

Beauty Tips: Flawless Foundation



By Alycia Williams

Foundation is the base of every great makeup look. It can make or break your entire look if not done correctly. Finding out new [beauty tricks](#) when it comes to applying your foundation can be great, but once you have the correct [beauty tips](#) for applying foundation, you may not need any tricks.

Here are the beauty tips you need to have flawless foundation.

1. Start with a clean canvas: Your foundation will only look

as good as the skin underneath, so maintaining a consistent skin care routine is key. Right before applying foundation, it's important to cleanse your skin to help prevent clogged pores and remove any dirt that may be dulling your natural radiance. Next, gently exfoliate your skin to sweep away any dry, dead skin cells that may cause foundation to go on unevenly or look flaky. Finally, apply moisturizer; foundation sinks best into hydrated skin.

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2. Take the time to prime: A primer may add an additional step to your makeup routine, but it will go a long way to ensure that your foundation looks flawless because it turns your skin into a perfectly smooth surface.

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3. Be conservative: Always start by applying just a little bit of foundation, and then add more until you have just the right amount of coverage. The goal is to only apply foundation where you need it, so that your skin still looks like skin. If you have to apply foundation all over your face for it to look even, then you're using the wrong shade.

4. Work from the inside out: Concentrate the foundation in the center of your face where redness and blemishes tend to be more problematic. Apply just a dab of foundation on each side of your nose, and in the center of your forehead and chin, then blend outward. After it is all blended in, pinpoint any other areas of the face where blemishes are visible and apply an additional light layer of foundation in those specific areas.

5. Stipple, don't rub: Whether you're using a foundation brush or your fingertips, apply foundation in a stippling motion, which means gently tapping it into your skin. Avoid

any wiping or rubbing motions because that will only push the foundation around and cause streaks.

6. Don't forget your ears!: Often overlooked, your ears are a part of your face, too. If you're prone to red lobes, lightly sweep your foundation brush over them so that they blend in with the rest of your face.

7. Set it and forget it: Most people associate powder with a matte, cakey look, but dusting a silky loose setting powder, like Blended Loose Powder, over your foundation will ensure it won't budge without dulling its finish.

What are some other tips for having flawless foundation? Start conversation in the comments below!

Beauty Tricks: The Best Curly Hair Hacks





By Alycia Williams

When it comes to curly hair, it's definitely a go-to hairstyle, but getting your hair to curl the right way can be hard, especially if you don't want to use a curling iron. The good news is that there are [beauty tips](#) that can curl straight hair without applying the heat of a curling iron or rod. These [beauty tricks](#) will have your hair curly in no time.

Here are seven beauty tricks for getting the perfect curly hair style.

1. Tuck your hair behind your ears while it dries: When straight hair is completely wet, if you tuck it behind your ears, it'll get wavy and have lots of body once it dries. This is perfect for soft shiny waves.

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2. Swap your hair towel for an old t-shirt: Even though it sounds a little weird to dry your hair with an old t-shirt, it'll give you softer and shiner curls, especially if your natural hair already has a little curl to it.

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3. Try a paper towel for beachy waves: If you're looking for looser curls, then try drying your hair with paper towels. This particularly works for people with straight hair.

4. Master squishing: When your hair is soaking wet and it has conditioner in it, grab your hair from the bottom and squish it all the way to the top of your head. Then, repeat. Once you rinse out your conditioner, you'll notice bouncier, defined, and frizz-free curls.

5. Use a strainer as a diffuser: Using a pasta strainer can give you glossy blow dried curls. Flip your head over into the strainer and blow dry up into the strainer. Just pile sections of your hair into it you'll have your shiny, frizz-free curls.

6. Bun waves: Putting your hair in a bun while it's wet is a great way to ensure some waves. If you want effortless, light, and airy waves put your hair in a top knot. For more defined waves, do a low bun.

7. Finger coils: While your hair is wet, take little pieces of it and curl it with your finger. Use any kind of soft gel to make sure that it stays. Then, let it dry. When it does, you'll have super defined and bouncy curls.

What are some other beauty tricks for getting curly hair? Start a conversation in the comments below!

Beauty Tips: Choosing and Using Blush Based On Your Needs



By Diana Iscenko

The makeup world is constantly evolving and it feels like there's always more beauty trends to keep up with. It can feel overwhelming to figure out the best routine for you. Today, we're going to focus on finding the perfect blush.

There are four different kinds of blush: powder, cream, gel and stain. Each kind interacts differently with certain skin types. They have different pigmentation and finishes on your cheeks. Luckily, Cupid has some beauty tricks to help you find the perfect blush for your skin type.

Whether you want to up your date night makeup look or improve your daily makeup routine, here are four different types of blush you might want to add to your makeup bag:

1. Powder Blush

This blush is easy to blend and looks great on everyone. Powder blush is the most traditional type of blush, so it comes in a bunch of colors and in every price point. The only drawback is that powder blush doesn't last super long, so you'll need to reapply if you want to keep your soft glow going.

Powder blush works with all skin types. It's especially flattering on people with smooth complexions or larger pores. If you have large pores or bumpy skin, try using a matte powder blush instead of a shimmer! Too much shine will bring attention to your pores and imperfections.

Applying powder blush is easy. Use a dense blush brush to apply the powder on your cheeks. Use sweeping movements toward your hairline. If you want to go the extra mile, you can use a smaller brush in circular motions to get some extra blending after your initial application.

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2. Cream Blush

Looking for a dewy look? Cream blush is perfect for you! It's also very pigmented, which lets the blush last all day without needing to be reapplied. Cream blush is hydrating, too. It'll give your face a fresh and youthful look and won't dry out

your skin.

Cream blush works for most skin types, except oily skin. The oils found in the creamy formula will prevent it from being able to stick to oilier skin. It can also clog pores and cause breakouts. If you have oily skin, cream blush isn't your best bet.

Applying cream blush is more like applying foundation. Use a small stippling brush to pick up the blush and apply it to your cheeks with light, short strokes. Then use either a damp makeup sponge or clean fingertips to blend it out. Be careful with cream blush! Its strong pigmentation means it's easy to overapply.

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3. Gel Blush

This blush isn't as heavy and pigmented as cream blush, but it still gives a fresh, dewy look. It's especially great for summer because it's lighter formula is less likely to clog your pores. Unfortunately, it doesn't last as long and it's harder to show up on deeper skin tones.

Gel blush works well for light to medium skin tones. The light pigmentation might be able to build up on darker skin tones, but it might not be worth the extra effort. Using a small amount of cream blush on deeper skin tones will give a similar effect without overloading the product on your skin.

The application for gel blush is similar to cream blush. Because it's less pigmented, you can apply it straight to the apples of your cheeks and then blend the gel out with a damp makeup sponge or clean fingers.

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4. Stain Blush

Also called tint blush, stain blush gives you long-lasting color with a barely-there feel. As the name suggests, it stains your cheeks. It can be hard to work with because it dries so quickly. It can dry out your skin, so remember to moisturize before using it!

Stain blush works for all skin types. It works especially well for people who tend to sweat because it so strongly sticks to your cheeks after application. Those with drier skin should make sure your skin is hydrated, so it doesn't dry you out more.

Be careful when applying this blush! Lightly tap the stain into your cheeks with clean fingers and blend with a damp makeup sponge. Apply a little at a time and remember to blend quickly. Once it sets into your skin, it'll be hard to blend out.

Are you going to mix up your blush routine? Start a conversation in the comments below!

Beauty Tips: Fall Makeup Looks for Thanksgiving Dinner





By Ahjané Forbes

Just because you have to switch up your makeup slightly does not mean you can't still look on fleek. It's very easy if you use the mauve color palette and don't mind mixing and matching colors. Cupid has some [beauty tips](#) you can use to look stunning while eating a turkey leg.

You want to look cute for the family photos, but you're not sure what type of makeup you should wear. How can you archive a fierce Fall look for Thanksgiving? Here are some beauty tips.

1. Arch those brows: Finding a perfect way to do your eyebrows is a process. Make sure you shape your eyebrows before you start. You can shape them yourself with an eyebrow shaver or

go to a salon to get them threaded or waxed. Eyebrow crayons are also a good option, because they are made to last longer than eyebrow pencils and are a lot easier to use. Brushes are also a big help in volumizing those fine hairs. If you are one of those people who hate the eyebrow styling process entirely, you can try a tint and sculpting or microblading at a salon.

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2. Natural colored eyeshadow: Start with an eyeshadow that is close to your skin complexion. Apply a deep red or orange around the outer portion of your eyelid. You can get creative and mix a nude with a dark red or brown to add an outline to the lower portion of the lid. Blend all the colors together and see how it looks. If you really want your look to pop, add a glittery gold eyeshadow on the section that still has that natural look. Don't forget to add lashes as well!

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3. Bare those nudes!: Fall is a time to embrace your skin color. Match your skin tone and work from there! Add your primer. For your foundation, you can use color! Again, you don't want it to look bright, but you can get away with a dark color. Use a burgundy or mahogany for the foundation. Yes, it will look weird at first, but you you'll end up blending it. Now, apply concealer. This is where you can get away with a little color to blend out that foundation. Choose a shade up from your normal color. Make sure to apply it under your eyes! Use a brush for application and a beauty blender to even out the colors.

4. Highlight your beauty: Even though you're trying to obtain a subtle look, you can still use a little highlighter. Use a contour that closely matches your hair color. Work with the glitter eyeshadow that you used on your eyes. You can go for a softer look with a highlight that isn't so bright as well. For

it to be more noticeable, apply it above your contour, straight down your nose, and outline your top lip and under your eyebrows.

5. Kiss me: You have freedom in this part! Glossy and matte lipsticks both work for this look. Stick to the Fall theme by wearing a dark red or brown. If you used mahogany or burgundy for your foundation, bring your look full circle with that color! When done, you can use a setting power (lasts longer) or spray to savor the look!

Now you're ready to spend time with your family and look absolutely fabulous! Let us know how you plan to turn heads at the dinner table in the comments below.

Beauty Trend: Smokey, Golden, and Monochrome Eyes





By [Emily Green](#)

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

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

Smokey, golden, and monochrome eyeshadow looks are definitely intense, and will have heads turning when you walk on by. Of course, you have to pick certain occasions to wear these

looks, as not all of them are for everyday! Here are some of Cupid's favorite occasions to wear smokey, golden, and monochrome eyeshadow looks:

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

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

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3. Monochrome eyes: A great part of monochrome eye looks is that you can match the color with other parts of your outfit! No matter if you're going on a date night or just hanging out with your friends, a monochrome eye look is a great way to show that you're always feeling and looking great, no matter the occasion.

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

Beauty Trend: High Fashion

Top-Knots



By [Emily Green](#)

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

Top-knots are a high fashion hairstyle and beauty trend that

will make heads turn. What are some of the best places to wear your hair in a top-knot?

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

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

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

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

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

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

Beauty Trend: Neon Eyeshadow



By [Emily Green](#)

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

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

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

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

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

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

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

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

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

Beauty Tips: 5 Ways to Look Great with the Least Amount of Makeup



By [Lauren Burczyk](#)

Makeup is amazing, but let's be honest, sometimes the whole

routine can take up way too much time when we need to be somewhere in a hurry. Also, our skin deserves a little bit of a breather once in awhile. The good news is that there are [beauty tips](#) that can still have us looking our best while wearing less makeup. These [beauty tricks](#) will have you looking fabulous in no time!

Here are five ways to look great with the least amount of makeup.

1. Use less foundation: Your face can still look flawless using less foundation. Some celebrities, like [Jennifer Aniston](#), are known for their natural look. To achieve the same, flawless style, simply use a damp sponge instead of a brush and apply your foundation in thin layers to avoid caking.

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2. Define your eyes: Opt for a pencil liner instead of a liquid liner that is easier to smudge and to help you achieve more consistent results. Use a nude-colored pencil instead of black for your waterline, this will help you look more awake throughout the day.

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3. Don't skip the highlighter/bronzer: Highlighter is a great way to brighten up your look and bronzer can help you contour without using much effort. Use highlighter on your brow bone, the inner corners of your eyes, and the tops of your cheeks. Bronzer can be used as a light eye or cheek contour if you're in a rush.

4. Streamline your routine: It's always a good idea to have some color on your cheeks. Using a strobing or shimmery blush

can help to streamline your routine by depositing color and shine in one stroke.

5. Define and thicken your brows: Polish off your look with an easy-to-apply tinted brow gel. A brow gel can help to keep your brows in place, add color, and even helps to fill in bare spots.

Can you think of some other ways to look great while using the least amount of makeup? Comment below.

Beauty Tips: 5 Natural Ways to Make Your Lips Look Fuller





By [Jessica Gomez](#)

Who doesn't want full, luscious lips? If you want to stay away from lip injections, like many of us, read this article and find out five simple ways to make your lips look plump. When we say "simple," we mean simple! These [beauty tricks](#) aren't rocket science, you'll see.

Here are five beauty tips for those of us craving fuller lips!:

1. The toothbrush trick: With this method, you'll be able to get two things done at once. Use a toothbrush to scrub your lips – this will boost circulation, making your lips look fuller. At the same time, it will make your lips soft! It's easy. You can use petroleum jelly or a lip scrub to exfoliate your lips.

2. Use lip plump gloss: You can choose to opt out of using your regular lipstick and lip glosses and instead use one with plumping ingredients. There are lip products that are made for

the person who wants fuller lips without the injections. Apply it during your makeup routine and take it with you to retouch as needed. And remember, get one that is cruelty free (doesn't test on animals)!

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3. Use essential oil lip balm as a base: Peppermint oil doesn't irritate the way cinnamon oil does, but you can use whichever you prefer. These oils will create a sort of swelling effect, though nothing drastic. Find lip balms with either of these ingredients and apply it to your lips before you apply your makeup.

4. Fill them out with lip liner: For this makeup trick, you're going to want to apply lip liner that is about a shade or two darker than your lips. Trace right above your lips with the pencil, not too high above (you'll look silly because it'll be noticeable). Next, fill in your lips with the same color, and voila, you've got fuller looking lips! This may remind you of sisters [Kylie Jenner](#) and [Khloe Kardashian](#), because they use this technique often.

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5. Use two different lip colors: Aim for a nude color, as darker colors make the mouth look smaller. Apply one shade on your lips, next, apply the lighter shade to the middle of your lips. This will create the illusion of plump lips – yes, please! It's that simple.

Which ones are you willing to try? Comment below!

Beauty Tip: Different Uses for Coconut Oil



By [Jessica Gomez](#)

Coconut oil is one of those ingredients that's magic in a jar, so make sure to always have it around the house! It has many uses, which is partly what makes coconut oil so fantastic. Whether you're using coconut oil as a substitute or using it for something specific, you can count on its aid. This natural ingredient can be used for countless purposes, and here are just a few.

These are six uses to add to your

beauty regime. Follow these [beauty tips](#) to get the most out of your coconut oil:

1. To moisturize hair: Coconut oil is great for dry and/or damaged hair. It seals in moisture and softens your hair as well. You can use it two different ways – use it as leave-in conditioner or as a hair mask/ treatment. You can apply a bit of it to help split ends, moisturize, and lock in some shine – making it look healthy. However, the longer you leave coconut oil in your hair, the better it works. So, you can leave it in anywhere from an hour to overnight. Just make sure to wash your hair thoroughly after to get all the excess oil off.

2. As a body scrub/moisturizer: Mix some coconut oil with sugar or salt to create a natural exfoliant. You can use it on your hands, feet, and body. Put this scrub to work while in the shower to get rid of dead skin cells, leaving room for healthy skin. You can also slather on some coconut oil to moisturize – it will without a doubt leave your skin feeling like a baby's.

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3. To shave: Ran out of shaving cream or just want to replace it altogether? For a smooth, close shave you can use coconut oil. It will allow the blade to easily glide over your skin, leaving it extra smooth. No cuts, soft skin. Another tip: make sure to always keep your razors clean and fairly new. Once they start getting dull, time to throw 'em away and get some new ones. This will allow a better shave and will avoid the buildup of bacteria.

4. As a lip balm: If coconut oil can soften your hair and skin, why not your lips? You can use coconut oil on the regular or as a treatment. It will leave your lips soft and

smooth. Say goodbye to cracked, chapped lips – say hello to luscious lips!

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5. As night cream... and even eye cream: Coconut oil is gentle enough for the sensitive skin around your eyes, making it an even better ingredient. Coconut oil helps with fine lines and under-eye bags, so it's time to add it to your beauty regime! Obviously, coconut oil works hard so you don't.

6. To remove makeup: Removing your makeup should not be neglected if you want better skin. You can use coconut oil to remove makeup, while at the same time allowing it to nourish your skin – giving it moisture and helping with fine lines. Just mix some of it with water and rub it on your face gently, removing all the makeup, and then rinse and wash your face afterward. Your face will be makeup-free, clean, and smooth.

As you can now see, it is essential to have coconut oil at home for its many uses. It can not only help you in the beauty department, but it can also replace so many other products. Which way do you plan on using it first?

Beauty Advice: Beauty Tricks That Will Save You Money





By [Jessica Gomez](#)

The beauty industry makes a ton of money, a lot of it due to high-demand products, many of which are pretty expensive. Not all of us have the luxury of buying all of the products we want and need unfortunately. Luckily, Cupid has some [beauty advice](#) for you that will save you some bucks while retaining every part of your beauty regime!

Here are five beauty tricks that will save you money and keep you looking good:

1. Wrinkle creams: Wrinkle cream and eye wrinkle cream are sometimes necessities. But, guess what? If you don't have the cash right now to buy both, buying only eye wrinkle cream is the way to go. The skin around your eye is very thin and sensitive, and eye wrinkle cream is especially made for that area. And because eye wrinkle cream is light and sensitive, you can also use it on your face! So, it's perfect to use on

laugh/frown lines as well.

2. Blush: Oh no! You want rosy cheeks, but you ran out of blush! Have no fear; lipstick can come and save the day. Choose a lipstick with the color you want on your cheeks, and rub a very small amount of it in. Viola! You now have rosy cheeks without needing an extra beauty product. Lipstick being used on both your lips and cheeks is super resourceful!

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3. Lip exfoliator: You don't need to buy a pricey beauty product to keep your lips soft and looking great. In fact, you can just use a product that we are 100% sure you have at home: a toothbrush. Yeah, you read that right! Use a toothbrush to exfoliate your lips. You can apply Vaseline or lip balm to your lips and then use the brush to exfoliate them. Ideally, you want a separate toothbrush for this, but if you don't have one, you can just make sure to clean the brush thoroughly after using it.

4. Shaving: You're in desperate need of a shave, and you have no shaving cream. Many of us will use soap as a substitute, but two products that work well are coconut oil and even your hair conditioner! Both of these products will help you have a close, smooth shave.

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5. Makeup remover: Removing your makeup is very important and is a duty that should not be neglected. Instead of buying makeup remover, or if you just ran out, you can use coconut oil. Just mix some of it with water and rub it on your face gently, removing all the makeup, and then rinse and wash your face afterward. Your face will be makeup-free, clean, and smooth. Coconut oil is a product that we should all have at home, because it has tons of uses!

Which beauty trick is the one you think you'll try first?
Comment below!

Beauty Tips: Give Yourself an At Home Pedicure



By [Haley Lerner](#)

With summer starting, we know you love to rock your cutest flip flops and sandals. But, fun open-toed shoes also mean your feet are going to be on display. So, it's important you pamper your toes so they look cute with your favorite shoes. Sure, you could go to a nail salon to get a pedicure, but

where's the fun in that? Plus, it can be super expensive. Instead, we've got the [beauty tips](#) to give yourself the perfect at home pedicure.

Here are some beauty tips to give yourself a relaxing at home pedicure:

1. Soak and scrub: Before even picking out your nail polish, it's important you prepare your feet for their special treatment. First, soak your feet in an Epsom salt-infused bath of warm water for five to ten minutes. You can also add some sea salt or essential oils to take the foot bath to the next level. Then, use a pumice stone or exfoliating foot scrub to buff out your feet. Exfoliate your heels and the bottoms of your feet in a gentle circular motion to remove any dead skin. Then rinse your feet off and pat them dry.

2. Smooth and shape: After your relaxing foot bath, it's important you apply moisturizer to your feet to help lock in moisture and make your skin feel soft. Then, clip and file each toenail into your desired shape and buff out the top of your nails to create a smooth surface for your polish. Also, use a cuticle stick to gently push back your cuticles.

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3. Set your base: First, swipe a cotton ball soaked with nail polish remover over each toenail to remove any excess oil, moisture and lotion before painting your nails. Then, apply a thin coat of a clear base polish and let it dry.

4. Time to paint: Pick out your favorite polish color and apply two coats of it to all of your toes. Make sure to wait two minutes between each coat. Also, don't be afraid to take your time so you don't smudge anything!

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5. Top it off and dry: Finish off your at-home pedicure by applying a fast-drying top coat to your toenails. Then, put your feet up, turn on your favorite TV show and let your toes dry for at least an hour to avoid any annoying smudges.

Have any more tips for the perfect at-home pedicure? Comment below!

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](#).

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

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](#).

Related Link: [How to Choose the Perfect Perfume for You](#)

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.

Related Link: [Beauty Products to Help You Glam Out all Winter Long](#)

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!

Product Review: Try New,

Natural Beauty Products



By [Jessica Gomez](#)

We've got your back with great [product reviews](#)! Natural products may be the way to go. They're extremely good for you; they aren't harsh, are good for the environment, and are usually cruelty-free. We are always on the prowl for innovative products that are effective, won't irritate us, and that have a natural, fresh fragrance.

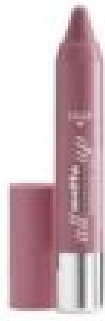
Stay on top of the latest [beauty trends and beauty tricks](#) with our product review:



No Sin Cinnamon, Clean Lip Moisturizer: This *Kiss Your Cravings Goodbye* product is here to help you reduce your food cravings. It's a lip treatment that does just that, and it's all natural! It contains essential oils, scarce plant extracts, cinnamon, white tea, jojoba oil, and lemon balm. This product targets two things at once, dry lips and hunger – leaving your lips feeling smooth and curbing your appetite for snacks. It diminishes cravings just 10 minutes after application. The more you use this lip gloss, the more it works. It hydrates your lips, freshens your breath, and makes you thirsty redirecting your impulse to water instead of munching. You can get it on [Amazon.com](https://www.amazon.com) for \$20.



ALL MATTE UP



ALL MATTE UP



ALL MATTE UP



ALL MATTE UP

Hard Candy Lip Color: Making your lips soft, this product hydrates your lips. It's matte, but silky. It's a great make-up for when you're going for that natural look. It's also great for all skin tones, coming in a variety of colors: Buttercream, Biscotti, Creme Brulee, Gelato, Macaron, Sorbet, and Tartufo. It's available at [Walmart](#) for just \$6!



Quinoaplex: As it turns out, Quinoa is great for your hair. Containing 15% of amino acids, it's protein for your locks to be exact. It conditions and repairs your strands and protects your hair. Say goodbye to split ends as well! Quinoplex hair products provide many benefits, some being lasting shine, increases the the lasting of hair color, soothes your scalp, and decreases hair loss, thinning and breakage. It also allows hair to be colored and bleached with much less damage. Check out [their bestsellers!](#)

Which of these products are you interested in the most? Comment below!

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!

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

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 a 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."

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

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!

Beauty Tricks: 7 Ways to Maintain a Young-Looking Face





By [Melissa Lee](#)

We all want to look as youthful as possible for as long as possible. We spend money on creams, facials, fillers, and even sometimes plastic surgery. To get some [beauty tricks and tips](#) for how we can maintain a young-looking face, we went to several great beauty professionals including Dr. Kirk Brandow, founder and director of the Brandow Clinic for Cosmetic Surgery in Philadelphia, who has appeared on national programs such as Good Morning America and 20/20.

If you want a face that looks fresh and youthful this summer take some tips from these experts and implement these beneficial beauty tricks into your own life ASAP!

1. Get rest: There absolutely is such a thing as beauty sleep.

“Women come to my practice thinking they need an eye-job or a face lift when all they need is sleep. Sleep is a time when we rejuvenate ourselves and cellular turnover is at its height. Getting 7-8 hours of sleep nightly will make a huge difference in how youthful a woman appears especially as she approaches age 30 and collagen production decreases,” says Dr. Brandow. “A woman can speed up aging if they are constantly sleep deprived.”

2. Use an overnight treatment: If you suffer from breakouts or skin dryness leading to wrinkles or blotches, treating your skin concerns at night, is a way to maintain a youthful glow. “Work closely with your dermatologist or aesthetician who can recommend non-irritating skin treatments specifically addressing your concern,” advises Dr. Brandow. You want to take advantage of overnight options available to boost collagen and heal skin while sleeping.

3. Hydrate: When it comes to anti-aging and putting your most youthful face forward, water is key. Water flushes your system of toxins which helps skin to glow. “Women spend a lot of money on topical creams formulated to boost moisture and hydrate the skin yet, if they integrated more water, even 4, 8 ounce glasses per day, they would see fewer wrinkles and an overall smoother younger skin texture within a month,” says Dr. Adriane Pompa, Miami based board certified dermatologist who specializes in aging skin.

4. Be smart about fillers: Fillers are used to add volume that diminishes as we age but people have taken it to extremes. There have been many advancements with fillers over the past 5 years offering more options and more sophisticated ways to administer them to achieve a youthful look. According to Dr. Brandow, many patients believe that filling their cheeks will soften their laugh lines, so they push doctors to administer two to four syringes in their cheek bones and cheek area at once. This can result in swelling and doesn't necessarily lift their face. Fillers are often done as an alternative to a face

lift but, if not spread out over several weeks, it just gives the patient an unnatural look that distorts their face and makes them look odd. “My personal preference is to perform the fillers sequentially. For example, I will use one syringe of filler in multiple locations. Then I’ll have patients return in 4-6 weeks and perhaps do another syringe to the same places, or different places, giving them an overall natural look. This leads to a softer, more natural result. The key to doing fillers well are going with small amounts every 4-6 weeks,” explains Dr. Brandow.

5. Get facials: According to Dr. Adriane Pompa, one facial per month does wonders for skin’s clarity, texture, and ability to produce collagen. “There are many at-home facials available one can do weekly. The key is knowing your skin type and ingredients that address your specific skin concern. Also, you can treat different parts of the face differently depending on skin issue. Let’s say you are prone to breakouts on your jawline, have wrinkles on your forehead and dryness on the cheeks, your dermatologist or aesthetician can recommend a facial plan customized for you.”

6. Consider lasers and light: Lasers are another tool that blasts away acne scars, evidence of past sun damage and evens out skin giving that flawless, youthful glow. There have been so many advancements with lasers resulting in more immediate results without downtime. Lasers typically cost between \$600 – \$1200 per treatment depending on the city and type of laser. The advantage with lasers is accuracy. You can treat a specific area without affecting the rest of the surrounding skin.

7. Tone down your make-up: One way to immediately take 10 years off your look is to revamp your make-up. Consider hiring a professional make-up artist who can teach you how to enhance and even modernize your look. New York make-up artist, Carlo Geraci, who was protégé to Trish McEvoy and Kevin Aucion, explains that a lot of women are doing their make-up the same

way they did 20 years ago. That bronzer that you loved in the 90's when you were 24 may appear harsh and outdated at 44. "Heavy eye liner and strong lip colors may only accentuate wrinkles and fine lines. As women age, less is more when it comes to make-up. Opt for a great hydrating foundation or a touch of concealer, a pinch of blush, a swipe of mascara or a gray or brown eyeliner and a natural looking lip liner topped with a tinted hydrating balm," he suggests.

Which of these beauty tricks will you be adopting to keep your face looking fantastic? Let us know in the comments!

About the Experts:

Dr. Kirk Brandow, founder and director of Brandow Clinic for Cosmetic Surgery is a plastic surgeon with 2 locations in the Philadelphia metro area and a 3rd one at the jersey shore. Named a "Top Doc" in Plastic Surgery by Philadelphia Magazine as well as nationally recognized for one of America's "Best Plastic Surgeons" of this decade, Dr. Brandow is a trusted expert who has developed many innovative, minimally invasive procedures for the face, body and skin. He has been featured on local, national and international television programs including 20/20, CNN's Headline News, Good Morning America.

Dr. Adriane Pompa is a board-certified dermatologist and Associate Professor of Dermatology at University of Miami, Jackson Memorial Hospital who is highly trained in medical dermatology, dermatologic surgery and cosmetic dermatology. In addition to her general practice, she specializes in anti-aging skin care, skin cancer prevention and treatment, and laser use in dermatology.

Carlo Geraci, New York make-up artist has worked alongside Kevin Aucoin, helped launch the Trish McEvoy brand, and was invited by Barneys New York to become the first Beauty Guru, a position created specifically for him. His work has appeared in print and commercial campaigns, New York Fashion Week runways, red carpets, Broadway stages, television, film, and

fashion editorials. He has also appeared on the Style Network, CBS News, and Today on NBC.

Beauty Trends: Best Beauty Buys for Summer 2017



By [Noelle Downey](#)

With summer in full swing, it's time to start thinking about the [beauty trends](#) and fashion musts for the summer season. If you're looking for the beauty buys that you absolutely have to put on the top of your shopping list when it comes to prepping for looking your best while you shine in the summer sun, look

no further! We here at Cupid's Pulse have done the hard work for you and now have the all-inclusive list of what you will desperately need to have in your make-up bag this season to stun your way from relaxing by the pool to partying all night in the summer air.

Looking for the hottest beauty trends to turn up the heat this summer? Get ready to sparkle in the sunshine with these amazing beauty finds!

1. Holographic Pastel Eyeshadow: Keep your eyes shimmery in the summer heat with a pastel eye shadow that's holographic in tone! The cool colors will have you looking pristine even on the most humid of days, and this eye make-up's beautiful sheen will leave passers-by dying for a second glance at your eye-catching look. Try the Kat Von D palette, [available at Sephora](#), for a stunningly shimmery look this summer.

2. Natural-Looking Lip Stain: If you're ready to go a little more natural for the warmer months, try [Generation G Lip Stain](#), a matte finish look that enhances your natural lip color instead of completely covering it up. Best of all, it rejuvenates your lips and applies like a lip balm, so it's perfect to enhance your pout when you want to look divine but not dolled up – think a summer-time walk through the woods with your partner or a Fourth of July cookout with family. Celebrate the summer and your own natural beauty with this great lip stain, available on their website for under twenty dollars.

Related Link: [Beauty Trend: Lollipop Lips Top the Charts as Weirdest Trend of the Year](#)

3. An Amazing Moisturizer: With the heat of the summer, moisturizing becomes a priority. Try [La Roche-Posay Toleriane Double Repair Moisturizer UV](#) for a formula made especially for enhancing your skin that was a full five years in the making! This special formula contains prebiotics, a type of bacteria that's great for your skin and helps it build up a better barrier against dirt and dry skin. Best of all, it has built-in UV protection, so you don't have to worry about getting a sunburn on your face while you're out enjoying the summer sun.

4. A Must-Have Toner: Although Thayers Witch Hazel may look and sound like an old-timey beauty treatment, in reality this is a modern-day wonder. This toner not only rejuvenates your skin and preps it for your every day make-up routine, it also helps reduce acne and pore size and smells amazing! For a toner that does just about everything and will keep your skin smooth and sensational this summer, grab up a bottle of [Thayers Witch Hazel](#), available on Amazon Prime starting at eleven dollars.

Related Link: [Product Review: Keep Skin Smooth With Baby Foot](#)

5. A Phenomenal Face Mask: Looking for a way to get rid of blackheads so you can go make-up free in the pool? Try the [Glam Glow Mud Mask](#), a luxury experience in at-home spa treatments that is proven to wipe away blackheads and make your face shine it's brightest ever. This face mask reanimates your skin and completely clears out your pores with a cleaning solution that also helps moisturize and protect your face. While it is on the pricier side of things, the show-stopping effects will be sure to make this mask worth every penny this summer.

What are your beauty trend must-haves when it comes to looking sensational in the summertime? Let us know in the comments!

Beauty Tricks: Prosecco-Flavored Nail Polish



By [Delaney Gilbride](#)

The latest (and most interesting) [beauty trend](#) extends to demographics across the world bringing brunch-lovers and nail biters together in celebration of the first edible nail polish – Prosecco Polish. According to [Shape.com](#), this tasty trend comes to us from the creative geniuses behind Groupon. The discounted site debuted the alcohol-infused nail polish to their United Kingdom followers only a couple weeks ago just in time for Mother's Day in the UK.

Not only does this polish taste *and* smell like our favorite bubbly white wine, its golden metallic finish looks just like prosecco!

“To help celebrate Mother’s Day [in May], we’ve created the world’s first edible prosecco-flavored nail polish, ‘Prosecco Polish’,” the creators of Groupon shared on their website. “Combining our love for manicures and prosecco, this nail varnish is made with real prosecco and smells and tastes just like the real thing. With a delicate gold luster, this lick-able polish looks exquisite, giving you the fun of the flavor without a sore head the next day.”

Related Link: [Product Review: Get a Stellar Celebrity Look with Color Wow Pop & Foxybae](#)

Although the nail polish is claimed to be edible, we’re going to give our readers a quick [beauty tip](#): DO NOT go around drinking it like real prosecco! Its sparkly finish may look yummy, but don’t let it distract you from the DO NOT DRINK warning plastered right on the bottle. Just because Groupon says the nail polish has “zero calories” doesn’t mean you should overlook all the other ingredients put into the polish, including propylene glycol, sodium saccharin, potassium aluminium silicate, and more. However, if you want to suck on your fingers all day to receive that sweet taste of prosecco, go for it!

Related Link: [Beauty Trend: Lollipop Lips Top the Charts as Weirdest Trend of the Year](#)

Unfortunately, those of us in the United States won’t be able to experience prosecco-infused nail polish on our [date nights](#)

any time soon. Prosecco Polish wont arrive in the U.S. until sometime this May which, subsequently, appears to be right around Mother's Day. As of right now, over 10,000 GrouponUK users have already entered their sweepstakes to win a free bottle of Prosecco Polish. It has us wondering, will this new beauty trend be a hit in the United States? Guess we'll find out in May!

Would you purchase a bottle of Prosecco Polish? Comment below!

Beauty Trend: Lollipop Lips Top the Charts as Weirdest Trend of the Year





By [Cortney Moore](#)

When 2017 started, no one knew the over-lined lip trend would take a messy turn. Well, the makeup artists at MAC Cosmetics showed us that anything is possible with their experimental [beauty trend](#) that is now known as “lollipop lips.” MAC debuted this strange makeup look during London Fashion Week, and it has apparently taken off on social media with avant-garde beauty enthusiasts. Why would anyone try their hand at lollipop lips? It’s intended to mimic the appearance one might get after sucking on a lollipop- which gives off an “innocent” look. If you’re bold enough to try lollipop lips, here are a few [beauty tips](#) to help achieve this outlandish trend.

There’s no need to apply your lip color perfectly with this latest beauty trend!

Runway ready: Any lip color works fine if you’re going for a runway look, but an untraditional hue adds a fashion-forward

edge. Take inspiration from aphrodisiacdeity on Instagram. She mastered this beauty trend with a lavender cream finish. The matching lavender eyebrow highlight and hair color complement the lip stain and pull the whole look together. Don't be afraid to heavy-handedly smudge your lip color if you want to look like MAC model.



[View this post on Instagram](#)



#lollipoplips inspired by @zephyrlestrange and @teratology 🍷 #motd

A post shared by Rosie Connally (@ze.rosie.ro) on Mar 6, 2017 at 10:51am PST

Related Link: [Product Review: Keep Skin Smooth With Baby Foot](#)

Medium smudge: Go for a less messy look by using a bold lip color and smudging it out slightly in select areas. Beauty blogger umaimamehtab effortlessly shows us how to rock the lollipop look with her scarlet red lip gloss. The glossy finish reflects the light in an ethereal way and adds a level of chic to this youthful trend. Note how she mainly smudged the color around her top lip to create an ombré appearance.

<https://www.instagram.com/p/BRjF60ylZkS/>

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

Go subtle: If you're on the shier side, a barely-there lollipop look would suit you best. Youtube sensation Celia Leslie shows us that smeared lipstick can be a cute addition to a makeup routine. She smudges her lip stain slightly above her natural lip line, giving off familiar over-lined vibes. Going lighter at the corners of the mouth make it look like you've worn your lip color a long time, and also adds dimension, making lips appear fuller.

<https://www.instagram.com/p/BRymlITDiOG/>

At least now you can kiss your love on [date night](#) without worrying about smeared lipstick. Lollipop lips are a life saver for those who have unsteady hands when it comes to applying lip liner. Whatever happens to your lip color, just be confident. Being a little messy is trendier than ever! You don't need to be a masterful makeup artist to look like a celebrity beauty.

How do you feel about lollipop lips? Are willing to give this look a try? Tell us in the comments below!

Celebrity Hairstyles: The 2017 Hair Trend That's Brightening Up Fashion Week



By [Cortney Moore](#)

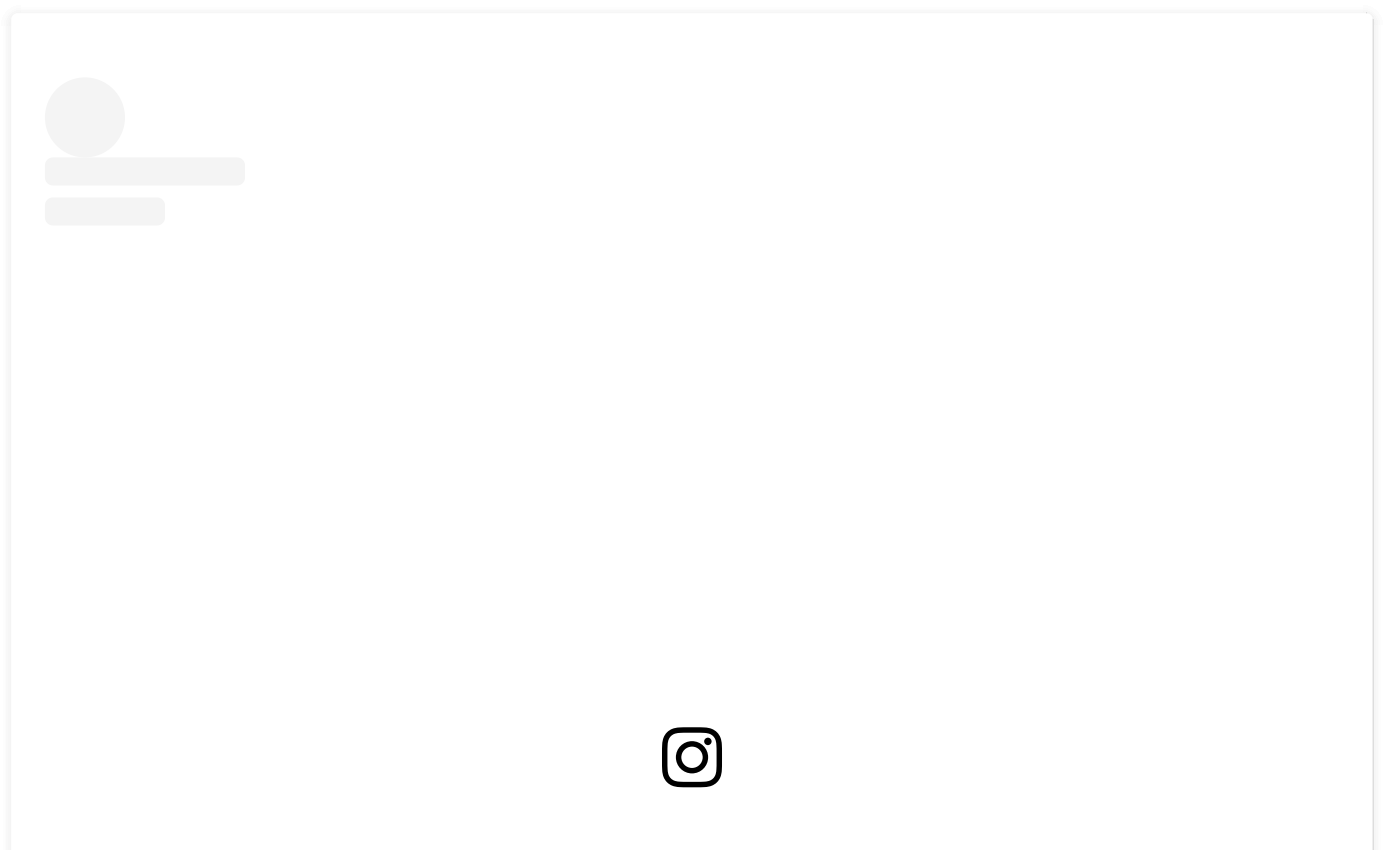
[Celebrity hairstyles](#) have always influenced pop culture. Whether it be the “the Rachel” haircut from the 90s, or the partial buzzcuts made popular by the likes of Rihanna and Cassie Ventura in the 2010s- fans can't help but take cues from [celebrity style](#). New York Fashion Week 2017 is no exception. According to [Vogue.com](#), bright and colorful dye jobs were hair trends that made [celebrity news](#). If you want to make a bold statement this year, then try to make it clear with your hair. Here are six celebrities that have masterfully flaunted their colored locks.

Colorful tresses took over NY Fashion Week, see if you can take inspiration from some of these bright celebrity hairstyles!

Steel Blue: English singer and songwriter Louisa Johnson isn't afraid to dabble in icy tones. The smokey pastel blue color helps to bring out her lovely features. Her blunt cut and soft layers also add a hint of sophistication to this punky color. What's even better? She achieved this look with L'oreal box dye!

<https://www.instagram.com/p/BQisEtEFLuH/?taken-by=louisa&hl=en>

Pretty in Pink: American model Hailey Baldwin mixes femininity and edge with this rosy pink hair color. Loose body waves give this style a youthful appearance, so be wary if you're trying to achieve a mature look with your hairstyle. Pastel tones are also a pretty and playful contrast with tan skin.



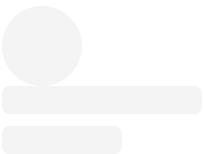
[View this post on Instagram](#)



A post shared by [Hailey Baldwin Bieber \(@haileybieber\)](#) on Jan 16, 2017 at 7:45pm PST

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

Earthy Tones: If you love mother earth, then Katy Perry's faded green hair might be the look for you. Her dark roots seamlessly blends with the green tones in a nice ombré effect, much like a lush forest. The bob cut adds a retro, but fashionable look.





[View this post on Instagram](#)



SLIME GREEN FOR SPRING by my bb's @neeenaboo & @brantmayfield at the @mcmillansalon 🍀🍀🍀

A post shared by [KATY PERRY \(@katyperry\)](#) on Apr 7, 2014 at 5:34pm PDT

Go Granny Go: Aside from Kardashian-related drama, Blac Chyna is known for her long and colorful wigs. This year however, the reality star surprised us with cropped grey tresses. Her beautiful cheekbones and jawline are brought out more with this color and cut combo.

<https://www.instagram.com/p/BQQ8QXchex5/?taken-by=blacchyna&hl=en>

Related Link: [Celebrity Looks: 3 Easy Ways To Dress Like a Celebrity](#)

Galaxy Colors: Demi Lovato does much more than sing, she can also paint the colors of the galaxy! Dying a whole head with multiple colors can be high maintenance and difficult to upkeep, so take a page out Demi's book and try colorful extensions or dip-dyed ends in purple, blue and pink.

https://www.instagram.com/p/o_s5xq0KmL/?taken-by=ddlovato&hl=e

n

Pastel Rainbow: Some might say Kylie Jenner is the queen of changing hair colors. She stunned fans at Coachella last year with multicolored locks. The pastel touch adds a modern twist to rainbow hair. However, it's important to note that this look is very high maintenance.



[View this post on Instagram](#)



Metallic matte HEIR on the lips @kyliecosmetics

A post shared by [Kylie](#) (@kyliejenner) on Apr 16, 2016 at 11:24pm PDT

And celebrities aren't the only ones crazy about colorful hair. The trend was also seen on the runway this Fashion Week. Designer Jeremy Scott sent model Olesya Ivanishcheva down the catwalk with neon pink hair, while ADEAM let model Mae Lapres walk down in electric blue. So it seems that celebrities are onto to something with their out-there hair trends.

What do you think of this latest hair trend? Would you experiment with the colors of the rainbow? Let us know in the comments below!