

# Beauty Trend: Summer 2018 Hairstyles



By Rhodesia Williams

'Tis the season for bright colors and trendy outfits with the perfect hairstyle to match! While figuring out what to wear each day can be tough, how do you figure out which hairstyle to wear with each outfit? This [beauty trend](#) will show you some of Summer 2018's most talked about hairstyles. If you are looking for tutorials on how to achieve these styles, try Pinterest, Instagram or YouTube. Many of these are celebrity hairstyles, so take notes and explore these [beauty tips](#) to survive summer in style.

Summer time is the time where people show out! From mani-pedi's to cute summer outfits to your clean cut hair styles, there's a lot to consider. We all want to be as hot as the sun we soak in.

Here is a list of Summer 2018's hottest hair styles:

**1. Crochet:** Similar to a weave, crocheting is simply installed with loose hair using a crochet needle instead of a needle and thread. This style allows for you to pick any color you want, which makes it even more exciting. Being able to switch being colors easily makes it even better.



**Related Link:** [Celebrity Beauty Tips: Dazzle this Summer with Sunset Eyes](#)

**2. Braids:** This old school yet still popular style is always a goodie for the summer. With those sun rays hitting you, you don't always want your hair down and in your face. Braids are so universal and can be styled any way. It's a fun way to keep

yourself cool and styled all summer long.



**3. The Bob:** The bob allows you to enjoy your hair down without having it hanging in your face. This cute cut is fun and easy to style. Did you decide to go to a concert last minute? This hairstyle is the easiest to maintain and the best for being on the go. This cute style coupled with some [date night](#) make up will have you sparkling like the stars.



**Related Link:** [Top 5 Hot Hair Tips You Should be Taking From Celebrities](#)

**4. Fades:** This sharp cut keeps you fresh and lined up. This

“get up and go” style is great way to get through the summer.



Do you have any hot new styles for the summer? Share below.

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## Product Review: Keep Your Skin Moisturized This Summer With Theraplex®







By Bre Gajewski

Summer is just around the corner! This is the time of year when you get to show off a little skin. It is also, however, the time of year when the sun is extra powerful and your skin needs extra moisture. Lucky for you, there is Theraplex®!

## **Product Review: Glowing and Healthy Skin for Summer**

Theraplex® is highly recommended by dermatologists. They offer a complete line of uncomplicated over-the-counter products that deliver proven effectiveness and relief of all types of dry skin conditions. Now is the perfect time to take care of those skin conditions so you have nothing to hide at the pool this summer! Your skin will look like you are ready for a [celebrity vacation](#).

Theraplex® isn't just for those with overly dry skin. It is for anyone looking for a gentle formula to apply to their skin when trying to keep it hydrated and moisturized, which is so

important during summer. These products are guaranteed to leave you glowing on your next [date night](#)!



Theraplex Barrier Balm

**Theraplex® Barrier Balm** is a non-greasy, hydrating balm that soothes, relieves and protects dry, chapped skin to moisturize and help restore the skin barrier. This uncomplicated formula provides superior moisture protection without irritation to sensitive or eczema-prone skin. **\$16.50**



## Theraplex Emollient

**Theraplex® Emollient Moisturizer** is a rich moisturizer that soothes and protects severely dry skin (including hands, feet, elbows, and knees) and chronic skin conditions such as psoriasis, eczema, xerosis, and ichthyosis. **Theraplex Emollient Moisturizer** contains the highest concentration of special petrolatum fraction for maximum effectiveness on dry skin without irritation, penetrating deep into the cracks and fissures of the skin to provide superior, long-lasting moisturization and protection to even the driest skin.

**\$21.00**



Theraplex Eczema Therapy

**Theraplex® Eczema Therapy Moisturizer** is a non-greasy moisturizing skin protectant with *natural colloidal oatmeal* to temporarily protect and help relieve minor skin irritants and itching due to eczema and rashes. This enriched formula helps to relieve and soothe dry skin, offering hours of protection and moisture leaving skin feeling soft and smooth. **\$18.00**



Theraplex HydroLotion

**Theraplex® HydroLotion Daily Skin Moisturizer** is a lightweight, non-greasy daily moisturizer for the face and body designed to repair dry skin and protect and maintain skin's moisture balance. Because of its cosmetically light



texture and superior smoothing abilities, this formulation is an ideal moisturizer for individuals with acne-prone or sensitive skin; it is also perfect for use under makeup.

**\$16.50**



Theraplex ClearLotion

**Theraplex® ClearLotion Moisturizer** is a lightweight, fast penetrating emollient oil moisturizer, ideal for use after showering or bathing. When applied to damp skin, **Theraplex ClearLotion Moisturizer** uniquely wraps around water on the skin's surface sealing in moisture and protecting against the loss of natural oils that water and soap can strip away. In addition to the special petrolatum fraction, *natural jojoba*

oil helps to provide added protection against moisture loss and prevent dryness without irritation. **Theraplex ClearLotion Moisturizer** penetrates deep into the skin in seconds, providing long-lasting moisturization and protection to leave skin soft and smooth. **\$18.50**

**Theraplex also offers two facial cleansers, both gentle enough for daily use.**



Theraplex Gentle Cleanser

**Theraplex® Gentle Cleanser** is a soothing, cleanser that thoroughly cleans skin of oil, makeup and impurities without stripping or overly drying delicate facial skin. Gentle enough for sensitive skin, this lightweight formula combines the *essential oils of rose hip seeds* and *exotic loquats* with the antioxidant and anti-inflammatory properties of *seaweed* to leave skin feeling fresh and clean without any residue.

**\$12.00**



Theraplex Clean 'N Treat  
Alpha/Beta Cleanser

**Theraplex® Clean 'N Treat Cleanser** is a soapless creme cleanser which removes oil, dirt and makeup without stripping or drying the delicate skin on the face for clean, healthy-looking skin. It is specially formulated with a combination of *glycolic, lactic* and *salicylic acids* to gently exfoliate and slough away dead skin cells leaving pores clean and free of oil and cellular debris. Gentle enough for sensitive skin, **Theraplex Clean 'N Treat Cleanser** leaves skin feeling fresh, clean and hydrated.     **\$15.00**

**If you're looking for something to hydrate your skin this summer, look no further and check out Theraplex!**

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# Beauty Trend: Why To Consider Makeup With Sunscreen For Summer



By [Jessica Gomez](#)

A huge beauty tip that you need to know now is to always use sunscreen to protect your skin. With that being said, it is a good thing that using makeup with sunscreen for the summer is a [beauty trend](#), because it's a healthy and important one. There are many benefits from using sunscreen, period, and you would want those even with your makeup. There are many dangers that come from sun damage, and we want to avoid those.

# Using makeup with SPF along with sunscreen is a beauty trend now, and here is why:

Ideally, you should always use a sunscreen with SPF 30 or greater, and should apply it every two hours to give your skin the protection it needs. Here are a few reasons why you need SPF in your makeup and have to marry it to sunscreen, especially in the summer:

**1. The SPF in makeup alone does not protect you:** You would need seven to 14 more times the amount of makeup for it to offer the protection sunscreen provides. Also, we sometimes apply sunscreen unevenly, so having makeup with SPF can help you achieve an even layer across your face. It is important to protect your eyes as well, so get yourself an eye cream with SPF.

**Related Link:** [Beauty Advice: The 5 Best Beauty Tips from Celebrities](#)

**2. Avoid aging:** Using makeup that is natural with SPF is the way to go to avoid getting wrinkly, along with anti-aging skin care products of course. Use the powerful duo of sunscreen and makeup with SPF as an extra defense against wrinkles!

**Related Link:** [Product Review: Glow and Catch that Cutie's Eyes with This Ancient Beauty Trick](#)

**3. Avoid skin cancer:** The sun's rays are pretty damaging, which is why it is recommended to use sunscreen always, during all seasons (yes, even in the winter!). Using makeup with SPF is just an extra precaution. So partner these two up to protect yourself and wear them religiously.

**How many of you wear makeup with SPF and sunscreen already and how many do not? Comment below!**

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# Beauty Tips: Best Anti-Aging Ingredients



By [Carly Horowitz](#)

Lana Del Rey's lyrics resonate with all of us when she sings, "Will you still love me when I'm no longer young and beautiful?" But, who says you can't be older and beautiful? Many people make efforts to minimize how their skin will age, but how much of those products truly work? Fortunately, Cupid has narrowed down the most effective and natural ingredients that help to make your skin the healthiest it can be as time goes on. You can be going on [date nights](#) in your 70's feeling like you're still in your 30's!



# Here are some beauty tips on the most beneficial anti-aging ingredients to look for in the products you buy:

**1. Vitamin C:** The antioxidants in Vitamin C are what make it so favorable for your skin. It can help prevent and treat sun damage and under-eye circles. Therefore, you can use Vitamin C-based products before you even notice aging skin damage, or after it already occurs, and it will help either way. You can invest in Vitamin C serum, or find an anti-aging product that contains Vitamin C. This natural vitamin also serves as a great moisturizer.

**2. Tea Extracts:** Research has shown that applying green tea leaves or extracts to your skin have anti-aging benefits. The best part about this ingredient is that it's natural. You don't want to bombard your face with harsh chemicals. Applying white tea extracts to your face can help to reduce wrinkles, eliminate sun damage and replenish firmness. Plus, not only is it beneficial to apply the extracts, but it also helps if you sip white tea as well!

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**3. Sea Buckthorn Oil:** This fabulous oil can help to slow down the signs of aging if you use it on the daily. It nourishes the tissues in your skin and hydrates it. It can also help in healing burns, cuts, wounds, sunburn, rashes, and just about any type of skin damage. You can apply the oil topically, find a product that contains it, or ingest it orally. If you take it orally, other great things this oil can do is prevent liver damage, help with weight management, and aid in preventing Alzheimer's disease. Sea buckthorn oil seems pretty magical.

**4. Grape Seed Extracts:** Grape seed oil is known to not clog your pores while it tightens your skin and helps diminish dark circles around your eyes. It contains natural ingredients that fight against skin aging. Again, natural products are the way to go. Experiment with which ones feel most comfortable on your skin, and get ready to glow for the rest of your life!

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**5. Retinol:** Retinol is pretty much just the technical name for Vitamin A, and it is fairly amazing. It can help to diminish fine lines and wrinkles to the point where you can visibly notice it. Of course, it also aids in firming your skin. Retinol works at the deepest level of your skin to produce the best anti-aging results possible.

Even though we all strive to obtain a fresh, young look throughout time, we must remember that every one of us is beautiful. Wrinkles are beautiful in their own way! If you do wish to minimize them, these ingredients are the best way to go.

**What are some other great anti-aging products to use? Comment below!**

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## Beauty Trends: 5 Beauty YouTubers You Need to Watch





By [Jessica Gomez](#)

In an age where everything digital is thriving, there are bloggers and vloggers for all sorts of things. Luckily, there are beauty bloggers and vloggers coming to the rescue to help us learn beauty tricks. There are tons of them on YouTube and Instagram – so, how do you choose which ones to follow? You can't possibly follow them all and retain all their [beauty tips](#)...

**Here is a diverse list of five popular beauty YouTubers you should watch to get the latest beauty trends::**

**Huda Kattan:** With 2,252,300 subscribers on [her YouTube](#) page, she is a very popular makeup artist and beauty blogger! Kattan provides all sorts of beauty tutorials for us to watch so we can learn how to do it on our own. She covers makeup, hair, and nails. Feel like a celebrity stylist with all these tips!

Kattan even founded her own makeup line: Huda Cosmetics. You can shop for her products at [Sephora](#) or on her [website](#). You can also watch her tutorials on [Instagram](#).

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**Farah Dhukai:** With 2,043,545 subscribers on [her YouTube](#) page, Farah Dhukai is a popular makeup artist and hairdresser. Learn all of her wonderful beauty hacks! Dhukai earned a diploma from the Aveda Institute in Cosmetology Science – impressive! From teeth whitening to hair care tutorials, you'll get a lot from her videos. She's so good that even [Cosmopolitan](#) magazine wrote an article on beauty tricks! You can also watch her tutorials on her [Instagram](#).

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**Jaclyn Hill:** With 4,931,942 subscribers on [her YouTube](#) Page, Jaclyn Hill is another well-known beauty blogger. She even made a video with [Kim Kardashian](#), where they do their makeup together – pretty cool! She does both makeup and other beauty tutorials. Hill also has collaborated with many different beauty brands.

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**Ellaire:** This beauty and fashion obsessed mom has 437,399 subscribers on [her Youtube](#) channel and 1.3 million followers on her [Instagram](#). She also has her own [site](#) with a bunch of helpful tutorials. Some of them are really cute because she involves her young daughter. She likes to give beauty advice and fashion tips. Ellaire trained herself on these topics and researched many techniques and products to give her viewers the best tips and tricks she can offer.

**Dulce Candy:** She has made a name for herself in the beauty and fashion world. Dulce Candy is an L.A. based makeup artist and beauty blogger. She has 2,224,207 subscribers on [her YouTube](#)

channel. Watch her makeup tutorials to learn celebrity makeup looks. What's cool is that she also does Halloween makeup, so get festive with her in the fall!

Which one of these beauty bloggers is your favorite so far, and why? Comment below!

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## Fashion Trends: 5 Best Ways to Wear Your Favorite Spring-Time Dress



By [Carly Horowitz](#)



Finally you get to take out your spring-time clothes from the bins they have been sitting in all winter. You almost forgot about your absolute favorite spring dress! There it is, lying there in the most beautifully slightly-wrinkled fashion. How can you possibly choose only a select few days to sport this wonderful piece of clothing this season? Fortunately, there are so many different ways you can wear your favorite spring-time dress.

## Check out these cool [fashion trends](#) that will help spruce up the spring dress that you want to wear everyday!

**1. Accessorize:** Go out of the box a little bit and throw on an accessory that you don't usually wear. You can't go wrong pairing a floppy sun hat with your dress! Maybe even throw on a sheer scarf with it. Wearing a belt on the smallest part of your waist can help to both accentuate your figure and give your dress an alternative style. You can mix and match with accessories to give your dress a completely different look every time you wear it!

**2. Layer:** Don your go-to denim jacket with your favorite spring-time dress. Look through your light-weight cardigans and pair one of those with your dress as well. You could even put on some fish-net stockings to complete the look if it works well together. Try leggings underneath if it is a chilly spring day! For another interesting look, pair a collared shirt underneath your dress for a cool vintage-style look.

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**3. Switch up the shoe-wear:** The type of shoes you choose to



wear can really help dictate the style you are trying to portray. In order to achieve different looks with the same dress, pick some fresh footwear! Rock your favorite wedges with your spring-time dress to make it fancy for your [date night](#). If you are going for a more casual look, wear some high-top converse. Flat sandals are always a great choice to pair with your favorite spring dress as well.

**4. Hair style:** You don't always have to put on an array of different pieces of clothing and accessories in order to wear your dress in alternate fashions. The way you style yourself can help transform your look as well. Maybe style your hair with tight curls. Or, go for the traditional double braid look! You can also have fun tweaking your makeup style in order to help get a different look with the dress as well. Check out our [beauty tips](#) for some awesome ideas!

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**5. Wear as separates:** Pick out a compatible flowy shirt to put on over your dress so that it looks as if you are wearing a shirt and a skirt. If your dress has more details on the top part, choose a skirt that goes well with it and see if you could rock it! There are so many different options.

**Do you have more ideas on how you can wear your same favorite dress in different ways? Comment below!**

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## Beauty Tips: How to Choose

# the Perfect Perfume for You



By [Jessica Gomez](#)

Finding the perfect perfume can sometimes feel like a mission! There are just a bunch of things to consider when choosing. So many of us go through the struggle of thinking we found a great scent that fits us, just to wear it later and not like it. Have no fear though – we are here to help with some [beauty tips](#)!

**Here are some beauty tips to consider when on the prowl for the perfect perfume:**

**Price:** If you're on a budget, you definitely have to consider

the price. Start off with perfumes that fit your budget perfectly. If you don't find what you're looking for and can adjust your budget a little, then move up in price. Also, always keep your eyes out for sales, promotions, and samples!

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**Scent family:** It's important to know what kinds of scents you like. Generally, there are four main scents in the fragrance wheel. They are: floral, oriental, woody, and fresh. Floral scents are sweet and smell like flowers (ex: lavender, rose, orange blossom). Oriental scents are musky perfumes. They can be soft or "woody," because of the spices used (ex: musk, vanilla, and precious woods). Now, some woody scents are similar to oriental musky scents, and feature earthy tones (ex: sandalwood, amber, and oakmoss). Last but not least, fresh scents are citrusy and fruity (ex: oranges, apples, and peach), which can be similar to floral scents since both can be sweet. Choose the ones you like best!

**Concentration:** Concentrations vary by perfumes and prices. Some concentrations last longer than others. According to WikiHow, "Eau de cologne has the lowest fragrance concentration, lasting about two hours. It is 3-5% oil in a mixture of water and alcohol. Eau de toilette is a slightly more concentrated type of perfume and will last three to four hours. It is about 4-8% oil. Eau de parfum has a higher oil concentration than eau de cologne and lasts around six hours. It is 15-18% oil mixed with alcohol. The perfume with the highest concentration is simply called perfume or parfum. It has great staying power and will last all day. It is 15-30 oil mixed with alcohol."

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**When perfume shopping:** Don't wear scents, consider taking a friend, and don't overload on smells. If you're already wearing a scent, then the scents you try on while on the hunt

will clash. Go fragrant free when shopping to capture the true combination of your scent and perfume. As for bringing a friend, a second opinion never hurts! Lastly, don't over simulate your nose. Try out about six scents per shopping session. You can also try asking an employee if they have coffee beans to clear your nose and sensitize sense of smell.

**It's a process:** When doing the actually perfume testing, follow the next steps. Sniff the bottle first and then spray perfume on blotter sheets to smell. If you like the scent thus far, then apply it on your skin. And of course, like said before, don't forget to refresh your sense of smell after each scent. This process will help things go smoother.

**Now, go on! Go out and find your perfect scent. Have any more beauty advice on this topic? Comment below!**

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## **Beauty Tips: How to Combat Frizz During Spring Showers**





By Carly Horowitz

April showers bring May flowers, but what do they also bring? FRIZZ. We all know that most people don't enjoy it when their hair starts to get frizzy in the humid spring air. In addition to humidity, frizz can also be caused by lack of hydration in the hair. Luckily, there are multiple [beauty tips](#) and tricks that can be used to minimize frizziness. Whether you have planned a [date night](#), [romantic getaway](#) or are just running errands around your town, your frizzy hair can be combated after experimenting which routines work best for your hair type.

## Check out some of Cupid's special beauty tips on how to combat frizz during this time of year!

**1. Use a hydrating mask:** Dehydration is a main cause of frizzy hair- especially for people with curly hair. If you use a hydrating mask on your hair once a week, or once every two

weeks, it will minimize the dryness that can occur in your hair. Maybe have a get together with your friends and each of you can try a different hydrating face mask and see which one works best! Do keep in mind that hydrating masks effect different hair types in a variety of ways. Once you figure out which works best for you and your unique hair type, you will be set.

**2. Condition, condition, condition:** Conditioner also helps to hydrate your hair. It is even better if you find a conditioner with specific hydrating products in it like glycerin, coconut oil, and shea butter. This will make your hair nice and silky!

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**3. Minimize blow-drying:** The direct hot air from a blow dryer has the ability to dehydrate your hair even more. Try to minimize your usage of a hair dryer as much as you can. Although, it is okay if you use one towards the end of the air drying process just to help style your hair. Make sure you use some type of heat protector on your hair before exposing it to the blow dryer so that you prevent further damage to your hair- which also can cause frizz.

**4. Brush your hair more:** We are born with exactly everything that our bodies need to thrive. Our hair is already abundant with natural oils that can be easily dispersed by brushing your hair more often, or washing your hair less often. No need to break the bank on expensive products for your hair when you are already blessed with natural products!

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**5. Get sulfate-free shampoo:** In addition to purchasing a sulfate-free shampoo which will help to decrease frizziness, also look for one with glycerin in it as well, as mentioned earlier that this helps to hydrate your hair. Special tip: the



higher listed the product is on the 'Ingredients List' on a shampoo or conditioner bottle, the more abundant that ingredient is in the bottle.

**6. Try natural remedies:** If you want to try something different, certain natural remedies have been proven to help tame frizzy hair. To name one, the acidity in apple cider vinegar can minimize frizz if you run some of that through your hair diluted with water after you do your routine shampooing. Rinse it off with cold water after about 30 seconds, then continue with your conditioning routine. Have fun experimenting with other natural remedies as well like an avocado and olive oil mask, raw egg and olive oil treatment, carbonated water rinse, etc.

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**7. If all else fails, a bun is the way to go:** By throwing your hair into a bun, it can ease frizz in itself. Or if you're going for the messy bun look, the frizz that is already there can add to your look! Yes, many people want their hair to look chic and frizz-free, but we should also embrace the beauty of our naturally occurring hair.

Battling frizz is a true struggle for certain hair types. These tips are sure to do the trick, but always remember that however your hair decides to fall today, it is naturally and beautifully you!

**Have a secret frizz-free trick you want to share? Comment below!**

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# Beauty Tips: Up Your Nail Game For Spring



By [Jessica Gomez](#)

Some of us tend to slack off in the winter when it comes to our beauty routines (guilty!). However, Spring is here, and we have to up our nail game quick. We all love [beauty tips](#), so get ready for some you can put to good use!

## Check out these beauty tricks and tips! Your nails will thank you.

**1. Weekly Manicures:** You can either go to a nail salon or get a nail kit and give yourself a manicure at home. It's

important to stay on top of your nails so that they always look up to part. Once you get yourself into a weekly routine, it'll be easier to keep up.

**2. Nourish your nails:** Apply olive and castor oil to moisturize and strengthen your nails. Dab the oil onto your nails with a cotton ball and leave on for 20 – 30 minutes. Rinse it off with warm water and hand soap after. You can do this three to four times a week. You should also use a nail strengthening polish in addition to this beauty regime, to not only strengthen your nails but also help them grow. It's perfect to apply when you need to let your nails breathe by giving them a break from nail polish.

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**3. Eat foods high in protein:** Nails are made of protein, so eat plenty of it. Healthy foods like spinach, almonds, broccoli, beans, and avocado are among the many foods you can eat!

**4. Wear gloves when cleaning:** Constant exposure to water and harsh chemicals can wear down your nails. Invest in a pair or two of gloves and use them whenever washing dishes and doing any other type of cleaning where you come in contact with water and cleaning products. Also, don't forget to apply lotion to your hands after. To go a step forward, you can also change your cleaning products to cruelty free ones (products that don't test on animals) since they use natural ingredients instead of harsh chemicals – better for you and better for your home!

**Related Link:** [Beauty Tips: Colored Eyeliner](#)

**5. Don't abuse your nails:** People constantly abuse their nails without really realizing what they're doing. Avoid nail biting, peeling off nail polish, and using your nails as tools (to open things, for example). Things like these cause trauma to your nails, and that's no way to pamper them! Time to lose

these habits.

**6. Keep it trendy:** What's in this upcoming Spring? A lot! Here are some favorites! You can never go wrong with nude colors – they're simple, delicate looking, and cute. Bright colors like orange, blue, and purple are also great for Spring, and they're attention grabbing. What's also attention grabbing? Metallic gold and Ombrés! Use different shades of a metallic colors, brown and beige themes are nice. And ta-da, you now have an excuse to wear five different colors when you can't decide on a shade! [Glamour.com](http://Glamour.com) has a long list of specific styles to rock this Spring!

Taking care of your nails is essential. We use our hands a lot, so our nails tend to suffer. Give them the respect and pampering they deserve. It takes some work, but it's not rocket science! Create a routine for yourself and stick to it!

**What is your routine for keeping your nails healthy and beautiful? Share below!**

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## Beauty Tips: Celebrity Hair Trends to Brighten Up for Spring





By [Karley Kemble](#)

After enduring the brutally cold winter temperatures, you're probably super ready for the sunshine and warm weather. It's time to put away your warm clothes for the season, get out the lighter colors, and update your look. Do a bit of spring cleaning and refresh your hairstyle! If you're ready for a big change in your hair game, look no further. Cupid has the scoop on the hottest [celebrity hair trends](#) this spring. You'll surely turn heads with your new 'do!

## These [beauty tips](#) and celebrity hair trends are huge game changers!

**1. Blunt bangs:** Bangs may seem like a somewhat risky decision. but when done right, they look absolutely amazing! The key is to make sure they go cohesively with your overall hairstyle. Look to Rose Byrne or [Taylor Swift](#) for some bang-speration! Blunt bangs go really well with a symmetrical bob. If that is too dramatic for your taste, try some light, feathered bangs with your choppy layers.

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**2. Scrunchies:** One of the most beloved trends from the '90s is making its way back into 2017! Scrunchies are a fun way to dress up ponytails and top knots, or can even be used for a more stylish look at the gym! These plush hair ties were seen on many different springtime runway shows, and [Selena Gomez](#) is a big fan of this oldie-but-goodie, too.

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**3. Changing up your part:** Sometimes, a major hair update is as easy as parting your hair a different way. If you always part your hair to one side, try the other side or even a center part! The best thing about parting your hair is that there's no commitment. If you don't like it, you can easily change it back. If you need some celebrity inspiration, [Rihanna](#) or [Kendall Jenner](#) are always changing up their 'dos.

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**4. Lightening your color:** A popular thing to do in the springtime is to change your hair color! Whether you'd like to go big and dye your whole head, or start small with some tasteful highlights, the options are endless. Celebrities who have really mastered changing their hair color along with the seasons are Rachel McAdams and [Emma Stone](#)!

**5. Luscious layers:** Layers are always a winning option and will liven up hair that has become dull to the chilly weather. Layered hairstyles are extremely versatile and are extremely easy to customize for your own face shape. Take notes from [Lindsay Lohan](#) if you're looking for a celebrity that has really rocked the layered look over the years!

**What hairstyle will you be rocking this spring? Leave us a**



comment below!

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# Beauty Trend: 5 Life Triggers that Inspire Bold Beauty Transformations



By Dr. Sanam Hafeez and Dr. Margarita Lolis

It is common for women to alter their appearance when faced with a significant life challenge. When we are tested we transform. When we shift our mindset and transform on the inside, it's only natural that we want the outside to change

as well. [Britney Spears](#) is notorious for her transformations. It's as if we shed old skin like a butterfly ready to take flight, soaring to new heights. Below are some common life challenges and the typical beauty treatments sought for each.

## Check out these [beauty trends](#) for each of life's hurdles!

### **A milestone birthday.**

You don't have to be turning 50 to freak out about a birthday. Women as young as 25 are having quarter life crises. Women who turn 30 or 35 often feel blah about it. Even if women feel great about a milestone birthday, they still may desire a change. According to Dr. Sanam Hafeez, a NYC based licensed clinical psychologist who teaches faculty members at the prestigious Columbia University Teacher's College and is the founder and Clinical Director of Comprehensive Consultation Psychological Services, "when we have birthday's, we focus on aging. We look at our faces in the mirror and may think a refresher is in order. It's common for women to book appointments for Botox around their birthdays. However, when aging becomes an obsession, causing anxiety or depression, it's important to speak to a professional."

### **Surviving an illness.**

"After recovering from illness, especially if the road to recovery was long and hard, it is normal to want a new look," explains Hafeez. When people feel healthier and happier, they may desire a new wardrobe, especially if there was weight loss. Dr. Margarita Lolis, a Board-Certified Dermatologist in northern New Jersey who specializes in anti-aging and longevity, adds, "they may also want to explore fillers to the face to replace volume lost while ill. It's important to make a full recovery before doing any invasive procedures. You

really must speak to your doctor to clear you for any elective surgeries.” “There’s a lot of empowerment that comes from battling back from illness. It makes sense that someone would want to celebrate their good health with a ‘new me’ approach to their appearance,” says Hafeez.

### **Going back to work after a stretch of unemployment.**

You got laid off and for months your job has been finding a new job. After months of sitting at the computer in sweats, only showering to go on interviews, you finally get hired! Elated, you decide to treat yourself to a spa day, get a pro to cut and color your hair, and splurge on new eyeglass frames. “Being unemployed crushes the spirit. The longer someone is unemployed the greater their chances are of sinking into depression. When a new job is secured there’s a feeling that the weight of the world is off the shoulders. Of course you want to treat yourself” says Dr. Hafeez.

### **Divorce or a breakup.**

One of the most profound triggers motivating a significant change to a woman’s appearance is divorce. Breast augmentation, tummy tucks, liposuction, face lifts, weight loss, new hair, new clothes, and total transformation is common. Divorce is such a significant severing that most women feel that the person they were before must change. The fastest way is to change their appearance. The challenge here is that they are often hurting inside as they grieve the loss of their marriage. Even if they are happy for the divorce and it ended amicably the stress over dating again is a motivator. Dr. Lolis says many new clients come to her by referral because they recently divorced and want their “cry lines” removed and a fresh look to their faces.

### **Moving to a new city.**

“Uprooting to a new city can be very scary. There are a lot of unknowns which makes people feel as if they are out of

control,” says Dr. Hafeez. The one thing they can take control over is their appearance. It’s common for people who relocate to assume a whole new identity that blends in with the other people of that city. If you’re moving from New York City to a beach town in Miami, your attire is going to change.

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**Dr. Sanam Hafeez** PsyD is a NYC based licensed clinical neuropsychologist, teaching faculty member at the prestigious Columbia University Teacher’s College and the founder and Clinical Director of Comprehensive Consultation Psychological Services, P.C. a neuropsychological, developmental and educational center in Manhattan and Queens. Dr. Hafeez masterfully applies her years of experience connecting psychological implications to address some of today’s common issues such as body image, social media addiction, relationships, workplace stress, parenting and psychopathology (bipolar, schizophrenia, depression, anxiety, etc...). In addition, Dr. Hafeez works with individuals who suffer from post-traumatic stress disorder (PTSD), learning disabilities, attention and memory problems, and abuse. Dr. Hafeez often shares her credible expertise to various news outlets in New York City and frequently appears on CNN and Dr.Oz. Connect with her via twitter @comprehendMind or [www.comprehendthemind.com](http://www.comprehendthemind.com).

**Dr. Margarita Lolis**, M.D. is a board-certified cosmetic, medical dermatologist and a fellowship-trained Mohs surgeon with over 20 years of experience. In her practice, she addresses common skin concerns such as acne prevention and treatment in both teens and adults, sun-damage, skin discoloration, wrinkles, changes to skin texture and loss of volume. On the medical side, she is a trusted expert in melanoma and over-all skin health. Dr. Lolis prides herself in honoring facial symmetry to deliver a natural look to her clients. She always recommends a healthy skin care regimen plus lifestyle habits that are aligned with her holistic

*approach to beauty. Dr. Lolis is a member of the American Academy of Dermatology, American College of Mohs Surgery, and the American Society of Anti-aging. Her practice, Skin, Laser, and Surgery Specialists is in New York City and Bergen Country, New Jersey.*

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## Beauty Tips: Romantic Make-Up Looks for Valentine's Day



By [Rachel Sparks](#)

Valentine's Day is almost here, and we have the perfect

celebrity beauty trends to make you look glamorous for your V-Day [date night](#). Aside from the classic red lip, which is a no-fail look for Valentine's Day, these [beauty tips](#) are inspired by celebrities to help make you feel like an A-lister.

## Try these beauty tips for a romantic look on Valentine's Day date night!

**1. C-shape:** Get inspired by Rita Ora's look. Use a light color, like apricot or peach, along your cheekbones in the shape of a C. Use the same color on your lids for a simple, glowing look.

**Related Link:** [Fashion Advice: Choose the Perfect Date Night Dress](#)

**2. Cleopatra style:** Kohl lined eyes and bronze shadow. It's such a classic, powerful look. Go bold on your eyes but keep the rest of your face clean and simple. Your date won't be able to stop staring into your eyes with this statement look!

**3. Glitter red lips:** Think Dorothy's slippers meets Valentine's Day. Naomi Campbell's has gone bold with a twist. Change the classic red lip for V-Day with a disco-worthy glittery shimmer. It may be messy, but get creative and have fun with where and how you leave your lip stain behind.

**Related Link:** [Dating Advice: Get the Look – Valentine's Day Romantic Curls](#)

**4. Red liner under the eye:** Sure, the normal thing to do is to get rid of the red puffiness below your eyes. Still do that. If you're looking for a fun and easy way to bring the Valentine's Day spirit to your everyday makeup look, get gutsy and use red liner on your bottom lashes. Janelle Monáe keeps



it classy with traditional wing liner and light lips.

**5. Edgy pink:** Ok, so there's some of us that want to dress up without being overly girly. Go pink and go bold. [Kristen Stewart](#), queen of edgy, unconventional makeup, uses a light pink along her temples, her cheeks, her lips, and her lids. All the same shade. It's definitely not a look for the faint of heart.

**What are your favorite beauty tips for Valentine's Day? Share your styling advice below!**

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## Beauty Tips: Best Beauty Products of 2017





By [Karley Kemble](#)

If you've ever walked into Ulta, Sephora, or the beauty section at Target, and have felt completely overwhelmed, you aren't alone. With all the beauty products out there, it's difficult to figure out what's good and what's not-so-good. Cupid has some great news for you: we've compiled a comprehensive list of the best beauty products of 2017 to make your next beauty haul super easy!

## From drugstore to high-end, Cupid has beauty tips in the form of the must-have beauty products of 2017!

### Face:

**Benefit PoreFessional Primer:** If you haven't tried PoreFessional Primer, you're really missing out! This primer helps give your look a flawless base. Like the name suggests, it fills in your pores and makes your skin baby smooth. Try it out – it'll change your makeup game.

**Maybelline Fit Me Matte Foundation:** Who said you had to spend a fortune on foundation? Maybelline's foundation is a great "fit" for almost everyone! They have the most diverse shade range of any drugstore line, and even rolled out six new shades this year. This foundation will keep your face matte all day and makes your skin seamlessly perfect!

**Tarte Shape Tape Contouring Concealer:** Shape Tape is a cult favorite for a reason. Though it has only been around for a year, it's taken the beauty world by storm. What makes this concealer so amazing is that it is extremely full-coverage and long-lasting. Tarte has an extensive color selection, which comes in handy because this product is also great for contouring!

**Related Link:** [Beauty Tips: 5 Hair Trends for 2017](#)

## **Eyes:**

**Nyx Glitter Primer:** If it's basically impossible for eyeshadow to stay on your lids all day, eyelid primer is essential! Nyx is a great brand overall, but this Glitter Primer is a notable standout. This primer doesn't budge once it's on your eyelids, and works on both pressed shadows and loose pigments.

**Urban Decay Heat Eyeshadow Palette:** One of 2017's most hyped launches within the beauty world, the Naked Heat Palette is a must-have palette for anyone's makeup stash. The warm shadows are super pigmented, buttery, and look good on any skin tone. They are also super versatile – you can create a look suitable for a day at the office, or [date night](#) with your partner!

**Stila Stay All Day Waterproof Liquid Eyeliner:** Whether you're an eyeliner newbie or a pro, this eyeliner is great for all abilities. The felt tip is perfect for simply defining your eyes, or creating sultry cat eyes. It won't budge or smudge all day, either!

**L'Oréal Lash Paradise Mascara:** L'Oréal's mascaras are well

loved – and their newest launch is probably their best ever! Lash Paradise has become a cult favorite and comparable dupe to Too Faced Better Than Sex mascara. What makes this mascara so amazing is that it curls, lengthens, and volumizes eyelashes and doesn't make them feel crunchy or crusty.

**Related Link:** [Beauty Advice: The 5 Best Beauty Tips from Celebrities](#)

## **Cheeks:**

**Milani Baked Blush:** These blushes are ah-mazing. Unlike most baked makeup products, they are super pigmented and aren't chalky. There is the perfect amount of shimmer to leave your cheeks looking healthily flushed with the perfect amount of color!

**Too Faced Chocolate Soleil Bronzer:** Too Faced has a very extensive line of bronzers. From matte to shimmer, there is something out there for everyone! The Chocolate line of bronzers are especially decadent because they have an irresistible cocoa scent – but just make sure you don't take a bit out of it!

**Becca Highlighters:** Within the past few years, highlighters have certainly become everyone's favorite beauty trend. Becca is known for creating some of the best highlighters on store shelves! They have a variety of different formulas – liquid, pressed powder, and poured crème. Their products aren't overly shimmery, and have a very natural sheen to them. You can also build up the intensity for a glow that can be seen from outer space!

**Related Link:** [Beauty Tips: No Makeup Is the New Best Look](#)

## **Lips:**

**Elf Sugar Scrub:** With the growing popularity of matte lipsticks, it is super important to take the proper steps to

ensure your lipstick will stay on as long as possible! This lip scrub looks exactly like a bullet of lipstick and can easily fit in any purse or clutch. It leaves your lips super soft and comes in a bunch of different, yummy flavors!

**Rimmel London Rimmel Moisture Renew Transparent Lip Liner:** If lip liner is a struggle but you have a problem with your lipstick feathering, this product was made for you! This liner applies crystal-clear, so you don't have to worry about looking like over lining-gone-wrong.

**ColourPop Lipsticks:** ColourPop's popularity has skyrocketed in the past four years – it's difficult to imagine a time when we didn't have their Lippie Stix, Ultra Matte, or Ultra Satin liquid lipsticks. Their lipsticks are a game-changer because of their one-swipe coverage and comfortable feel. The brand is constantly releasing new shades, so there's a color out there that's perfect for you!

**Finish:**

**Laura Mercier Translucent Setting Powder:** This setting powder is crucial for keeping your makeup in place all day. It has a very silky-smooth texture and doesn't look cakey on top of all your other products. It also doesn't cause flashback in photos, so you won't look ghostly at all.

**Urban Decay All Nighter Setting Spray:** Setting spray is the icing on the cake for any and every makeup look! This spray comes in two finishes – one leaves your skin looking dewy, the other matte. This spray truly increases the longevity of your daily makeup.

**What beauty products rocked your makeup game in 2017? Comment below!**

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# Product Review: Snow Fox 3-Step Skin Care



By Rachel Sparks

*This post was sponsored by Snow Fox.*

Despite the latest beauty trends, the best look is the natural look. [Kendall Jenner](#) is known for her glowing skin and flawless but quick makeup routine because of how healthy her skin is. Great skin starts with an amazing care routine and excellent products are a necessity. Snow Fox skincare line is not only healthy for you, but also for the planet we care for and the animals we love.



# Get that gorgeous glowing skin you've been dying for with Snow Fox skincare line, and check out our product review!

What we love about Snow Fox products is that they genuinely care about what you put on your face. Designed specifically for sensitive skin, Snow Fox has no parabens, no SLS (sodium lauryl sulfate), phthalate, petrochemicals, phenoxythenal, mineral oil, sulfates, synthetic colors, or synthetic fragrances. That's an impressive list! They don't test on animals and source primarily from Australia. Snow Fox is also 100% natural and certified organic.

**Related Link:** [Beauty Trend: 5 Face Masks to Try](#)

But what does Snow Fox have that makes it so great? Their three step process is acclaimed for not only cleansing, healing, and hydrating your skin, but for changing your skin to that celebrity-quality glow. How do they do it? In addition to organic and natural ingredients, Snow Fox's production process guarantees lab-day freshness. Packaged in Taiwan, Snow Fox's process of sealing their products in the lab prevents contaminants from entering and means you are the first person to interact with the products beyond the lab.

## **1. The three step process starts with their Soothing Facial Cleansing Mousse.**

Their cleansing step uses organic peppermint oil for antiseptic and antimicrobial protection. Alpha Hydroxy Citric Acid removes build up and dead skin cells for a gentle exfoliation. Finally, aloe vera promotes healthy skin regeneration.



### Snow Skin Care: Mousse

**2. Step two, Arctic Breeze Detox Mask, is made with 100% organic cotton.**

Globally sold-out, all skin-types have used and bragged about its excellent skin revitalization.

**3. The third and final step, Day and Night Defense Cream, goes beyond hydration.**

After 18 days of use, it evens out skin tones and textures, negates redness, and regulates sebum production. It's make-up friendly and can be used as a make-up primer to start your morning routine and get your gorgeous for a [date night](#)!



### Snow Skin Care: Cream

**Related Link:** [Beauty Tricks: 7 Ways to Maintain a Young-Looking Face](#)

Priced at \$120 for the three-step process, it's an achievable and reasonable price for revolutionary products that will heal your damaged skin, and it's just in time for winter! They have a \$48 travel kit with all steps included and is the perfect way to test their products. Internationally established, Snow Fox is making their way to the US. You can find retail locations in Switzerland, Australia, Hong Kong, and Singapore. Though they're new to the US, they've already been featured in *Marie Claire*, *Sassy*, *Bazaar*, and *Cosmopolitan*.

**We've loved this product so far and can't wait for you to try them! Dying to learn more? You can follow Snow Fox on [Instagram](#) or check out their website [snowfoxskincare.com](http://snowfoxskincare.com).**

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# Beauty Advice: Mastering Liquid Eyeliner



By [Karley Kemble](#)

Whether you're a beauty beginner or a makeup master, liquid eyeliner can be super daunting. Sure, you've watched endless makeup tutorials from your favorite beauty bloggers, but you can never figure out how they make it look so...easy. One little slip of the hand has the potential to ruin your perfectly blended eye shadow! Like most things in life, applying liquid eyeliner becomes easier with trial and error. It's normal to feel overwhelmed, but what's great about liquid eyeliner is how versatile it is. Whether you enjoy a bold and dramatic

look, or are more into looking classic and crisp, liquid eyeliner can give you the best of both worlds and is a [beauty trend](#) that never goes out of style!

## **If you're ready to up your makeup game, check out these beauty tips that'll help you master liquid eyeliner in no time!**

**1. Keep a steady arm:** We aren't all meant to be surgeons, so it's normal to be a bit shaky when it comes to holding liquid eyeliner. If you're having trouble keeping a steady arm, try resting your arms on a table or bathroom sink. You'll find that it's a million times easier to draw a smooth line when your arm is sturdy.

**Related Link:** [Beauty Trend: 5 Face Masks to Try](#)

**2. Work in sections:** A lot of the makeup pros are able to line their eyes with one fluid, sweeping motion. If that works for you, awesome! If you are still having trouble, working in small sections will give you the same effortlessly-chic look. A great technique is to dot your eyelid and connect the dots across. Starting from the center of your eyelid is also an easier beginning point, too.

**3. Start with a pencil:** If you love the look of liquid eyeliner, but are more comfortable with a pencil, try using both! Line your eyes with a pencil first. Then, trace over it with the liquid. That way, you have a clear path to follow and are less likely to end up with the dreaded raccoon eyes.

**4. Have some helpful tools handy:** Cotton swabs and Scotch tape are essential. If you feel ready to tackle the beloved cat eye, laying some Scotch tape on your outer eye provides a great guideline and allows for precision. Cotton swabs are

delicate enough to gently remove any mistakes you might've made along the way.

**Related Link:** [Beauty Tips: The Rise of Microblading](#)

**5. When in doubt, wing it out:** Perhaps the most overwhelming but classic liquid eyeliner look is the beloved cat-eye. You can create the purr-fect cat eye look by lining your entire eye. Then, working from the outer corner closest to you your bottom lash line, create a tiny triangle that bridges your top and bottom together. From there, you can build your wing outwards.

**6. Relax:** A great mental state is super important when tackling liquid eyeliner. Before you bring that brush to your eyelid, take a deep breath and relax. Allow yourself to make mistakes, too. Consider practicing your technique outside of your regular glam-time – that way you'll feel more confident if you're running late for [date night](#) or a big party!

**Are you a liquid eyeliner guru? Share your tips below!**

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## Beauty Trend: 5 Face Masks to Try







By [Rachel Sparks](#)

Fall is coming. That means sugary delights, flavored coffees, chunky sweaters, and all those knits you've been dying to wear for the past six months. That also means dry skin, and what's worse than a flaky face? Celebrities like [Kendall Jenner](#) always have glowing skin, despite the season. How do they do it?

**Follow this beauty trend, and check out our winter season face mask recommendations for all your skin care needs.**

Our skin needs change as seasons move on. Age, hormones, stress, and make-up all add their set of troubles. When choosing a mask, focus on what your skin needs and what issue you want to target. Whatever your concern, be it wrinkles, hydration, brightening, lifting, or acne, we've got your introduction to masks.

**1. Honey and coconut mask:** Soothe those winter wrinkles with this double-power hydrating mask. Winter dries you out and no matter your age, those cold winds wear down the skin. Give your skin a break by re-hydrating, brightening, and lifting with a honey coconut mask.

**Related Link:** [Beauty Tricks: 7 Ways to Maintain a Young-Looking Face](#)

**2. Moisture bomb:** For ultimate hydration, try a sheet mask. Sheet masks are the newest beauty trend and are worth trying; you'll fall in love! They cool, soothe, hydrate, and decrease puffiness. For extra hydration, don't wash your face immediately after taking off the mask; let your skin soak up as much moisture as it can.

**3. Brightening mask:** Brighten your skin for that healthy summer glow all winter long. Look for paraben, sulfate, and phthalate-free masks to avoid further chemical pollution. Continue use weekly, or as needed, until you find your skin to have that photo-ready glow.

**Related Link:** ['Botched' Star Dr. Paul Nassif Launches New Anti-Aging Skincare Line](#)

**4. Purifying mask:** Clay masks used to be all the rage, and for this clarifying option we urge you to return to that trend. Letting the clay rest on your skin brings toxins to the surface, and whether it's a peel or scrub off type of mask, both options rid your skin of contaminants for a clear complexion.

**5. Mud firming treatment:** Mud masks are great outside of the spa, too. They pull the skin inward, tightening loose sections and reducing age lines by years. reproduce spa day at home for a return to a younger version of yourself.

**How else do you combat the winter-weathered look on your skin? Let us know in the comments below!**

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# Beauty Tips: Colored Eyeliner



By [Melissa Lee](#)

The beauty world is constantly changing, and sometimes it feels a little difficult to keep up. On top of that, it can get easy to get super bored with your every day makeup routine. A solution to both of these worries comes in the form of 2017's hottest beauty trend – colored eyeliner! While it may sound a little intimidating, don't worry. There are plenty of ways to rock this look, regardless if you're looking to go bold or subtle. Head below to check out ways to wear colored eyeliner this season.

# Check out some of Cupid's beauty tips on how to rock colored eyeliner below!

**1. Start light:** If your every day makeup look is relatively neutral, try starting with white eyeliner. This look has been rocked by celebs like Kerry Washington, who made white eyeliner look super classy on the red carpet. Paired with a natural eye look, line the your eyelids with white eyeliner. If you're feeling a little bolder, try a cateye by adding small flicks to the ends.

**2. Blue is the new black:** Lady Gaga is notorious for ditching black eyeliner for blue, and has been showing this look off on her tours. Take a page out of Gaga's book with this neon dream. Sweep a fun eye shadow color over your lids (green, pink, even purple) and pair with neon blue eyeliner on your waterline.

**Related Link:** [Beauty Tips: The Rise of Microblading](#)

**3. Multicolored:** Looking for something even crazier? Try this out: multicolored liquid eyeliner. Emily Ratajkowski showed this amazing look off at this year's Met Gala and it was a hit! Her makeup artist blended together two different liquid eyeliner colors (blue and green) and lined her lash line. Extend the eyeliner a little past your lids for a cute cateye look and you're all good to go!

**4. Reverse it:** Dianna Agron tried reverse eyeliner out on the red carpet last year and we're obsessed! She lined her lids with regular black eyeliner (a cateye, of course), but made a bold statement by sweeping neon pink eye liner on her waterline. This graphic look is guaranteed to standout, especially when paired with neutral lips and face makeup.

**Related Link:** [Celebrity Beauty Tips: Dazzle this Summer with Sunset Eyes](#)

**5. Sharp and clean:** If you want the colored eyeliner to be the complete star of the show, consider trying this look out. Line the tops of your lids with a fun eyeliner color (blue, red, maybe even purple too!), and call it a day. Apply some mascara to your eyelashes and finish with a dewy, natural face.

**What colored eyeliner look do you want to try out? Leave your thoughts below!**

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## **Beauty Trend: The Ultimate Guide to Eyelash Extensions**







By [Marissa Donovan](#)

Upgrading your lashes for extra volume sounds very simple for those thinking about eyelash extensions. Before jumping into the beauty trend bandwagon, here are some things you need to know prior getting eyelash extensions.

## Check out these [beauty tips](#) about eyelash extensions!

**1. Temporary strip falsies are different than eyelash extensions:** There are many ways to fake dramatic eyelashes, but there are differences between strip falsies you can buy at a beauty store and eyelash extensions from a technician. Placement is one of the key differences, because falsies can be glued to the line, while extensions are glue to the actual lashes. Falsies will also last you a day compared to extensions, which can last up to several weeks.

**Related Link:** [Beauty Tips: The Rise of Microblading](#)

**2. Extensions have multiple styles to choose from:** Like the



many choices you would have picking hair extensions, eyelashes have options too based on length, material, and curl. When it comes to length, the longer they are, the more you will need to have on your extensions to look natural. Materials for the lashes can range from synthetic material to mink hair. The curl is based upon the slope of the eyelashes. Large lashes will most likely have a greater slope for the curl. Make sure to ask a technician what they would recommended based on your eyelid and your ideal beauty look for your next [date night](#).

**Related Link:** [Beauty Trend: Glitter Cuticles](#)

**3. Make sure your technician is extremely sanitary:** Do not wing it when it comes to choosing a technician! It's very important to get extensions from a technician who washes their hands religiously, because it's nearly impossible to wears gloves while placing the small and sticky extension on the lashes. The horror stories of bad technicians include bacterial infections and cornea damage. It is also important for the technician to clean their tweezers and have disposable eyelash brushes when working with clients. Do your research, and read many reviews before choosing a technician for your beauty experience!

**Related Link:** [Fairidescent Make-Up Is Adding New Shine to Beauty Trends This Year](#)

**4. Maintenance is required for your extensions:** Once you have your extensions, you need to be extra protective. In a period of 12 hours, you need to avoid water from touching them so the glue on your extensions can dry. If you do come in contact with water, it will dissolve the glue and can sometimes cause redness due to the glue entering your eye. After the protection period is over, you need to gently brush your lashes before and after sleeping with a mascara wand to remove eye build up. You also need to brush them after you shower as well. Make sure that that you have mascara wands that you can throw away after brushing your extensions.

Check your local areas to see if you have a skilled and clean beauty technician in your area. Let us know your experience with eyelash extensions in the comments!

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## Beauty Tips: 5 Holiday Makeup Looks to Try



By [Melissa Lee](#)

The holiday season is the best time to start experimenting with different makeup looks. Between the delicious food, family gatherings, and fun holiday parties, find some time to try out a few fun looks before heading to your next event. If

you're bored of the same old glittery eye look, never fear – Cupid's here to save the day! Check out some of these dazzling makeup tips that will have you looking like the star of the party.

## Head below and find a few of Cupid's fave beauty tips for this year's holiday makeup looks!

**1. Silver eyeliner:** Gold and silver looks are always a holiday favorite, but why not experiment with your eyeliner? Pick up some silver liquid eyeliner and try out this wintry look by lining your lids with the metallic pigment. Keep the rest of your makeup fairly neutral so all the attention goes to your eyes.

**2. Rosy cheeks:** Although the freezing temperatures may be enough to add some color to your cheeks, this flushed face look is perfect for the holiday season. Not only is it simple, but it's definitely a change from the usual bronzed glow that we're used to seeing. Use your favorite cream blush or cheek tint by applying to product directly to the apples of your cheeks and blend with your fingers, creating a rosy yet natural glow.

**Related Link:** [Fairdescent Make-Up Is Adding New Shine to Beauty Trends This Year](#)

**3. Berry stain:** This look is a step up from the classic dark lip, so if you're looking to vamp it up this December – pay attention! Try a glossy berry toned lip stain and concentrate it in the center of your lips. Carefully blend out the color by desaturating the outer edges of your lips. This '90s look is perfect, especially since you won't have to worry about fixing your lipstick all night.

**4. Colorful underliner:** If the silver eyeliner look was too much for you, try this out instead. Pick up a colorful or metallic pencil eyeliner and smudge it through your waterline. Pair this daring flash of color with a neutral, natural eye shadow look so your eyeliner is the attention-grabber.

**Related Link:** [Beauty Trend: Glitter Cuticles](#)

**5. Smoky eyes:** The smoky eye is an oldie but a goodie – and perhaps one of the most difficult makeup looks to master. Instead of grabbing your favorite neutral eye shadow palette and attempting to create a smoky eye, try this gunmetal look instead. Using a black smudgeable non-waterproof eyeliner, trace the pencil into your crease, along the bottom lash line, and *smear*. Use your fingers to blend this baby out before gradually retracing the messy lines to make it darker. Swipe on your favorite mascara and you're good to go!

**What are your favorite holiday makeup looks? Leave your thoughts below!**

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## Beauty Advice: The 5 Best Beauty Tips from Celebrities





By [Melissa Lee](#)

Celebs are always radiating the upmost beauty – whether it be thanks to their extensive hair and makeup teams, or their natural glow. However, if anyone can offer some beauty advice to make your day-to-day makeup routine a little easier, celebrities are some of the best resources. Head below if you're interested in enhancing your own natural beauty, or looking to learn some new tips on applying makeup!

## Check out some of the best beauty advice from our favorite stars!

**1. Wash your face:** After a long day, regardless of whether or not you have makeup on, you should always wash your face before heading to bed. Mary J. Blige advises to never go a full day or night without using some sort of cleanser or face wash. Your skin will thank you after you get rid of all that dirt and makeup out of your pores!

**2. Stay hydrated:** Besides the basic reasons needed to drink

water, staying hydrated can also have some major positive effects on your skin. According to America Ferrera, when she started drinking more water, her skin, hair, and nails all flourished. The recommended amount of water to drink per day is at least eight ounces, so let's get to it!

**Related Link:** [Beauty Trend: Fake Freckles Are In!](#)

**3. Use one product for multiple things:** If you're in a rush or looking to condense your daily makeup routine, pick up a product like a lip or cheek tint. Jewel says that she wears a lip stain both on her lips and cheeks to give an overall rosy glow. Wear it under your foundation and this simple makeup look will be perfect for the day.

**4. Mix moisturizer and bronzer:** If you're looking to achieve a perfectly natural summer glow, Eva Mendes has a great tip – mix together a shimmery bronzer and your moisturizer, then apply it to your face and blend it out. This look is ideal for those days where you just don't want to wear makeup but still want to have a good base on your face.

**Related Link:** [Beauty Tips: The Rise of Microblading](#)

**5. Pick up a lighter concealer:** Instead of purchasing a concealer in the same color as your foundation, pick one up that's one or two shades lighter. Apply the lighter concealer to your under-eyes and high points of your face to give you a refreshed look. [Kim Kardashian](#) says that she loves this tip because it's perfect for when you're extra tired, or have been traveling a lot.

**What are your favorite beauty tips? Share them below!**

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# Beauty Advice: DIY Hair Treatments for Pool Hair



By [Melissa Lee](#)

After spending the summer doing laps in the pool, you've probably noticed the severe damage it's done to your hair. It's no secret that chlorine can be super harmful to your hair, resulting in split ends, dry hair, or even a change in color! (That's right – chlorine can actually turn your hair green!) If you're looking to solve your post-pool hair problems, look no further and try out some of these DIY treatments.

# Check out this beauty advice for DIY hair treatments for your damaged pool hair!

**1. Aspirin:** Here's a home remedy that almost everyone has the ingredients for. In order to prevent your hair from turning that gross green color, dissolve between six and eight aspirin tablets in a glass of warm water and run the mixture through your hair. Leave it in for 10 – 15 minutes for rinsing out.

**2. DIY Detangling Spray:** Mix together two tablespoons of conditioner, warm water, and five drops of rosemary essential oil. Spray this concoction in your hair and then comb it through before jumping in the pool. This detangling spray will help prevent your hair from getting dry.

**Related Link:** [Leg Contouring is the Newest Beauty Trend for Summer](#)

**3. Olive Oil Treatment:** Apply olive oil to your hair and then put on a swimmer's cap. The oil will essentially repel the water and chlorine from your hair, repairing some of the damage from the day. It's also designed to soften your locks.

**4. Apple Cider Vinegar:** Try doing an apple cider vinegar rinse in order to remove any lingering chlorine after a long day at the pool. It apparently will remove any dead skin cells, along with unclogging hair follicles. Sounds promising!

**Related Link:** [Beauty Trend: Fake Freckles Are In!](#)

**5. Baking Soda Remedy:** Mix together two tablespoons of baking soda, 1/4 cup of lemon juice and one teaspoon of shampoo. Wet your hair and massage this through, then cover your hair with a cap or plastic bag for 30 minutes. This hair mask will help repair damage from harsh chemicals.

What are some of your hair care tips? Leave your thoughts below!

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## Beauty Tips: No Makeup Is the New Best Look



By [Melissa Lee](#)

Beauty is an ever-changing market and there are always new beauty trends and tips taking the world by storm. But this season's trend has nothing to do with the best new foundation or eye shadow palette... it's actually wearing no makeup! This revolution was originally led by [Alicia Keys](#) and her decision

to ditch makeup altogether. Keys looks even more gorgeous and healthier than ever – and her sans makeup look might be the reason why!

## Looking for some beauty tips for those days you choose to skip makeup? Look no further, because Cupid's got your back!

**1. Ice:** Keys' makeup artist has actually explained that on days her skin needs a little tightening, ice is the best solution. She'll take a facial massager and put it in the freezer, then roll it over her face to bring the blood to the surface. This tip is supposed to make your skin look more alive, giving the illusion that you're well-rested and ready to take on the day, even when you're not.

**Related Link:** [Product Review: Beauty Products That Will Have You Feeling Radiant All Summer Long](#)

**2. Cucumber:** Remember when you and your friends would have sleepovers and put cucumbers over your eyes for absolutely no reason? Well, turns out cucumber is super beneficial for the skin. As a cooling agent, cucumber works to draw the heat out of the skin and bring the blood to the top. Be careful to avoid the sensitive areas of the eye, but don't be afraid to place it all over the face either!

**Related Link:** [Product Review: This Summer Don't Let Your Skincare Suffer From The Sun](#)

**3. Oils:** Regardless of your skin type, skincare oils can still work wonders for you! There are tons of different types of facial oils so it's important to find the ones that are most beneficial for you, but they can still reduce wrinkles, improve dry skin or patches, protect your skin, shrink



enlarged pores, calm down rashes, and more. Keys' makeup artists swears by [MV Organic Skincare](#).

What are some of your tips for ditching makeup? Share your thoughts below.

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## Leg Contouring is the Newest Beauty Trend for Summer



By [Marissa Donovan](#)

Having the perfect summer legs has probably been one of your goals since the beginning of the year. Having a busy work schedule can make it difficult to go tanning and to work out.

The newest beauty trend of the summer can help you cheat your way into having the perfect legs!

## **Leg Contouring is the hottest beauty trend of the summer. Check out our help guide for achieving the look!**

**1. Exfoliate and moisturize:** Before contouring your legs, it's crucial to make sure they are smooth and hydrated. The dark tones from your make-up will make flakes of dry skin noticeable, which would ruin the illusion. Wash your legs with a body scrub bar, then moisturize with your favorite lotion.



Photo:  
lushcosmetics/Instagram

**Related Link:** [Last Pick on Summer Beauty Products](#)

**2. Use dark shade to define muscles:** Once your skin is moisturized, grab a dark toned concealer stick that is a few shades darker than your natural skin color. Point each foot and make lines on the areas of where your leg muscle flexes. Use the dark toned concealer stick to also create an circle



around your knee cap. This shade will define your legs by making them appear toned.



Photo:  
rosaliesaysrawr/Youtube

**Related Link:** [Product Review: Check Out Selfie Tan'n Go Instant Bronzers – Just in Time for Summer!](#)

**3. Use light shade to make skin radiant:** After using a dark toned concealer stick, grab a light toned concealer cream and cover over the remaining areas of the skin which have not been covered in make-up. Stay away from liquid based concealer for this look! You do not want streaky legs if you plan on wearing this for a [date night](#)!



Photo:

rosaliesaysrawr/Youtube

Related Link: [Product Review: Essential Beauty Products To Look Your Best On A First Date](#)

**4. Blend:** The last step to achieving contoured legs is to blend both concealers together. Grab your best blending brush or sponge to blend the light and dark tones. Both of the colors together will make your skin appear tan and toned for the desired look. For finishing touches, you can add a shimmery bronzer powder to make your legs really glow!



Photo:  
rosaliesaysrawr/Youtube

Would you attempt this make up trend? Leave your thoughts in the comments.

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## Beauty Tips: The Rise of

# Microblading



By [Melissa Lee](#)

With bold eyebrows becoming a serious [beauty trend](#) in 2016, it's no surprise that 2017 brought us microblading! Microblading is a natural procedure that uses a special pen to tattoo each individual eyebrow hair. Though it uses ink, microblading is low maintenance and semi-permanent.

## Interested in this beauty trend? Here are some microblading tips!

**1. Do your research:** Although microblading is not permanent, it's still a form of tattooing that can cost up to \$900.

Before deciding that this is the best option for you and your brows, research the pros and cons. If it helps, even looking up some before and after pictures or YouTube videos could aid in making your final decision.

**2. Prepare:** Before the procedure is done, customers typically have to avoid certain blood thinners like alcohol or aspirin. Try to stop using these products up to one week prior to the treatment appointment.

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**3. Talk to your technician:** Just like any other beauty appointment, it's super important to communicate with your technician in order to completely fulfill your brow needs. Typically, clients don't get to pick the shape of the brow (since that's based on your face shape and structure), but the fullness and thickness is up to you.

**4. Results:** Usually, after microblading your brows, you have to protect them from all moisture. This means sweating from working out, or even washing your face with water. A lot of clients experience redness and itchiness within the first few days of their procedure, which Vaseline can help with.

**Related Link:** [Beauty Tips: 5 Hair Trends for 2017](#)

**5. Don't overdo it:** Professional technicians advise clients not to get microblading done too often, especially because your skin needs to heal after the treatment is done. While it's safe to get an application done every 30 days, it's recommended to wait at least eight to 18 months, since that's how long the results can last.

**What do you think of this eyebrow trend? Leave your thoughts below.**