

# Beauty Trend: Why Korean Beauty Products Are So Popular



Like in most places, men and women in Korea are very conscious of their appearance and looks. As part of Korean culture, they aspire to be urban and sophisticated, combined with classic Asian conservative values. Skincare is a part of their routine at an early age, regardless of gender, so this becomes second nature to them. Good skincare in Korea is available to everyone, and one can easily find multiple shops around the corner to find the best products. For instance, products like [Sulwhasoo](#) specialize in high-quality cosmetics that complement the Koreans' everyday skincare routines.

**In Korea, taking care of your skin is not so difficult because of the entire culture that was built around beauty and skincare. Aside from the cultural factors, however, here are some of the reasons why Korean skin products are so popular:**

**1. Korean skincare products are popular because Koreans tend to have beautiful skin.**

It is natural for people to use products where they see good results. Many of those from Korea have impeccable routines in maintaining their skin. With this maintenance, they spend a good chunk of their income on skincare and beauty products. Korean women spend around twice the amount of money on them as the average American woman, and Korean men also tend to spend more money on their skincare compared to men in other countries.

**2. Korean beauty product manufacturers always create new and improved products.**

Because of the high demand from the Korean population, companies have created more competitive products with better arguably better formulas. They invest a lot of time, money and effort into their product development, as the population is always ready to try the latest breakthroughs.

Manufacturers seek out new ingredients to enhance the skincare properties of their products, and they give out freebies and samples on the street. These companies are confident in their

creations because they use quality botanical ingredients.

**3. These products have been created with strict quality control to be able to produce the best quality products for consumers.**

They make it sure that these products won't create any problems with the consumers, as they are so strict with the quality. Because of the intense competition among companies, they also make sure that the price is affordable for everyone and with good results. Due to the high demand in their own country, the rest of the world is blessed with affordable Korean beauty products.

**4. Manufacturers produce skin products for all kinds of skin types and problems.**

Korean companies make sure that their products are useful and helpful for the consumers. Each individual has their own skin problems, so Korean beauty companies try to create skincare for all types of skin problems in order to try to find a possible niche for marketing purposes. Because of the dedication to pursuing and solving all types of issues, a lot of Korean products are known for being hypoallergenic, organic and safe to use.

**5. Manufacturers are aiming not to change natural beauty, but to enhance it.**

Korean products are known for their light pigmentation. There will only be a slight difference on your face when you're wearing Korean makeup and when you aren't. What this means is that if you have skin problems and you aren't on any skin care routine, the products won't do anything to hide your existing skin issues. The memes about people looking really different with and without makeup won't apply to someone who's wearing Korean beauty products.

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# Celebrity Beauty Secrets: Jade Rollers Will Change Your Life!



By [Haley Lerner](#)

Sometimes, no matter how much makeup you put on, you can still end up with visible deep under eye circles and a puffy face. Luckily, we've got the perfect [beauty secrets](#) to help you solve your problems. Jade rollers are the newest [beauty trend](#) that will totally change your life. The jade roller is a handheld massaging tool that's made from solid jade stone, typically with one or two jade stone heads. A larger stone is

used for the cheeks, jaw and forehead and a smaller stone is used for under the eyes and around the mouth. Jade rollers help decrease puffiness and under eye circles and even minimize the appearance of fine lines. Trust us, a jade roller will be your new favorite beauty tool!

## **Check out our beauty secrets on how to use a jade roller and how it will help you.**

**1. Pop your roller in the fridge:** Before doing anything, try storing your jade roller in the fridge every night. This way when you use it you'll have an extra cooling sensation that will help reduce swelling even more.

**2. Clean and moisturize:** Before using your jade roller, it's important your skin has been cleaned with a gentle face wash to remove all dirt and oil. Then, apply a moisturizer or face serum so your jade roller has a smooth surface to work on.

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**3. Time to roll:** Once you're ready, use the larger jade roller stone with gentle pressure, rolling it from the center of your face in upward and outward motions. Roll it on your neck, jawline, nose, chin and forehead. This will boost blood circulation to make your face more plump, firm and awake looking.

**4. Focus on the details:** Make sure to hit the smaller areas of your face with the smaller roller stone. Use it on your under-eye area and around your mouth. Using the roller to massage your face will then remove excess fluid under your eyes and constrict blood vessels to lessen swelling.

**Related Link:** [Product Review: Make a Splash This Summer with Snow Fox Skincare](#)

**5. Clean your roller:** You don't want any bacteria floating around on your jade roller, so after using it make sure to wipe it off gently with a damp cloth then dry it with a soft towel. Make sure not to use any hot water on the jade and don't ever submerge it in water.

**Have any more tips on how to use a jade roller? Comment below!**

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## **Product Review: Make a Splash This Summer with Snow Fox Skincare**





By Bre Gajewski

Plant-based skincare is the newest [beauty trend](#), and leading the way is Snow Fox. Snow Fox creates “a professional grade, natural and 100% plant-based formula.” It was originally designed by a Rosacea patient to cater to people with hypersensitive skin; however, it has proven to be extremely effective for all skin types.

**Product Review: [Snow Fox](#) is the summer skincare line used for [celebrity vacations](#) and sultry [date nights](#).**

If you are wondering what “plant-based skincare” means and if it really makes a difference, Snow Fox products make sure to notate that their formula includes no parabens, silicones, SLS, palm oil/palm oil derivatives, DEA, MEA or PEG, phthalates, formaldehyde, petrochemicals, phenoxyethanol,



mineral oil, sulphates, artificial colors/dyes, artificial fragrances, synthetic preservatives, or animal origin ingredients.



Kourtney Kardashian. Photo: Rich Fury/Getty Images

Even celebrities are going “au naturel” with their skincare. [Kourtney Kardashian](#) uses the Snow Fox Vegan Sheet Mask and made the following testimony:

“Since I’ve tried incorporating natural skincare more and more into my routine, I’ve noticed my skin is less dry. There are so many chemicals and ingredients in beauty products that strip your skin of its natural hydration and oils...scroll to see my current favorites.”

We love the following three products for glowing skin this summer.





Snow Fox All in One Detox Mask

**[Snow Fox All in One Detox Mask, \\$30](#)**

A powerful mask that moisturizes, brightens and evens out skin tone while tightening pores. Essential oils work to extract impurities from deep within the skin. Key ingredients including Peppermint Oil Extract, Aloe Vera Leaf and 100% Organic Cotton Sheet



Snow Fox Day & Night Defense Multi Cream

**[Snow Fox Soothing Facial Cleansing Mousse, \\$35](#)**

A powerful and gentle formula that removes dirt, oils, and impurities from your face without stripping your skin of moisture. This non-irritant refreshing formula is made from organic peppermint oil extract that provides natural, cooling antimicrobial protection. Key ingredients include Citric Acid, Peppermint Oil and Aloe Vera Leaf



Snow Fox Day & Night Defense Multi Cream

**[Snow Fox Day & Night Defense Multi Cream, \\$55](#)**

Locks in moisture, repairs and protects the skin from environmental stressors. This multipurpose product can be used as a primer, a day cream, a night cream and even a mattifying foundation or BB cream blender. The cream is formulated with antioxidant Ginseng Extract and also works against fine lines, wrinkles and evens out hyperpigmentation. Key ingredients include Olive Fruit Oil, Ginseng Extract, Jojoba Oil and Macadamia Oil.

If you are looking for new skincare products that will give you beautiful, hydrated skin without any chemicals or animal testing, then Snow Fox is for you. Check out their [website](#) and follow them on social media @snowfoxskincare to learn more about their products.

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# Celebrity Makeup Looks: The Benefits of No-Makeup Makeup



By [Haley Lerner](#)

No-makeup makeup is the perfect [celebrity makeup look](#) for summer when you're not looking to go bare, but also don't want to cake on a whole face of beauty products. No-makeup makeup fools others into thinking that you have the most flawless, glowing skin naturally. This will hide your under-eye circles and small blemishes. This makeup look does take time and precision, but luckily, we have the [beauty tips](#) to help you get the look.

# Check out these beauty tips to help you achieve the perfect no-makeup makeup look!

**1. Cover-up lightly:** The key to a flawless no-makeup makeup look is a very light base on your face. Ditch a heavy foundation and opt for a tinted moisturizer or BB cream. Or, skip the foundation all together and cover up your blemishes with a liquid concealer applied with a small, flat brush. Matten any shininess in your T-zone with a translucent powder.

**2. Cream eyeshadow and blush:** A neutral-toned cream eyeshadow will help brighten your eye area. Go for a shade that has a touch of shimmer in it to give your eyes some subtle sparkle. You can simply use your ring finger to blend the cream shadow up from your lash line, faded towards your brows. To give yourself a natural rosy flush, apply a cream blush to your cheeks with your fingers. Start applying it at the apple of your cheeks and then blend back and upward toward your hairline.

**Related Link:** [Beauty Tips: Best Anti-Aging Ingredients](#)

**3. Subtle lashes and brows:** Use an eyelash curler to lift up your lashes and then apply a coat of mascara to your top lashes only to keep it natural. Then, use a clear brow gel to neaten up and shape your brows.

**4. Highlight:** A natural toned highlighting cream will help give your look the perfect overall glow. Apply highlighter on top of your cheekbones, in the inner corners of your eyes, below your brow bone and on your cupid's bow.

**Related Link:** [Beauty Trend: Best Drugstore Eyeshadow Palettes](#)

**5. Apply tinted balm:** Lastly, you want to add a teensy bit of color onto your lips. But, keep the hue natural with a tinted

lip balm that's moisturizing and will give a hint of color to your lips.

Have any more tips for how to achieve the perfect no-makeup makeup look? Comment below!

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## 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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# 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!

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**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 Trend: Best Drugstore Eyeshadow Palettes



By [Carly Horowitz](#)

There's no need to break the bank on expensive make-up products that aren't even that great. Some people are firm believers that some of the best make-up can be found right in your local drugstore! For instance, there is an array of affordable yet amazing eyeshadow palettes available. Fortunately, Cupid has narrowed down the best drugstore eyeshadow palettes for you so that you don't have to go through the trial and error process.



# Rock the latest [beauty trends](#) with these lovely drugstore eyeshadow palettes!

**1. L.A Girl Beauty Brick Eyeshadow, Nudes:** This palette is perfect for that natural look you are striving to achieve. No need to spend over \$50 on an Urban Decay Naked Palette when you can achieve the same look starting at \$7. This palette offers some shades with shimmer, and some completely matte colors. Plus, the magnetic case includes a mirror and a double-sided eyeshadow applicator so you can do your makeup on the go. This eyeshadow has an amazingly smooth texture and also has the ability to keep your eyes looking amazing all day long!

**2. NYX Ultimate Shadow Palette In Smokey and Highlight:** Put together your next [date night](#) look with the help of the beautiful array of shades in the NYX Ultimate Shadow Palette. The immensely pigmented, easily bendable colors glide across your eyelids so gracefully. You will have the ability to create an uncountable amount of looks because this palette offers such a variety of colors. Make your way to the local drugstore and get this amazing eyeshadow!

**Related Link:** [Product Review: Try New, Natural Beauty Products](#)

**3. Revlon ColorStay 16 Hour Eyeshadow Quad in Precocious:** Who doesn't love a nice smoky grey and purple look? If you're a fan, then this is a great drugstore palette for you. These 4 colors will stay on your lids for a guaranteed 16 hours. The only downfall is that these colors aren't that pigmented. But, due to its anti-crease qualities, this palette makes the cut.

**4. Milani Everyday Eyes Eyeshadow Palette in Earthy Elements:** With six very pigmented shades, you can create a beautiful [celebrity style](#) look. These smooth, easily bendable colors

will last you all day and all night long. Nothing compares to using hues that represent this wonderful earth that we live on.

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

**5. Burt's Bees Eye Shadow Trio in Shimmering Nudes:** The best part about this palette is that every tone incorporates ingredients such as honey, vitamin E, and bamboo so you can be nurturing your skin while you brighten up your look. You won't have to worry about creasing, smudging, or fading either when you are strutting with this great product on your skin.

**Do you have some more amazing drugstore eyeshadow palette suggestions for us to try? Comment 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.

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

**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.

**Related Link:** [Beauty Trend: The Ultimate Guide to Eyelash Extensions](#)

**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!

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**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.

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### **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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# 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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## Get a Knockout Look with This One-Two Punch in Hairstyles





When you pick up the latest copy of your favorite hair magazine, you'll find all kinds of interesting looks that'll likely draw your interest. The big question is, which one should you try? Are any of them worth a go, or should you stick to the same style you've been wearing for a few years now? If you're looking for a new look, you couldn't do better than picking what are considered two of the hottest trends of the moment, namely hair extensions and balayage. While each is a phenomenal opportunity for you to upgrade your 'do in style, when combined they can be even more of a showstopper.

## **Here's what you should know about these two of the most in-demand hair looks around.**

### **Balayage—Is It Worth All the Fuss?**

Balayage is a hair technique that's been getting tons of press as of late. All the latest Hollywood actresses, models, and music stars, such as Heidi Klum, Selena Gomez, Halle Berry,

Ciara, Jennifer Anniston, and Jourdan Dunn, have been donning looks that are based on the balayage process in which color is “painted” into the hair by hand, rather than stylists using foil. Jennifer Lopez, who’s been known to have arguably the best hair in the City of Angels, has been a great example of a star who’s worn a balayage-based style with extraordinary flair.

The technique looks much like the ombré style, and, in fact, women frequently use the names interchangeably, although they are not the same at all. Since balayage is a technique itself, it can be used to achieve an ombré style. Otherwise, it’s identifiable trait is that it starts higher on the head than the ombré look does, but both have the characteristic gradation in color, going from dark to a much lighter shade, with ombré extending all the way down to the very tips, or ends, of the hair.

Balayage is well-loved for many reasons. One of them includes the fact that it doesn’t quite require as much maintenance as the ombré style. It’s not unheard of for women with balayage to not need any kind of touch-up for as long as six months, even. Another reason why it’s much loved is that it’s fine for all different hair types and lengths (except super-short styles).

## **Hair Extensions**

Not only has Jennifer Lopez donned tresses with balayage, but she’s also been photographed with stellar hair extensions. She joins a long list of actresses and other celebs, such as Jessica Alba and Paris Hilton, who’ve discovered this amazing way to go glam really fast. Non-celebs are also increasingly getting them added; even teens are opting for extensions so they can be prom-ready. On a slightly more serious note, more women are also discovering that extensions, while being great to add length can, more importantly, also add density; for women with thinning hair, it’s therefore a true godsend. They

no longer feel embarrassed by their thinning hair.

Before you dash off to your stylist to get extensions, make sure this is one of their areas of concentration. What you want to do is go to a salon with a hair specialist who really knows how to apply hair extensions, like Colorado's Elle B, a full-service [hair extension salon in Denver](#), with specialists in hair extensions who are 100 percent certified. If you go with an uncertified specialist, it's a huge gamble; you run the risk of having it poorly done that can ruin your own hair. Hair loss has even been reported. A well-qualified specialist can guide you about the best products you should use to avoid any kind of long-term harm to your hair.

### **Balayage Plus Hair Extensions**

What many women don't realize is that they can get various treatments done on their hair extensions as if it were their natural hair. Remember, hair extensions made of human hair are still human hair, which means a stylist can still treat the hair with the balayage process to help you achieve incredibly streaked hair just as if it were done au natural. This combination creates a truly original crown of hair that would surely set you apart and thoroughly confuse anyone about what's real and what's not.

### **Long and Short of It**

Getting either balayage or hair extensions, or both, is a great way to add dimension and density to your hair. It can add a fresh new look and produce a fresh new you. If you're looking to free yourself from the same styles, try these hot looks out for a change.

**What celebrity hair trends have you been dying to try? Share 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: 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.**