



July Newsletter!

Just like that, we are **HALFWAY** through 2024! Not sure about you, but 2024 has been a **BUSY** year so far and we couldn't be more thankful to all of our wonderful clients for trusting us with their image and beauty needs!

If you haven't already, please take a moment to follow us on Facebook and Instagram - this helps us expand our reach and grow our local business.

Now that hot weather, pool parties, vacations and the infamous "sun dress" season is here, it may be tempting to let your image take a backseat for some much needed relaxation, but taking the time and effort to invest in yourself is always worth it!

In this month's Newsletter, we are going to discuss all things **LIPSTICK!** - after all, "**NATIONAL LIPSTICK DAY**" is July 29th!

But before we get into that.... I want to introduce you to the "**5 WAY PONCHO**"!

5-WAY PONCHO





This is a super light, versatile "poncho" that you can wear anywhere! Dress it up with a classic pair of denim jeans & heels for dinner on the town like I did in the picture above *OR* throw it over your bathing suit with some fun summer shorts for a pool party - the options are endless.

The material is a "Tissue knit" so its extremely lightweight and breathable - the perfect piece for summer in SWFL!

This beautiful poncho is now available for just **\$23!** The colors we have are shown below and separated by season. We have limited quantities in each color so order your favorites while supplies last!!

*If it says "sold out" - then we are out of that particular color so try picking another one :)



[Click to purchase 5-way Poncho!](#)

**National Lipstick
Day - July 29th!**



Lipstick has been used for centuries and not always by women. Originally, it was worn equally by both ancient Sumerian men and women. They did this approximately 5,000 years ago and the lipstick they used was made from crushed gemstones. The ancient Egyptians also used lipstick, but they used it to show social status and not to emphasize gender.

Using lipstick continued through the years. In the 16th century, lipstick became fashionable because Queen Elizabeth would contrast her white makeup with bright red lipstick.

In the United States, lipstick began to gain popularity during the 19th century. This lipstick was made with a carmine dye and was applied using a brush. Then, during WWI, lipstick began to be sold in metal cylinders to the public, and after the war in 1923, the first screw up tube was patented by James Bruce Mason Jr. in Nashville, Tennessee.

From that point in time, the popularity of lipstick has slowly increased and today it has become one of the *most popular cosmetic products around the world!*

Of course we are still wearing lipstick today and let me tell you.... it makes SUCH a difference! Here's some tips when it comes to looking your best with lipstick!

1. Make sure you're using the right shades!

If you have cool undertones, you'll want to look for shades like "pink, berry, plum, rose, mauve, or merlot". If you have warm undertones, look for shades like "coral, apricot, honey, cinnamon or rust". If you are unsure about your undertones, a Color Analysis Consultation with us will help you know for sure.

2. The intensity of your lip color should match the intensity of your eye color.

If you have very dark eyes, a darker lipstick will create balance and will look great even for "everyday" wear. If your

eyes are lighter, a light to medium lipstick will look best. However, you can still wear a darker shade depending on the outfit/occasion.


3. Use a lip liner.

Lip pencils help keep the lip color on longer and prevent bleeding. Make sure the lip pencil color is similar to your lipstick color so they will blend together.

4. Apply your lipstick using a few 'up and down' motions *first*.

Once you've done several up and down motions, then apply from side to side. The up and down strokes will ensure that the product gets into the vertical creases/wrinkles in your lips leaving a more even application and will also help the lipstick last longer throughout the day.

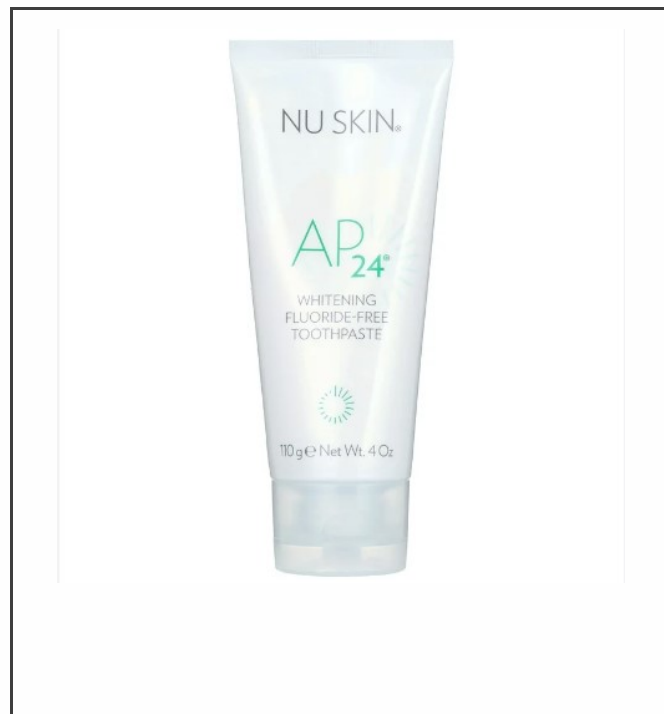
Of course, having bright, white teeth will always make your lipstick look better! If you missed out on our whitening toothpaste last month, check it out below!



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