**Related Link:** [Beauty Advice: How to Make Your Skin Thank You Later \(What You Should Be Doing Now\)](#)

**3. Remove your makeup every night:** As much as we all love to put on makeup in the morning, we all know how much we just want to go straight to bed at the end of the day. You'll prevent acne or serious infections if you remove your makeup every night before bed.

**4. Use a cream foundation:** A cream foundation soaks into your skin rather than sitting on top of wrinkles or lines. This will keep your makeup looking more natural and fresh. You'll find it's easier to remove at the end of the day, too!



**5. Use a lightweight finishing powder:** Lightweight finishing powder is great because it will keep you looking youthful. Use it to mattify and set your face. Finishing powders are great because they keep the shine away from your T-Zone so your face won't look oily.

What are some of your tips for keeping beautiful skin as you get older? Let us know in the comments below!

---

## Beauty Tip: Flawless Makeup Starts with Good Skincare



By [Bonnie Griffin](#)

Our face tells the world a lot, and we want it to be a beautiful story. According to *UsMagazine.com*, [celebrity makeup](#) artist Jamie Greenberg says, “Skincare is half the battle when it comes to a makeup look.” We look to different foundations to help us achieve that flawless skin we all desire far too often. Sure, the foundation you use will help in achieving a beautiful complexion, but the best [beauty tip](#) for achieving a flawless look is to follow a proper skincare routine for your skin type.

**There are endless types of makeup that claim to make your skin look perfect, but the real secret to flawless skin is great skin care in these beauty tips.**

Your skincare routine can help give you that flawless, fresh look if you follow through daily. When choosing products, remember to keep in mind your skin type and changes in the weather that can affect your skin. Here’s [beauty advice](#) for great skincare below:

**1. Wash your face:** It might seem okay at the end of the day to sleep in your makeup. You’ve had a busy day of working, running errands, and taking care of your family. The first part of a good skincare routine is to properly cleanse your face. Otherwise, you are allowing the day’s dirt and oil to seep into your pores and there is nothing flawless about that.

**Related Link:** [Beauty Tips: The Ins and Outs of Hair Removal](#)

**2. Exfoliate:** Washing your face may seem like a quick round with some soap and water because it removes dirt. However, you need to make sure you’re exfoliating for a truly flawless makeup look. When you use an exfoliator while washing your

face, it doesn't just remove dirt and oil, but it also helps remove dry or dead skin that builds up on your face, causing overly dry patches. Dead skin can build up over time and make your makeup look cakey when applied.

**Related Link:** [Product Review: Cannabis Beauty Defined](#)

**3. Moisturize:** There are endless moisturizers on the market for your face, but not everyone can use the same moisturizer and receive the same beautiful results. When choosing a moisturizer, you need to find one that works for your specific skin type. You also want to consider the weather; we often need to make changes to our skincare product in the summer heat. Whether your skin is oily, dry, or a combination, there is a moisturizer that will work and help you achieve a flawless look.

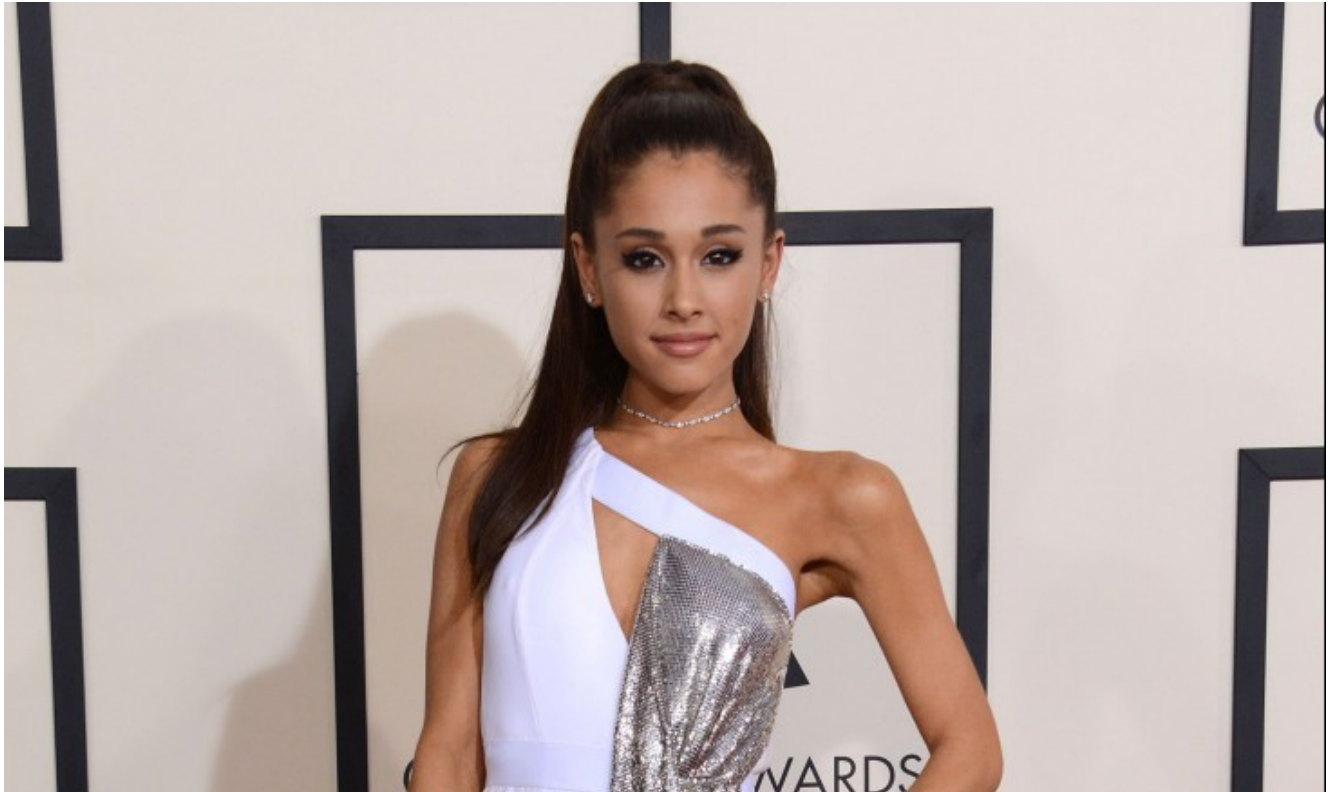
**4. Wear SPF:** One of the most important parts of skin care is protecting your skin, and this includes protecting your skin from the sun. A dermatologist would tell you applying SPF to your face is the best way to keep your skin healthy because it blocks harmful UV rays which can cause damage and potentially lead to sun spots, or worse.

**5. Vitamin C:** Vitamin C is a great antioxidant for your skin. It can protect your skin from things in the environment which can damage your skin. You can find it in a number of skin care products including sunscreen. It is also a great brightening agent against dark spots.

**What are some skincare methods or products that you have in your daily arsenal? Let us know in the comments below.**

---

# Beauty Trend: Shades of Gray



By [Mara Miller](#)

Having shades of gray in your wardrobe makes sense, as it gives you a chance to look professional and sophisticated. This is why it's actually a good color to wear for a job interview. Makeup on the other hand? Say *what*? Gray makeup has been around for a while, although it hasn't been an actual [beauty trend](#) until now. [Beyoncé](#) herself has worn gray lipstick, and we're going crazy over this [celebrity makeup](#). Even better: there are multiple shades of gray you can find on the market.

**If this beauty trend caught your**

# attention, check out a few of the ways we found you can incorporate shades of gray in your makeup look for your next [date night](#)!

Follow this [beauty advice](#) if you want to test out this smokey look:

**1. Lipstick:** Gray lipstick is best worn with neutral shades such as more gray or white as Beyoncé modeled in her Instagram photo. Light pastel pinks and light blues may work as well. It looks great with all skin tones, but it's important to pair this lipstick with neutral shades so you don't end up looking sick.

**Related Link:** [Beauty Trend: Metallic Lip](#)

**2. Lip Liner:** Don't forget the lip liner! Use this to outline your lips before you apply your lipstick. You can use it like normal lip liner.

**Related Link:** [Beauty Trend: Red Lipstick](#)

**3. Contouring:** Gray contouring powder has been around a while. It's better for fair skin and can be used to add shadows to your cheeks for more definition on your face. Just be careful with some of the powders out there, because they are deeply pigmented.

**4. Nail Polish:** You can find an array of gray nail polish if you want to test this beauty trend. Unlike gray lipstick, shades of gray nail polish will pair with just about any color you choose to wear (it looks stunning on nails against any shade of red fabric!).

**5. Eyeshadow:** Chances are, you have a good amount of grays if

you're an eyeshadow addict. Eyeshadow is versatile like nail polish in that it looks great with just about anything. Smoke your eye out with some deep gray/black for an alluring eye look for your date!

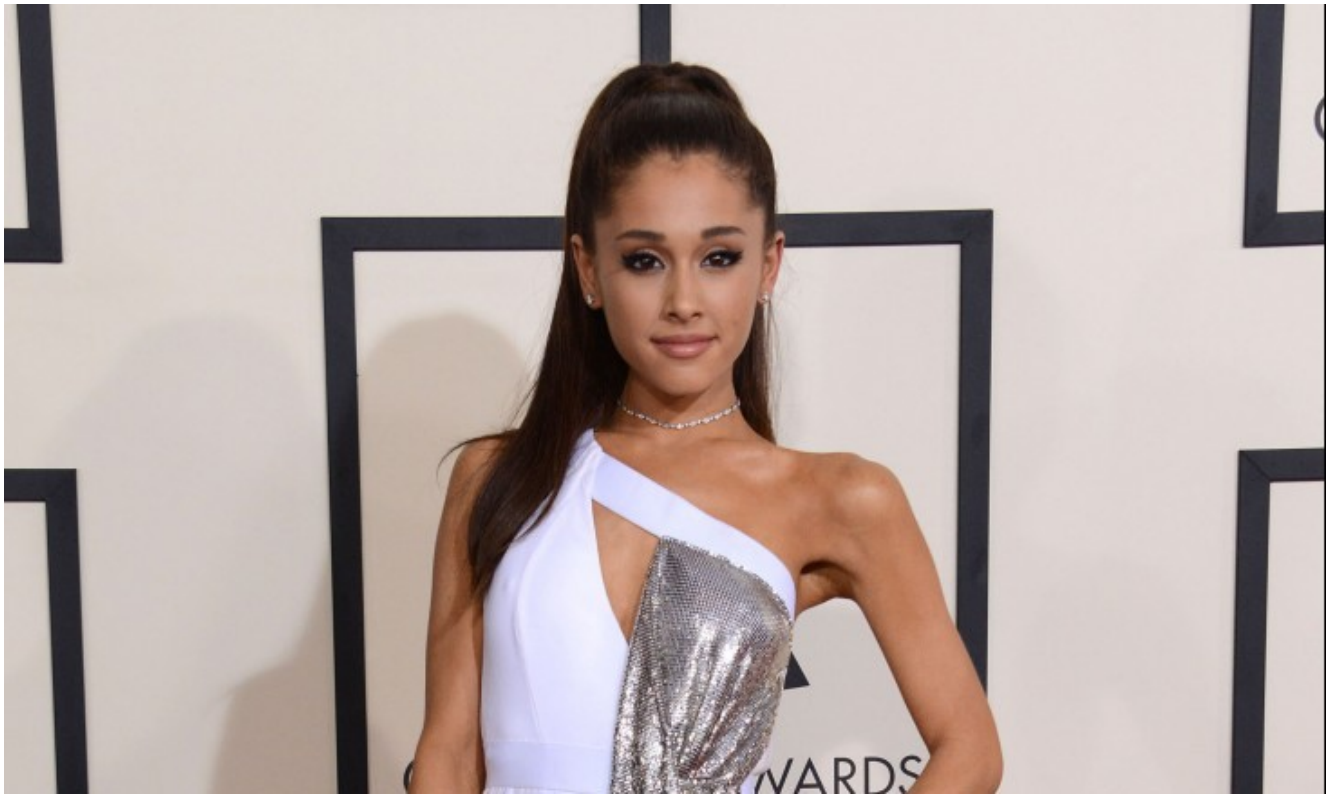
**6. Eyeliner:** You can find eyeliners with different shades of gray. Some might have purple, others might have hints of blue. It's a great color to try if you're bored of plain old black or brown.

**Do you think you'll try wearing different shades of gray? Let us know in the comments below!**

---

## **Beauty Tips: The Ins and Outs of Hair Removal**





Let's be honest; not all of us are blessed with perfectly smooth skin. Some of us may have rough-looking skin due to acne scarring, while others may have hyper-pigmentation and dark spots. There are also those of us who may have unwanted hair on certain areas of our body. These things, especially follicular growth, can be treated. But, there are so many ways to get rid of unwanted hair that it can be confusing to choose which one to opt for when deciding to get rid of excess hair growth.

**There are currently three very popular hair removal methods. Read on to see the pros and cons for each method and see which beauty tip might work best for you.**

### **Laser Hair Removal**

This method works by using a laser to inhibit hair growth.



Hairs that get targeted by the laser fall out in a span of a few weeks.

[Laser hair removal](#) might be the best choice of weapon in fighting unwanted hair since it doesn't take long for the results to be permanent. It's also great for people who have sensitive skin, since it does not result in razor burn or a raw feeling after waxing or shaving.

The only down sides of this method are that the procedures can be pricier than traditional hair removal methods, and treatment usually requires multiple visits in order to get the desired results. Some skin tones and hair colors do not lend themselves well to laser hair removal, since lasers target the melanin in the hair.

### **Professional Waxing**

Professional waxing basically involves hot wax being applied to the desired area and pulling it away from your skin, bringing unwanted hair follicles along for the ride. There are many different kinds of waxes and the methods differ ever so slightly, but the process remains the same—hair removal via wax.

Waxing can be your go-to method, especially if you are pressed for time and are looking for a cheaper, but still effective option. Using this method also helps you avoid the nicks and cuts that usually accompany shaving. And, since the hairs get pulled out, root and all, they take a longer time to grow back, usually between two to six weeks.

While waxing can be effective, there are also some drawbacks to this method. For one, it can be painful, although it becomes more tolerable over time. Waxing can also result in ingrown hairs.

### **Shaving**

Shaving is probably the simplest way to remove unwanted hair. Simply take a razor and some shaving cream and go to town with it! This method is most effective on underarms and legs.

Shaving is also very inexpensive and can be done by anyone with good motor skills. There are also certain shaving creams that make the process a lot easier and help moisturize the skin.

But, because razors only deal with the part of the follicle that is on the skin's surface, you can expect that the hair will grow back. If you opt to shave your bikini area, expect some slight discomfort due to the blunt hairs that are growing back. You might also experience razor burn, cuts and nicks, and ingrown hairs after multiple bouts of shaving.

**What are some other methods to get rid of unwanted hair? Share your comments below.**