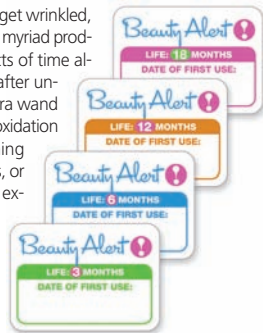


Looks ◦ Fade

Beauty Alert!

◦ Looks fade over time. Just as humans get wrinkled, saggy and a bit crusty over the years, the myriad products used to plaster over the cruel effects of time also go through decomposition. In fact, after unwrapping and dunking that new mascara wand into the black, lash-enhancing goo, the oxidation process begins instantly. There is nothing more unattractive than clumpy eyelashes, or even worse, unsightly reddening from expired makeup use. Some cosmetic companies have tried to advertise expiration dates through cryptic symbols and date indications. This is all well and fine, but pretty pointless. Thankfully, the durable and waterproof **Beauty Alert!** stickers, which come in different sub-categories: three months, six months, and more help remind consumers when a makeup supply needs freshening up. Break out the **Sharpie** and mark down the opening date, it's as simple as that! ■



© Beauty Alert, LLC

\$8.50, plus shipping
www.beautyalert.biz

Turn Up ◦ The Volume

With Turquoise

◦ We all can get a little loud sometimes. Clothes with flare, shoes that rock and accessories that scream, usually make a statement that no one will forget. When standing out everything must be covered, and nothing turns up the volume more than the underrated power of nail polish. The new trendy polish color is a sassy shade of turquoise and it doesn't just yell, it shrieks cool. It can be paired with a little black dress – to add a little punk to the princess – or with a multi-colored ensemble — taking funk to a whole new level. Whatever the outfit choice, there's always a little room for some noise. So dump the neutral nails and get that **Sephora by O.P.I Ocean Love Potion** pumping, because there's nothing worse than being boring. ■



www.sephora.com

beauty *

Frosty ◦ Eyes

Cosmetic Cooler

◦ Ok, this may seem a tad luxurious but apparently cosmetics need fridges. They don't want to share space with half a tin of cat food, three limp lettuces and a whiff of what smells like road kill from something lurking behind the crumb-filled butter. But why do they need to be in the fridge in the first place? Good question. Apparently, keeping creams, perfumes and colognes in a refrigerated space expands their shelf life and Korean company **IDOCI** have spotted a niche in the market with their redesigned **Cosmetics Cooler**. It is, admittedly, a lot more stylish-looking than your normal fridge and has an elaborate control system, noise reduction features and comes in several colors. ■



idoci.koreasme.com