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LOUIS VUITTON

From the Publisher

I WANT TO THANK AND ACKNOWLEDGE my supportive readers for enjoying and indulging in Global One Magazine for the past year. I cannot believe it's been a year. I hope the magazine has brought about a sense of peace and joy, along with a personal reflection of your own beautiful journey's, even if only a few minutes. Indulging in cozy places and spaces that bring peace to my readers is the objective of this issue. Finding your favorite private place to settle in can offer a few magical and peaceful moments in time.

Have you ever had one of those days where you need a little more inspiration than normal. Have you ever felt like you are feeling more stuck than unstuck? Do you sometimes feel more in over your head than your head is above water? Sometimes it's not even the task itself that is overwhelming, it's just the thought of getting started that makes you want to crawl back into bed and sleep until the next day. Although I think it's okay to have a day where you "just can't" - sometimes all you really need is a tiny push in the right direction. Finding a space or a place that you can unwind is key; and Lord knows if there's one thing, we all need from time to time is a place to escape and relax.

Unfortunately for many of us finding a good place to escape means escaping mentally, physically, emotionally, spiritually, or even socially. Maybe you indulge in small local get-a-way's. Maybe you enjoy listening to music in a cozy place or while on a quiet drive. Then maybe someone else you know enjoys redecorating their home or meditating as a way to relax. Whatever kind of escape you choose to indulge in, it's important to nurture your mind, body, and spirit by giving yourself an outlet that's outside of the norm or a simple break from the normal routine. For me right now it's yoga and meditating in a quiet and undisturbed environment. It's how I find my version of balance and peacefulness.

Whether you're facing a full week of days in the office, or at-home organizing a project, or maybe running errands that you've been putting off; we offer some fruitful yet creative ways to stay inspired, motivated, and productive.

For this issue, we wanted to put together an arsenal of cozy spaces, places, and things, like photos, stories, methods, and tools that can help you discover your very own cozy escape. I love that you are able to find joy and peace in something as simple as a clean home, a cozy room, a taste of good food, a soothing drive along a winding quiet road, a beautiful plane ride, or simply closing yourself in to regroup and recharge your life.

As always, I send you support for peace within. Keep your head to the sky and move forward. Enjoy your life.

With love and gratitude,
Ella

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Global One Magazine is NATIONWIDE!
WEBSITE: www.globalonemag.com
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ADVERTISING: (972) 854-1824
EDITORIAL: (972) 765-1950
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Global One Magazine
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From The Editor

The Need for the Right To My Life. Right to Life, Liberty and Security of the Person Section 7 of the Canadian Charter of Rights and Freedoms protects our right to "life, liberty, and security of the person." It guarantees our legal rights, which protect our personal autonomy and bodily integrity from laws or actions by the government that violate those rights. There's a certain thrill that awaits us when it is time to change, whether it is our direction, our minds, our energy, or something as needed as our private space. I never stop wanting to feel that first time feeling. It's such an invigorating place to be. This season at Global One, were discovering the need for privacy. Not in a way that we are shutting people out of our lives, but in a way we are learning to take care of ourselves in the best of ways. So as we move forward with learning more about positive privacy we are intent on entering into this new lane of privacy in an unhurried, and unrushed seeking privacy where and when we need it most. It may seem a little naive on our part to even wish for privacy, but we've come to learn that its often in our slow and simple focus that we are able to gain the privacy that we need. Its during our private times that we can hear the clarity and goodness that surrounds us.

The concept of privacy might make some of us uncomfortable as we wonder does privacy mean we must cut people out of our lives or must we be selfish and neglectful just to gain the kind of privacy we want, need and desire. Only when we take our private time can we look ahead at where we are going before we fully acknowledge where we have been and what we have already done. On page 121, we invite you to pause for an exercise of privacy – give honor to your accomplishments and celebrate the growth that came from it.

Privacy looks different for all of us. For some moments of privacy can be just as good as a soothing as taking a warm bath or watching a newborn baby sleep. For others it might be finding repose in recharging an old friendship or interest in a passion that fills you up. Marie's take on meditation, on page 28 shows you how peace of mind and privacy go hand-in-hand.

In the kitchen there's comfort to be found in recipe's that motivate us to celebrate in ways both old and new. Our recipe for chocolate cake on page 49, lends itself to having a moment of sweet privacy you can indulge in all year long. You'll find other sweet treats there too.

This year might have already asked more of you than you ever imagined. I hope you will set aside some of those expectations for private times. Leave some of your tasks undone and achievements unmet. Dispel the myth that the only way we are at peace is when were hustling. Instead let us each take some time alone, in private to inhale and exhale and rest while still continuing to meet our challenges. And when you experience quiet time, alone time feel the shift of the world agreeing that privacy is good…and needed and energy and then believe that there is value in choosing to indulge in privacy.

Love, *Marie*

Follow along on Instagram: @therealellapattersonshow

About Global One

The magazines core principles are culture, conscious, and connections. We want to educate, inspire, inform, and uplift our readers. Global One Magazine researchers and writers conducts in depth interviews with business owners and community leaders with an intent to provide knowledge and education to our readers. The publication covers business, healthcare, community, galas, beauty, fashion, sports, food, education, finance, arts, culture, automotive, women, children, men, cuisine, relationships and so much more!

When I started my career as a web designer, I began to notice the majority of my client inquiries were coming from women. Each woman shared her own personal story of growth, progress, determination, and success. Along with photography, my goal was to create a place to share those stories. The result? **Global One**, an online magazine that celebrates professional women and entrepreneurs! Ms. Real Magazine is a quarterly publication that has over 400 locations throughout the Dallas, Colin and Tarrant County area which includes Dallas, Desoto, Cedar Hill, Grand Prairie, Lancaster, Carrollton, Irving, Richardson, Plano, Duncanville, and Arlington.

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If you ever have a story that you feel needs to be told, you can call us at 972-765-1735 or submit your story to our email: globalonemagazine@gmail.com.

We are proud to have relationships with companies such as DART, Parkland Hospital, Methodist Hospital, Regions Bank, Credit Union of Texas, PCN Bank, Barnes and Noble and others! Global One Magazine looks forward to serving the community for many more years to come!

Ella Patterson, Publisher & CEO
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Contact us at 972-765-1950

LOUIS VUITTON

TOM FORD

THANKS FOR YOUR INTEREST IN

Global One Magazine

SUBMITTING YOUR STORY TO GLOBAL ONE MAGAZINE. WE ARE PRIVILEGED TO PROVIDE A PLACE FOR CREATIVE VOICES AND WORK.

Global One Magazine releases a quarterly print and digital issue that reaches over 1 million consumers globally. Each issue is 66 to 130 pages in length, full color, and printed on a luxurious, gloss coated paper.

Our market consists of businesses, entrepreneurs and professionals between the ages of 25 and 65. The women in our network are active members in their communities and value luxury products and services, innovation, and family-friendly brands. We prefer to work with advertisers who typically invest in long-term relationship with clients and/or customers. We elevate brand loyalty by creating an exclusive and strong network of businesses who can be referred over and over again.

Who's on our team?

Businesses, entrepreneurs, influencers, celebrities, corporate professionals, authors and editors. We love and respect people who

- Have overcome some obstacle before being successful
- Mentor other women
- Want to share their story in your authentic voice
- Are very active on social media.

Write for Global One

We're looking for contributing authors to enrich our publication with their take on business, social media, fashion, health & wellness, fitness, makeup/skincare, and beauty. Join our team.

If you are interested
Contact Ella at globalonemagazine@gmail.com
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Who Is Global One?
She is every woman who has ever chased her dream.
She is a modern woman, lives her passion daily, motivates and inspires people around her to do the same.
This is her story.

BECOME A TEAM MEMBER

Global one Magazine is a lifestyle magazine for female professionals and entrepreneurs based in Dallas, TX.
If you are a retailer that would like to be considered to join our team and promote your business / brand in your store, we invite you to inquire at globalonemagazine@gmail.com
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Global One

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Global One Publications

Over time, the Global One brand has morphed into *so much more* than a magazine for women. We go the extra mile to create something that compliments the stories being told. After the issue is published, we spend 15-days promoting it on social media!

This is free publicity and content as the writers, models and staffers only has to re-share what is posted on their own social media accounts. We create digital and print options geared toward helping each woman showcase her value and grow her social reach. Many have described being featured in the magazine as an 'experience' and in order to keep the quality of the publication high, there is an application process.

I discovered that people are looking for ways to be more competitive and market their business online. This has led me to focus a lot of time honing the social media followers. I would like to continue cultivating relationships and eventually create an education-based community to help entrepreneurs build stronger businesses using the tools and knowledge I use for my own business.

THANKS FOR YOUR INTEREST IN SUBMITTING YOUR STORY. WE ARE PRIVILEGED TO PROVIDE A PLACE FOR WOMEN TO SHARE THEIR CREATIVE VOICE AND WORK.

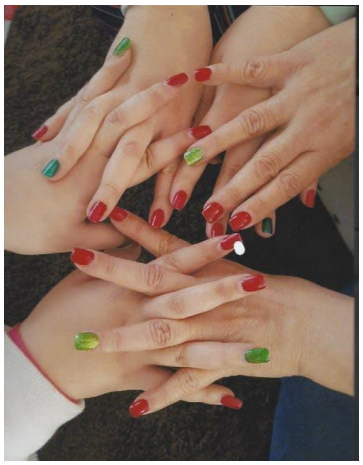
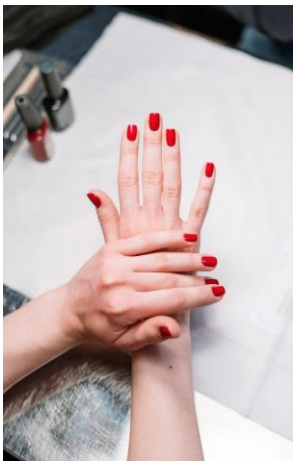
Global One Publications releases four quarterly print and digital magazines

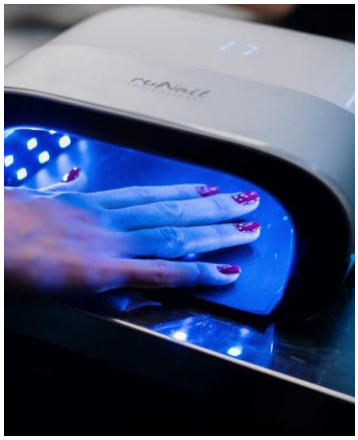
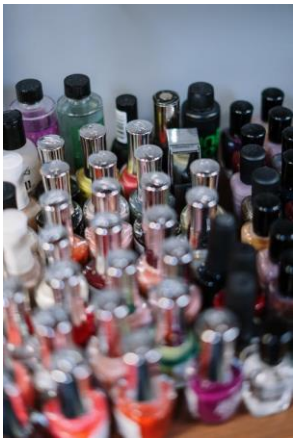
1. Global One Lifestyle Magazine
2. Global One Automotive Reviews
3. Global Eats
4. Global Spas

Each reaches hundreds of thousands of women around the world and many international countries. Each issue is 66 to 132 pages in length, full color, and printed on a luxurious, gloss coated paper.

Our market consists of female entrepreneurs and professional women between the ages of 25 and 65. The women in our network are active members in their communities and value luxury products and services, innovation, and family-friendly brands. We prefer to work with advertisers who typically invest in a long-term relationship with clients / customers. We elevate brand loyalty by creating an exclusive and strong network of businesses who can be referred over and over again.

Lily's Nails & Spa

ABOUT US

Lily's Nails & Spa offers professional and wide range of nails and beauty services. At our salon, your health and safety always come first. We have the most modern and latest equipment's. Our professional and well-trained staff are happy to give you the best services you deserve.

OUR SERVICES

We offer individual disposable file, buffer and liner. All equipment's are 99.99% sterilized.

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Tips & Reviews for Lily's Nails & Spa

Lily's Nails & Spa

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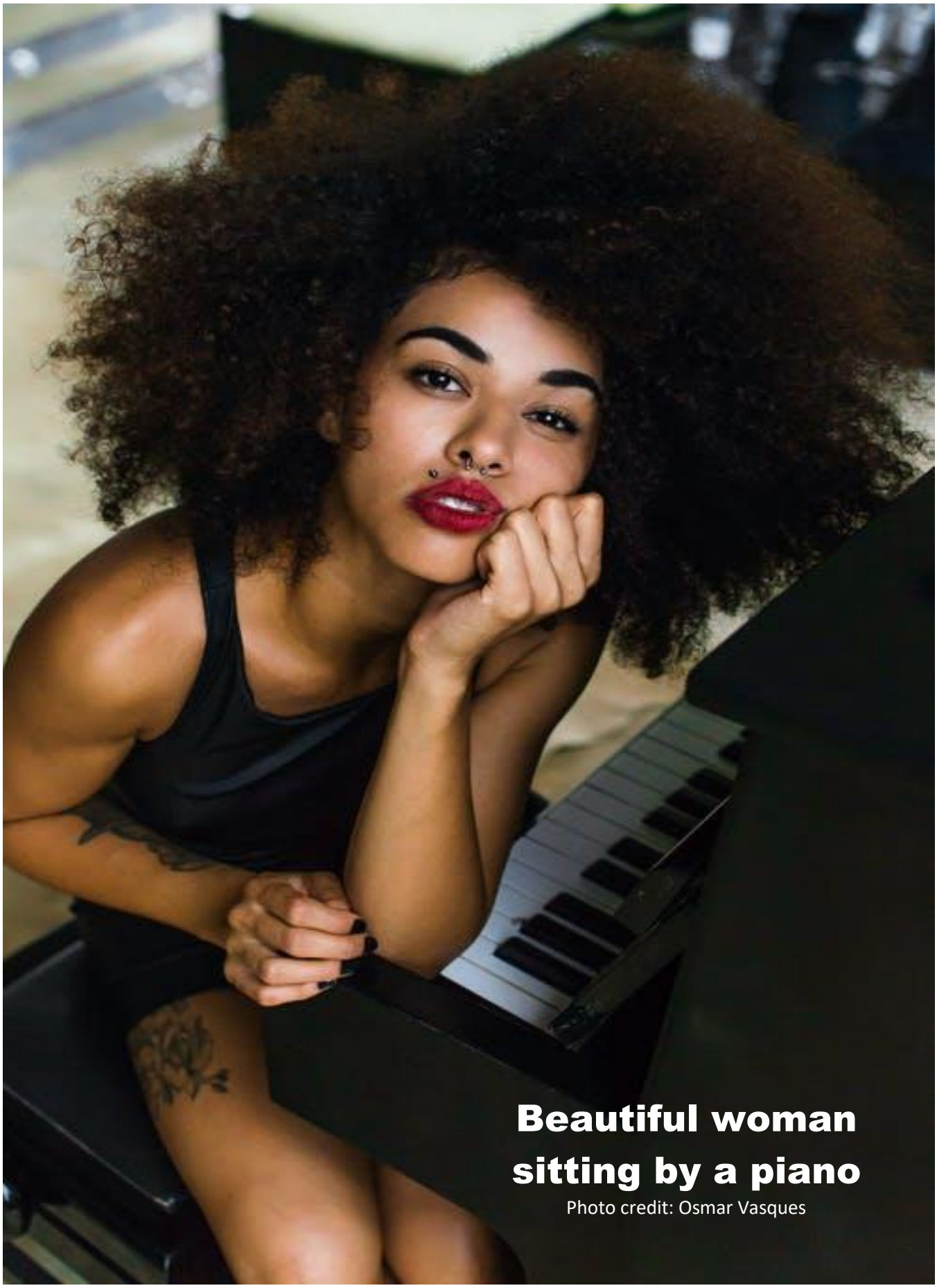


Beautiful woman sitting by a piano

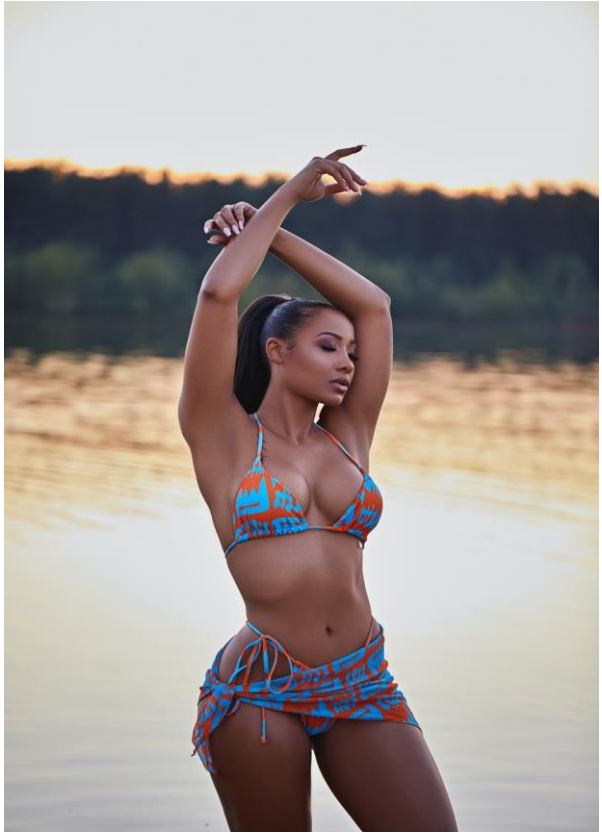
Photo credit: Osmar Vasques

How To Be A Fun Person

- Work on improving your confidence, so you can feel more relaxed around others.
- Don’t be afraid to laugh at yourself, your mistakes, or the things that have happened to you.
- Build your sense of humor by watching funny stand-up comedies, or even reading books about how to joke.
- Be spontaneous and open for adventures!
- Try to keep up a positive mindset and focus on solutions when problems arise.

15 Beautiful Facts About The Female Body

By Ella Patterson



A woman's body is incredibly wonderful. You'd be surprised by all of the amazing work that goes on inside of her body that people don't even think about. As much as she might fuss about having a monthly cycle there are benefits to being female. For example, did you know that women have sharper senses than men and she's way more flexible? Women have exceptional perks and also she's the greatest multi-tasker on earth.

You might be interested in learning about your lady parts – the things that are most different from our male counterpart. You might be interested to learn that the clitoris is the only part of the human body that's solely devoted to giving pleasure. A woman should know about her lady parts, and her body in general. Because how will you know if something is wrong if you don't know anything about your body? Gaining knowledge of your body can help you respect it more and help you to stay healthy. So we've gathered some fascinating and shocking facts about the female body that you may not have known previously.

15. Women Cry More Than Men

It's an annoying stereotype that women are emotional wrecks and quick to fall to pieces when something bad happens, especially during that time of the month. But the unfortunate truth is, according to science, women actually do cry more than men. Psychologists from Tilburg University in the Netherlands found that women cry three to five times more often than men. And it's not just the case that European women are crybabies, there's a similar gap across all countries (except for some African countries, in which there are minimal differences between men and women). There is a reason why women are more likely to sob more, it's in her biology. It's thought that testosterone may prevent men from crying, while female reproductive hormones may encourage it. So, technically, it's not her fault. Plus, according to experts, women favor activities that elicit strong emotions, such as watching a sad movie.

14. Some Women Are Born With Two Uteruses

I'm sure you don't appreciate the fact that you have one uterus sometimes, having two would be too much. The odd truth is that some women are born with two uteruses and even two vaginas! All females have two uteruses, two vaginas and two cervixes to begin with that are split by a temporary wall. As the fetus grows all these parts merge together, losing the wall, to form one uterus, vagina, and cervix. In three percent of female babies the process is disrupted, and they're born with the wall intact, making two separate uteruses. According to doctors, some with this condition have two vaginas and have to decide which to have intercourse with when they want to get pregnant. Ahh, decisions, decisions... Joking aside, it's an important decision because people with this condition usually find that one uterus is more viable than the other.

13. Women Have More Nightmares

Unfortunately, research has shown that females are more prone to having nightmares. Dr Jennie Parker of the University of West England found that women have more nightmares than men and that our nightmares have a strong link to our emotions.

The women who took part in the study showed evidence of 'emblem' dreams in which real life anxieties concerning things that have happened in the past show up in their dreams. According to Dr Parker, “women’s nightmares can be broadly divided into three categories, fearful dreams – being chased or life threatened, losing a loved one or confused dreams.

12. Women are Super Flexible

It's not just the yoga that's making you as a bendy as wet spaghetti. We're born that way! Scientists have discovered that women have a more flexible lower back than men. Of course, we have evolution to thank for that, in particular the need for mothers to stay mobile during pregnancy. Obviously, you gain several pounds when you have a bun in the oven, and this shifts the center of gravity in your body. Without a flexible lower back you wouldn't be able to stay upright. It means that when you're pregnant you can carry on doing all the normal stuff you would want to do, we just keep calm and carry on! According to studies of pregnant women, when they're stood upright and lean back the curvature of their spine increases by 60%. Try that fellas! It's also thought that our flexibility is beneficial to carrying babies in our arms. You have to imagine that it does no harm when it comes to making babies, too.

11. A Woman’s Best Age To Have A Baby

When is the best time to have a baby? Biologically speaking, experts say that you are in the best condition in your late teens or early twenties because you're less likely to have complications during pregnancy. Yet, at that age there are more likely to be social problems, for example it could affect your education. If we want to go into specifics, the best age for you to have a baby in terms of the health of the infant is 26 according to some experts, while other research suggests age 32. In terms of the health of the mother, experts say the ideal age is 34. Clearly, therefore there are different experts and different studies saying different things. An obvious conclusion would be to have your first baby when it feels right for you.

10. Women Expose Their Bodies To Harmful Chemicals Every Day

Recently, I listened to a woman talking about the impact of the products she use and the effects these products have on her breast milk. She had her milk tested and found she had unhealthy substances in her milk like chemicals. It's scary that the products we use affect our bodies inside and outside in such a way. According to research from the Environmental Working Group, US women apply an average of 168 chemicals to their bodies every single day. Some of those chemicals are harmless but some are toxins which can increase the risk of reproductive issues and cancer in women. Women are doing it unknowingly as well because it's not like she thinks about cancer when she’s applying gels, mousses, or other beauty ingredients. It’s best to research the products that are being used and perhaps choose organic products instead.

9. A Woman’s Senses Are Sharper

Misogynists like to think that men are superior to women in all aspects of life. Women know better, of course. And when it comes to her senses she’s superior. According to Dr Paul Breslin, professor of Nutrition at Rutgers University, “women seem to have a insignificant edge up on men in terms of abilities.” For example, men are more prone to color blindness and hearing loss – they're five and a half times more likely to have hearing loss as they get older, starting at the age of 20. So maybe, when you think your guy isn't listening to you, it's actually that he can't hear you! Women have a proficient sense of smell when it comes to body odor. The reason is that women choose a mate whom she can sense has a strong immune system based on what she’s getting from their scent. So it seems that overall women have developed stronger senses than men.

8. A Woman’s Body Has Sensitive Zones

Canadian scientists carried out a study to determine which erogenous zones on a woman's body are most sensitive. The test, involving healthy women ages 18 to 35, saw scientists using scientific instruments to prod women in different parts of their body with different levels of intensity. Here's what the scientists found out: The areas most affected by light touching are the neck, forearm, and vaginal margin (the edge of your vajayjay that's closest to her behind). The area’s most sensitive to pressure, as well as vibration, are the clitoris and nipple. The anus and side boob are least sensitive when it comes to pressure. The clitoris is the most sensitive to vibration overall – that's pretty obvious, women purchase 'toys' for a reason. It's pretty cool because this study is helpful in terms of gender reassignment surgery and breast augmentation.

7. A Woman’s Parts Are Longer Than What People Think

You think of the clitoris as that little treasure away under the hood at the top of your vagina. But she's much more than that. The clitoris actually extends inside of a woman’s body in a sort of wishbone shape. The nub is just the top part of it. The inside part forms legs that can be as long as nine centimeters. A woman’s feminine parts are much more complicated than anticipated, well to be honest, women don't really think about them that much. But she’s lucky to have a clitoris. **It's the only part on a human body that is solely devoted to pleasure**. Obviously there are other parts (e.g. the peen) that give the body

pleasure but they also serve other functions, while her clit is only there for having a good time! Plus you might not have realized that despite the visible nub of the clitoris being smaller in stature than a penis, it's more sensitive than a penis!

6. A Woman's Feminine Parts Grow With Age
A woman stops growing in height in her teens, but there's one part of her body that grows throughout her entire life, the clitoris. It seems odd but it's true. By the age of 32 her clit will be four times the size it was at puberty. And it just gets bigger from there, by the time she reaches the age of menopause her clitoris will be seven times the size it was when she was born. Clits come in all different sizes. Some women have them so small that it's even harder for their partners to locate them. That's because for some unfortunate souls the clitoris is covered up by vulva tissue. But as you now know the clit grows with age so it will get easier for somebody to find a woman's' pleasure point in later years.

5. Many Women Don't Know Where Their Feminine Parts Are
Have you seen that episode of Orange is the New Black where some of the ladies didn't know that we have two separate holes down there – the vagina and the one for peeing? It turns out that the storyline isn't so far from the truth. Many women need an education about her feminine parts. A UK study showed that only half of the women surveyed could locate their vagina on an anatomical diagram – half! Plus, fewer than a third could label six different parts down there. It's pretty bad. If she can't identify her own feminine parts then she's surely deficient. Women need the information for the sake of their health. She needs to be aware of her body so that she can understand when and if something is wrong. The study also showed that one in seven women couldn't name a single gynecological cancer. That's dangerous.

4. A Woman's Body Changes A Lot In Her Twenties
A woman's body changes physically, and medically when she hits her wonderful twenties. In her twenties her body is still growing and changing, which is surprising because you would think that by the time you've gotten through your teens and come out the other side you're fully grown. Even her brain is still developing in her early twenties. Her prefrontal cortex in particular which has to do with decision-making is continuously developing. That's why she finds herself continuing to do stupid sh*t in her early twenties. Even her period changes for the better in their twenties – it becomes more regular. But here's the bad news, gynecologists believe that cramps get worse in your twenties due to the high production of hormones that cause contractions in your uterus. That's not fun for her or her body.

3. A Man's Seminal Fluid Is Good For Her Body
It's hard to believe such a thing is the truth, it sounds like more of a myth her man would use to get some action. But seminal fluid really is good for a woman's body. First of all it helps fight depression and anxiety. His sperm contain the hormones serotonin, oxytonin and endorphins which are all mood-boosters. So next time she feels down, she might want to go out and get some action. Another benefit of his sperm is that it helps her sleep better. Semen contains melatonin which you've probably heard of because sleeping aids you buy at the pharmacy contain the stuff. It's the melatonin that makes you want to go to sleep after a love-making session and it also helps you to stay asleep. So it turns out that your man's juices are good for you after all.

2. Women And Men Brains Aren't All That Different
It's often thought that the brains of men and women work differently and it's what makes us such staunch opposites. Yet a study at Tel Aviv University showed that, in actual fact, men's and women's brains aren't that different. There are some features that show up more often in women's brains, and some features that show up more in men's, but the study found that we all have a highly unique mix of such features. All of our brains are individuals. Our experiences and environment also have an effect on the characteristics of our brains, in other words "nurture". But it can't be said that everyone who has a set of mostly female features in the brain is female and the same goes for men. So men and women aren't split into two distinct groups when it comes to our brains.

1. Women Dislike Parts of Their Bodies More Than Ever
You'd think with the whole body positive movement that women would be becoming more comfortable in the skin their in. But apparently, in 2016, she felt worse about her body than ever before. The Dove Global Beauty and Confidence Report surveyed over 10,000 women from 13 different countries and found body confidence to be at an all-time low. According to the survey, most women (85%) have avoided going to important events because they didn't feel comfortable with their appearance. And perhaps the freakiest statistic says that 87% of women would be willing to starve themselves if they didn't think they looked good. We all know how unhealthy that is! But rather than end on a sad note, let's work to change these statistics by supporting and loving other women, along with ourselves. Let's work on being happy and healthy, and not ashamed of our bodies.

Healthy Relationships With Social Media

In a virtual world, it is easy to say that most people overuse their social media feeds. Evaluate your relationship to the virtual spaces. Social media is the new digital marketing, community builder, entertainment source, networking tool, and so much more. But when does social media usage reach a limit? Is there a limit? Some people may say that an excessive amount of time spent on social media renders bad habits. Ultimately the way that people feel about their feeds, meaning the positivity (and often negativity) that the accounts they follow bring them is the biggest marker of a relationship with social media. Many people use social media for work, but the average Millennial spends almost 3 hours a day on social media, split between several platforms including Instagram, Facebook, Twitter and TikTok.

That is a lot of personal time that could be spent bettering yourself. If your favorite pastime is scrolling, engaging, and interacting with social media, get the most out of it by having a healthy relationship with it, one that brings value to your life. Social media does have the capacity to be an incredible platform for connecting people and sharing ideas, but you have to be the one to be mindful in who you follow and equally so in how you participate.

What Are Your Social Media Habits?

Have you ever looked at the clock and realized two hours have gone by since you have been scrolling through social media? Suddenly it is 2 a.m. and instead of reading a chapter of your favorite book, you have watched all of the reels from your favorite animal and travel accounts.

Looking at any social media platform tool, under settings there are tracking features to see how much screen time an individual spends in the app. Take a hard look at how much time is spent scrolling through social media.

Of course, for content creators, digital marketers and influencers, social media is their job and these hours may be very high. So looking at your personal data, make a personal decision about how much time is too much or just right relative to your career.

Time spent in the app is an important point to evaluate for folks who don't feel like they have enough time in the day to get their work done and fulfill their personal needs. Another marker is how much time you spend curating your personal account or concerning yourself with documenting life events such as vacations, relative to just enjoying them.

The time spent concerning oneself with social media warrants an evaluation of why you use it, why you want to make posts and what you want the posts to be saying about you.

How Does Social Media Make You Feel?

How many photos have you asked your friends of partners to take of you in front of a plant wall or monument, when in an aesthetically pleasing place? Making memories with photos is important but evaluate what kind of photos you want and how often. In many big events, there are even photo spots for people to take Instagram pictures, which later become trends. There is nothing wrong with participating in trends and taking photos, but evaluate how you feel when you do it? Is it adding positivity to your life to curate your personal account? Also when scrolling through your feed, whether it be for 5 minutes during your coffee break or accidentally for 2 hours at night before bed, does your feed make you feel fulfilled? Social media has been known to paint pictures of ideal lives, lifestyles and body images. Many influencers are speaking out about making their feeds more real, such as posting pictures of real bodies and about bad days in addition to the good ones. If scrolling through social media makes you feel worthless, have negative feelings about your life, or even the accounts you follow add no extra value, it is time to consider a social media make-over, and maybe even a cleanse.

How To Have A Healthy Relationship With Social Media

Having a healthy relationship with social media looks like using it as a tool to communicate with friends, family and even professional networks, while also following accounts that add value to your life in some way.

As social media for most people is a pastime, let it be a source of your interests such as getting the news, learning more about your hobbies, travel inspo, comedy accounts, etc. It is important to follow accounts and profiles that add positivity, instead of the opposite.

Following people or brands that cause you to create negative feelings about your life, can lead to anxiety, and ultimately are wasting the time you could be using for self-care.

Be conscious of the time that you spend on social media and try to make it a habit to not overstep your personal time limit. Enjoy the time you do spend in it connecting with like-minded people, while still leaving time for the non-digital world.

10 Happiness Boosters for Your Lifestyle

You can control your own happiness with the right habits and mindset. Here are 10 ways to incorporate into your day to feel happy. Happiness is a choice they say, and they are right more or less. The choices you make in your day-to-day life are what contribute to your overall happiness. According to the science of happiness, practicing mindfulness and gratitude are two aspects for increasing happiness over time as opposed to material objects.

In addition to these two aspects, you can form many habits to increase your happiness levels that don't cost anytime to your day. These 10 acts of self-love and care are so simple it feels like nothing added to your day, so why not give it a try?

Here are 10 ways to easily add more happiness to your everyday.

10. Smile
While it is cliche, mental health experts say that when you smile it boosts your endorphins and actually can make you feel a little bit better. Sure, it is the smallest act that essentially helps no one but yourself, but that is exactly why it is a good thing to do, to do something only for you every day.

9. Breathing Exercises
When you get stuck on auto-pilot, it is much harder to take moments to yourself to just enjoy the world around you. Practice breathing exercises to bring mindfulness to your day and appreciate the smallest moments of peace. Breaching exercises can help relieve anxiety, muscle tension and bring more focus on the present moment, practice being present through the simple art of breathing well.

8. Go Outside
No matter what the weather or how busy your day is, going outside is wonderous for boosting happiness and mood. Make the effort to take your coffee break in the sunshine, or take your lunch outside to get some vitamin D. There is something so calming about the fresh air that helps folks stay present and improve mood, especially if you work in the office make excuses to go outside to increase happiness.

7. Reflect On Your Accomplishments
When measuring goals, it is hard to really appreciate how far you have come. Find the time and space to appreciate the milestones that have gotten you to where you are now, or even through the day. If you have survived a long and difficult day, that is a milestone in itself to be proud of. Don't forget to celebrate yourself every day.

6. Spend Time With People You Love
Humans are social creatures, without being around others it is hard to be full. Even though you see colleagues at work and your roommates, find the time to do things you love and interact with loved ones. Calling someone you love, or sitting down for a coffee if you can, can make a big impact on your day. Find the time to be with those who make you feel your best.

5. Put The Phone Away
If you ask people what is the first thing they do in the morning, one of the top answers is to look at their phone. This is not a super healthy habit, especially first thing in the morning. To work on being more present and content with yourself, learn to put the phone down. This is especially relevant to the times when you are alone, learn to spend time with yourself instead of giving in to the urge to connect on social media.

4. Volunteer
Going off of the social topic, people tend to feel good when they are a part of a community or greater purpose. Find your community and volunteer some time to help out. This can be as simple as finding your local community center and getting involved now and then or finding an organization that aligns with your values and seeing how you can make time in your schedule a few times a month. A little bit of time goes a long way for finding a purpose greater than your 9 to 5 day, and who knows it might steer your life in a different direction than you thought.

3. **Do Something You Love**
When people get lost in their hobbies, there is arguably no better state of mind. Doing something that you truly enjoy is like playing, literally the act of having fun for the joy of being alive. Make time for doing the things that you love, and if you aren't sure what that means, take the time to discover your hobbies.

2. Be Open To New Things
Life is full of new opportunities, and no one can try them all, but you can try. Make the time to try new things, and keep an open mind about what grabs your attention and interest. You will be surprised at what gives you joy, if you are open to learning new things and having different experiences.

1. Treat Yourself
Life is too short to not enjoy the best parts of it, have the cake, buy the shoes and wear them, go see the person you want to be with, the point is to indulge. Rewarding yourself doesn't have to come after a big accomplishment, it can be just as important after a long day

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10 Outfit Hacks That Don't Involve Clothes

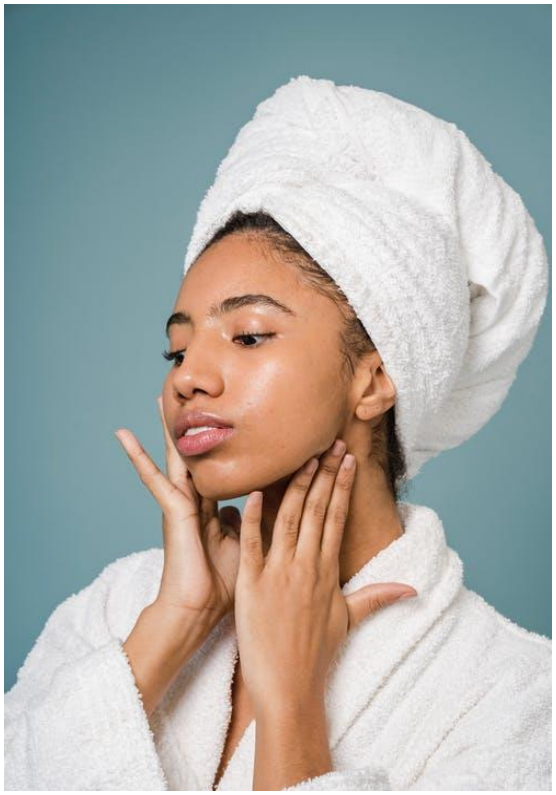


Photo Credit: Sora Shimazaki

Looking good isn't just about what clothes you wear, but how you take care of them and yourself. Use these hacks to look your best.

If you love switching up your outfits, but don't love overcrowding your closet with one-time wears, consider all the ways to change up a look with a small change.

Without changing the top, the pants or even the coat, use accessories and small details to make big changes to your look. This is helpful for anyone aspiring to a capsule closet who doesn't want to wear the same thing all the time, or really anyone looking to get the most out of their closet.

Here are 10 outfit hacks to change things up that don't involve changing your clothes. Repurpose an outfit, and make it look completely different with a small change. The smallest details make the biggest differences.

10. Add Some Lipstick

Do you know the moment when you look in the mirror before going to work and ask yourself, is it a red, mauve, pink or clear gloss day? You already know that the color you pick completely dictates the vibe.

Think of that outfit as having four versions: red, mauve, pink and clear lip-gloss as each lip color totally changes the way you present the outfit to the world.

9. Clean / Non-scuffed Shoes

If you want to present your best self to the world, clean your shoes. Having squeaky clean white sneakers says something different than the greyish-yellow version that appears after a few months of wear and tear. But the same goes for your boots, sandals, even gym shoes. Keep your shoes clean to present your best look, and also make your shoes last longer!

8. A Manicure

A manicure immediately makes a look more put together, and changing your manicure changes the outfit. Even if you aren't someone who likes to get their nails done, you can do a professional level mani at home that cost next to nothing and keeps your nails looking healthy and clear You can skip the polish if color pop just isn't your favorite thing but learn to keep your nails in line similar to haircare and skincare.

7. Hair Gel
Keep baby hair flyaways under control with some hair gel. Hair gel got a bad rep back in the 90s when it was used without care, but with the correct methods, the possibilities are endless. Especially if you want to achieve the ever so popular sleeked back bun or pony, hair gel is your best friend. A current trend right now is to use the gel to make a tiny curly Q on your temples, but the best part is keeping baby hairs under control for a sleek look.

6. A Scarf
If you want to change up a basic look, have a few silk scarves handy to dictate your outfit. Get a scarf that matches each of your purses, to really take things up a notch you can match them to the shoes too. Having scarf options handy to change things up transforms the outfit, plus there are many different ways to wear a scarf that make the combinations infinite.

5. Accessories, Accessories, Accessories
Accessories are a girl's best friend. Imagine just a plain white button-down shirt with jeans. Next, imagine the same outfit but with many gold chains, hoops and a color-pop bag. It goes from '90s chic to modern Milan fashion show with just the addition of jewelry and bags. Shoes are an entire other category. The power of accessories is immense for creating different looks.

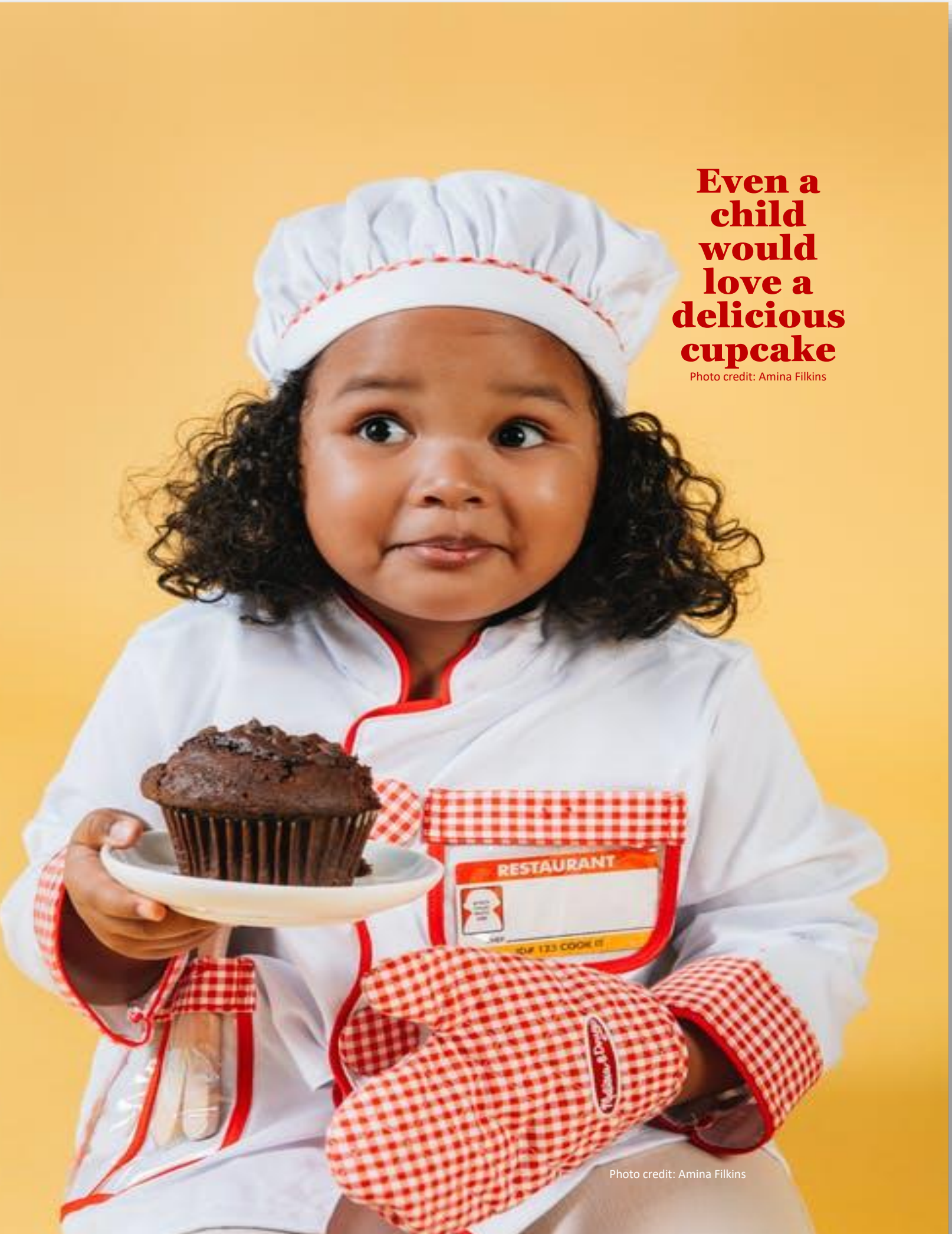
4. Change The Shoes
Going off of the same example with the white-button downshift and jeans, the look completely changes if you pair it with a color pop sandal, chunky sneakers or a sleek black pleather boot. The shoes and accessories hold more power in determining the vibe of the outfit than mots people give them credit for. Have the perfect sandal, chunky sneaker and boots to change up any outfit, keep them clean and let the shoe determine the day's style.

3. Hair Up Or Down
While this may be a trigger to being in high school and spending 10 minutes determining whether you should wear your hair up or down, the fashionista in you knew that it changes the look dramatically. An updo can be elegant, or messy, and the same with hair down depending on the level of hairspray or free-flowing locks. In addition to the grueling decision of whether to wear your hair up or down, you can also change up an outfit with simple accessories like pearl clips or a claw clip.

4. Add A Hat
Gen Z has brought hats back like never before, from baseball caps that dress down any jumpsuit or dress to bucket hats that are the new go-to no matter the season, it is a perfect accessory to set the tone. Think of how different a pantsuit looks with heels, versus with chunky sneakers and a baseball cap? Completely different outfits.

1. A New Bag / Purse
Similar to shoes, there is a lot of power in the bag and it all depends on how much you give it. Sure, a simple everyday black mini-purse might not be the statement change on an everyday outfit, but a bold beaded clutch or a colorful crossbody has the power to make moves.

MOISELLE
CHANEL
PARIS



Even a child would love a delicious cupcake

Photo credit: Amina Filkins

Photo credit: Amina Filkins

There is joy in eating and sharing food.

Top Relaxation Foods

Sometimes, life gets a little stressful and all we want to do is find an escape to relaxation. Although exercise is always the best way to un-stress and get a boost of endorphins, Health Fitness Revolution, and author of the book ReSYNC Your Life Samir Becic, have put together a list of Top 10 Foods for Relaxation:

1. **Honey:** This is a food that many people know and even many uses, but many don't know that it can be used to relax the body and the mind. Honey is known to contain high in tryptophan, which helps to reduce anxiety and relax the nerve. In addition to this, honey is also known to be rich in potassium which has a soothing relieve on the brain and also the body. Potassium helps to fight off stress hormones in the body and acids to relax the nervous system.

2. **Vegetable Soup:** Soup is also among the best foods that relax your nerves. This works well because it helps to get rid of foreign bodies and infections from your body which is one of the main reasons that get many people uneasy. You should go with soups that contain vegetables like tomatoes, green peppers, carrots, and you can also add garlic, spinach, thyme and many other ingredients that you could use to improve your well-being.

3. **Milk:** If you need a quick calming effect, reach out for a glass of warm milk. Warm milk is known to contain *tryptophan* –a compound which helps in the production of *serotonin* (around 43%). *Serotonin* is known to induce a feeling of pleasure along with helping in sleep. You can always take in cold milk during the day to avoid drowsiness for cold milk is still rich in calcium which also induces calmness.

4. **Celery**: Historically, celery was regarded as an antidote for stress, with Hippocrates prescribing the vegetable as a tonic for those suffering from nervous tension. Today, nutritionists recognize the daily ingestion of celery as an effective plan to lower high blood pressure. Lower blood pressure leads to a better ability to relax.

5. **Oatmeal**: As long as it is sugar-free, oatmeal aids in relaxation for several reasons. First, this complex carbohydrate enhances the absorption of tryptophan, which leads to the production of serotonin – a brain chemical that helps the body relax. In addition, oats are rich in Vitamin B6 – a known anti-stress vitamin and melatonin, a hormone that supports a healthful relaxation and sleep.

6. **Cold Water Fish**: Cold water fish such as mackerel, tuna, salmon, sardines, and herring are high in omega-3 fatty acids. Omega-3s help boosts serotonin levels while suppressing the production of anxiety-related hormones cortisol and adrenaline. In addition, omega-3s have been shown to lower high blood pressure.

7. **Bananas**: This fruit is loaded with potassium and magnesium, known natural muscle relaxants. Because relaxed muscles encourage the body to relax, sources of potassium and magnesium (like bananas) are a wise route towards easing physically mounting stress. Bananas also contain tryptophan, which promotes serotonin release in the brain.

8. **Dark Chocolate**: Dark chocolate helps to reduce stress levels in the brain, and this can be done because it contains serotonin, endorphin, and dopamine, which are great hormones for the mollifying of stress level in the brain. Be sure to eat 70% of more cacao.

9. **Nuts and seeds**: Nuts are rich in magnesium, selenium, zinc, vitamin E and vitamin B-complex that help relax the brain when taken in large quantities. Peanuts and Pumpkin seeds are rich in magnesium, but peanuts also have high sodium content which is why they are not good for your health when taken in large amount.

10. **Eggs**: Just like milk, eggs are a source of amino acids packed with tryptophan which is a relaxing brain chemical. Make sure you include eggs in your diet either in breakfast or as a snack.

45 Interesting Coffee Facts

1. The coffee industry employs 25 million people around the world.
2. Tea was more popular than coffee in America until King George the III's Stamp Act of 1767 increased taxes. The result was the Boston Tea Party, a rebellion in which Bostonians dumped the British East India tea cargos into a harbor. From that point, coffee became America's national drink and was emotionally linked with its revolution.
3. With more than four billion coffee trees, Brazil is the world's leading producer of coffee. In fact, Brazil produces around one third of the world's coffee today. Vietnam, Indonesia, Colombia, and India round out the top five coffee-producing countries.
4. Coffee trees are cultivated in over 70 countries, mostly in Africa, South Asia, Southeast Asia, and Latin America.
5. The health effects of coffee depend largely on how coffee is prepared. For example, coffee paper filters remove oily components called diterpenes, which have been linked to coronary heart disease. Metal filters, however, do not remove these oily components.
6. Studies show that men who drink six or more cups of coffee daily decrease their risk of developing prostate cancer by 20%.
7. The word "coffee" is from the Arabic qahwah, which is thought to have meant "wine." The Turkish word for coffee, kahve, is derived from the Arabic word and is related to the word café. Other scholars believe the word is from Kaffa, a region in Ethiopia where coffee is thought to have originated.
8. There are two main species of the coffee plant used to commercially produce coffee: 1) Coffee arabica, which originated in the Middle East, and 2) Coffee robusta, which originated in the Congo. Arabica trees produce the best quality coffee and are the most widely cultivated (3/4 of the world's coffee), while Robusta beans are hardier, contain 40-50% more caffeine, and are used in many instant coffees.
9. The Dutch were the first Europeans to enter the coffee trade. They imported coffee plants from the Malabar Coast of India to their colonies in what were then called the Dutch East Indies, or present-day Indonesia. In 1715, Dutch coffee merchants presented the influential King of France, Louis XIV, with a coffee tree of his own. Millions and millions of trees have sprung from that single tree, thanks in part to Chevalier Gabriel Mathieu de Clieu, who stole some cuttings from the tree and began cultivating coffee in Martinique in the Caribbean. Within 50 years, there were over 20 million trees in Martinique and neighboring islands.

10. Although yields vary from harvest to harvest, a single coffee tree usually provides only enough coffee beans in a year to fill a half-kilo (one pound) bag of ground coffee.
11. It takes 3 to 4 years for a coffee tree to mature. Once it matures, each tree will bear one to two pounds of coffee beans per growing season.
12. Light roast coffee has more caffeine that dark roast coffee. The longer coffee is roasted, the more caffeine is cooked from the bean.
13. The Turks call their coffee houses "schools for the wise."
14. Coffee was banned three times in three different cultures: once in Mecca in the 16th century, once when Charles II in Europe banned the drink in an attempt to quiet an

ongoing revolution, and once when Frederick the Great banned coffee in Germany in 1677 because he was concerned people were spending too much money on the drink.[8]

15. To produce enough beans to make one cup of coffee requires 37 gallons of water. By comparison, an apple takes 19 gallons, a banana 27, and a pair of leather shoes 4,400 gallons.
16. One third of the tap water used for drinking in North America is used to brew daily cups of coffee.[5]
17. Studies show that drinking coffee reduces the risk of Alzheimer's disease, Parkinson's disease, heart disease, diabetes mellitus type 2, cirrhosis of the liver, and gout.
18. An estimated four out of five Americans start their day with a coffee.
19. Besides Americans, the two other largest drinkers of coffee are the French and the Germans. These three countries drink approximately 65% of the total coffee consumed in the world.
20. During WWII, American soldiers were known as G.I. Joes. Because they drank large amounts of coffee, the drink soon earned the popular nickname "a cup of Joe."[
21. The most expensive coffee in the world is Indonesia's Kopi Luwak or civet coffee. It is made from coffee beans that have been eaten, partially digested, and then excreted by a weasel-like animal called the Asian palm civet. These beans sell for more than $600 a pound, or $50 a cup.
22. The amount of caffeine in coffee depends on the type of beans, how they were roasted, and how the coffee was brewed. Typically, a small 8-ounce cup of coffee has between 65 milligrams of caffeine if it's instant and 115 milligrams if its drip brewed.
23. In the United States, September 29 is celebrated as National Coffee Day. In Costa Rica, it's September 12; in Ireland, it's September 19; and in Japan, it's October 1.
24. Because the organs and systems in a fetus are not able to metabolize and excrete caffeine fully, caffeine can stay in its blood 10 times longer than in an adult.
25. Because of this, physicians advise that pregnant women drink a moderate (less than 200 milligrams) amount coffee per day.
26. Coffee contains antioxidants, which helps prevent free radicals from damaging cells. One study found that a typical servicing (approximately 9 oz) of coffee contains more

antioxidants than a serving of grape juice, blueberries, raspberries, or oranges.

27. Starbucks opened in Seattle in 1971. In 2010, it boasted revenues of $10.7 billion and 16,850 stores in 40 countries, making it the world's top coffee retailer. Starbucks offers over 87,000 drink combinations. The smell of burning wood is the most recognizable odor in America. The smell of coffee is the second.
28. Starbucks coffee shops use over 93 million gallons of milk per year. This would be enough

to fill 155 Olympic-sized swimming pools. Additionally, they use 2.3 billion paper cups annually.

29. The name Starbucks was inspired by a character in the novel Moby Dick. The owners almost named their coffee shop Pequod, after the whaling ship in the novel.

30. According to legend, coffee was discovered in the 9th century when an Ethiopian goat herder named Khaldi noticed that his normally lethargic goats were more excitable after they had nibbled the red berries from an evergreen tree. Khaldi took the berries to a Muslim holy man, who turned the raw fruit of the coffee tree into the delicious beverage.
31. Though coffee was discovered in Ethiopia around A.D. 850, it wasn't until it spread to Mocha, Yemen, in around 1100 that it became firmly established as a popular drink. From Mocha (from which Mocha coffee derives its name), beans were shipped to India, Java, and eventually Europe in 1515. By 1675, England had more than 3,000 coffee houses.
32. Coffee was originally regarded as a wonder drug in Yemen and Arabia and was taken only at the advice of a doctor. Many saw coffees as a brain tonic or as a way to stimulate religious visions.
33. Arabs were the first to cultivate coffee trees on the Arabian Peninsula. Arabs typically roasted and boiled coffee, or qahwa, which is Arabic for "the wine of Islam."
34. A 2011 study showed that women who drink two to three cups of caffeinated coffee a day were 15% less likely to develop depression over a 10-year period than those who drank one cup of coffee or less per week.
35. More than 500 billion cups of coffee are consumed each year, making coffee the world's most popular beverage. It is also the world's most traded commodity, after crude oil.
36. The only places in North America where coffee is grown is in Hawaii and Puerto Rico.[2]
37. The world's first coffee house opened in 1475 in Constantinople (modern-day Istanbul).[6]
38. When Khair Bey, the governor of Mecca, banned coffee in 1511 because he feared it might encourage resistance to his rule, the sultan executed him on the grounds that coffee was actually "blessed."
39. Coffee was imported from Arabia to Europe through Venice in the 1600s. While some monks urged Pope Clemente VIII to outlaw the "Muslim" drink, the pope argued that the drink was so good that it would be a "sin" to let only "pagans drink it." Coffee thus began to spread across Europe.
40. When the first coffeehouse opened in England in 1652, women were prohibited from entering, other than to serve men.
41. A Belgian named George Washington invented instant coffee in 1906 in Guatemala.

42. Research has shown that drinking coffee may decrease cognitive decline and neurodegenerative disorders.
43. The Arabs discovered coffee but were jealous of their discovery and refused to allow fertile coffee seeds to leave their country. However, a 17th-century Muslim pilgrim, Baba Budan, smuggled seven seeds out of Arabia and planted them in India. It is said that all the world's coffee came from these seven seeds.
44. Americans are the world's leading coffee consumer. They consume 450 million cups of coffee per day, or more than 150 billion cups a year.

Healthy is as healthy does!

The 10 Different Types of Restaurants and Dining Services

2022

You may find yourself here because you're looking for a new type of restaurant to try out. Or maybe you're thinking of opening your own restaurant. Or perhaps you're an avid foodie looking to know more about the restaurant industry. For generations, people have had a love for food and have tried to make original dishes and flavors. The medium where food is served matters too because part of the joy of eating is the dining experience. That's why restaurants have become so popular.

Below is a list with ten different types of restaurants and dining establishments:

Type 1: Fast Food Restaurants

Nearly everyone has enjoyed a greasy meal from a fast-food restaurant! After all, who can resist the tasty foods? Fast food restaurants are best known for their rapid service, convenience and low prices. This type of restaurant is usually a chain, such as McDonalds, Taco Bell or KFC.

Type 2: Fine Dining Restaurants

The type of restaurant makes you think of a sharp tuxedo, crisp white tablecloths and foods that you may have never heard of before! Fine dining restaurants aim to provide customers with the best food, service, equipment and ambience. Because of the luxury and high-end experience, this type of restaurant is usually the most expensive to operate. That being said, they are also the most unique and original meaning your customers will stay loyal to your great restaurant!

Type 3: Cafe Restaurants

The main defining feature of this restaurant is no table service is offered. Instead, customers order food via a self-serve counter, but casual seating is still available. You can expect to see a wide variety of coffee options, sandwiches and baked goods in these types of restaurants.

Cafes are heavily associated with France which is why they tend to have a French vibe to them. As you probably have experienced before, cafes are known to be intimate and relaxed.

Type 4: Fast Casual Restaurants

Currently, one of the hottest trends in the restaurant industry is fast casual which means high-end fast-food restaurants. Usually, these types of restaurants still have disposable dishes and flatware, however, their food tends to be higher quality. You can expect to see gourmet breads, organic ingredients and local ingredients. Panera Bread is a great example of a fast casual restaurant. Another feature of fast casual restaurants is they have open kitchens so you can see your food being made right before your eyes!

Type 5: Buffet Restaurants

Did you know that buffets have been around since the Middle Ages? This restaurant style certainly has withstood the test of time! Buffets are still a popular choice of many customers. As you probably know, customers pay a flat fee and can serve themselves infinitely from a wide selection of items displayed on tables and sideboards.

Type 6: Make It Yourself Restaurants

This type of restaurant is sort of an extension of buffet or all you can eat style restaurants. Essentially, with prepare it yourself restaurants, food is ordered but you cook it yourself. A great example is Korean grill restaurants where raw meat is brought to your table, but you cook it yourself on a grill. There is something fun about cooking your own food in a restaurant setting!

Type 7: Family Style Restaurants

This type of restaurant offers moderately priced dishes and menus tend to feature classic cuisine

among the home chef's creations. Usually, family style restaurants have a theme, such as barbecue, Mexican or grill house.
In addition, these restaurants have table service, non-disposable dishes and are relatively inexpensive. These restaurants are great for a low-key night out!

Type 8: Pop Up Restaurants

Yet another growing trend, pop up restaurants are food services that take place in a rental space for a limited amount of time. While pop up restaurants have become famous in recent years, they're not a new concept at all. The idea originates back to the 1960s and 1970s but back then they were known as supper clubs. There definitely is something exclusive and exciting about pop up restaurants!

Type 9: Food Truck Restaurants

Another popular trend in the food industry is food trucks. The greatest benefit of operating a food truck is the low cost and overhead. Food trucks can essentially serve any kind of food that can be made within the truck.
Because of the mobility, food trucks can serve people virtually anywhere there is a place to park your truck! Food trucks are quite popular at music festivals, on university or college campuses and outdoor fairs.

Type 10: Online Restaurants (aka. Food Apps)

As an extension, many restaurants are offering their food, regardless of restaurant style, over the internet using food apps. Examples of these apps are UberEATS and Skip The Dishes. Many don't want the hassle of going out to a restaurant, by using food delivery apps, you can get your favorite foods delivered right to your door!

T'Juanna Winters,
Owner & Operator
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Banana Pudding Cups

Cookies & Cream Bark

On The Go - We Got Cha!

BREITLING LUXURY WATCHES

more would be today). Lots of

NAVITIMER B01
CHRONOGRAPH 46
USD 19,500

NAVITIMER B01
CHRONOGRAPH 46
Stainless Steel Green
USD $9,200.00

NAVITIMER B01
CHRONOGRAPH 46
Stainless steel - Blue
$9,600.00

NAVITIMER B01
CHRONOGRAPH 46
Stainless steel – Black
USD $9,200.00

Whether your blog is all about reviewing products or you want to review them occasionally, it's not always easy to get your hands on them.

I faced this problem in my early posting days when I ran a travel and automotive review blog. Back then I used seven strategies to get products to review. Some might seem fairly obvious, but others may well be things you haven't considered.

Let's take a look at *why* you might want to write reviews.

I started my travel and automotive review blog by accident when I posted a 300-word review of a camera I was using. I didn't expect much from that particular post. But I quickly learned that reviews are fantastic.

People search for reviews to get advice on purchases they're making. People find them useful – they're grateful for them. I used to get emails from people saying, "Thank you for the review you wrote on this particular vehicle or travel destination."

Of course, reviews can also be monetized if you use affiliate links. (And affiliate links in a review tend to convert quite well.)

Reviews are great for getting conversations going. When you put your opinion of a product out there, other people respond – either to agree with you or to offer a different opinion. So how do you actually get products to review? This can be a challenge when you're just starting out, especially if you want to do a lot of reviews.

#1: Start With What You Already Have

I know this is obvious, but begin with the products or resources you've already purchased for yourself.

My first review was of my first press trip. After that, whenever I traveled, I'd review.

#2: Borrow Products from Friends or Contacts

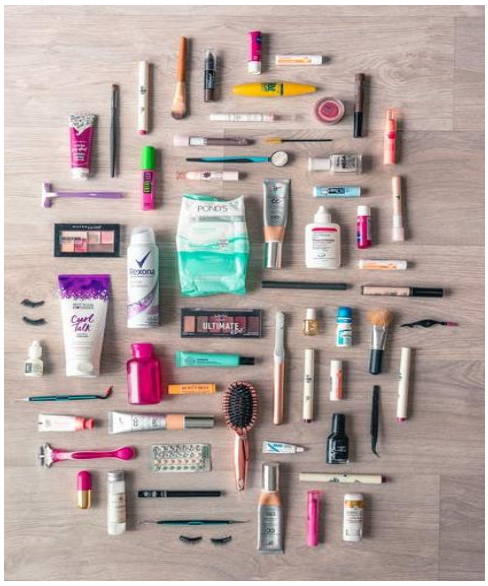
In those early days, any time a friend traveled I would ask them to write about it for my blog. It was amazing how many people not only agreed, but also started coming to me with their trips. Friends wanted to tell me about their travels, road trip, and destination travels. They were interested in my opinion.

I was a member of The International Food, Wine and Travel Writers Association and The Texas Auto Writers Assoc. which opened up all sorts of possibilities for travel reviews. Could you join something similar for your own niche?

#3: Try Travel Agencies, Convention Bureaus etc.

When I was reviewing hotels and resorts back in 205 and 206, manufacturers would send them out only to journalists – not bloggers.

So I asked myself, "Who has the hotel, resort or location I want to review?" An obvious place was destinations, cruise lines, and spas just to mention a few. I wrote hundreds of letters, mailed them to my interested companies to introduce myself, and ask if I could visit their location (at their expense) in return for helping them build their online profile.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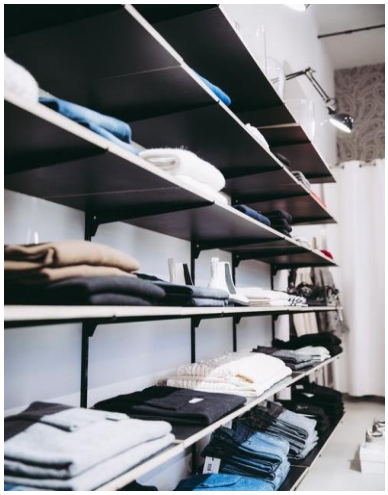
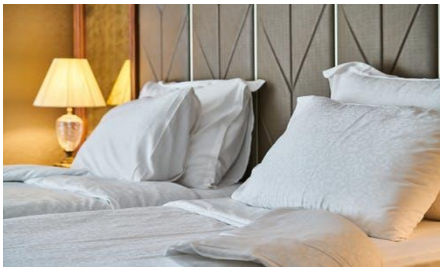
ULTIMATE





them let me review them, after I showed my credentials, sent references and showed my previous trip writings.

In my review, I'd link to them and write something like, "This hotel, resort, cruise lines, destination was provided by Ella Patterson, Publisher of Global One Magazine."

Who has the type of thing you want to review? It might be a store, or even a rental place.

#4: Pitch the Manufacturer or Distributor of the Product

Even if you don't think you've got a big profile, you might be surprised how many manufacturers have review units they'll happily lend you providing your audience is on topic for them.

When you pitch manufacturers, don't just talk about how many readers you have. Talk about the *type* of readers you have. A targeted audience can be much more valuable than a big one.

#5: Consider Buying or Renting the Product You Want to Review

Because some products are expensive, I only bought products outright a few times. I did it with items that were coming out that:

- I knew would be really popular
- I was fairly confident I could make enough from the affiliate links to cover the purchase.

The option I used more often was to rent a camera for a week from a rental company. While there was still some cost involved, I could make that money back from the affiliate links.

#6: Ask Someone Else to Write a Review For You

I often emailed other bloggers to say, "Hey, I notice you're at this or that destination. Would you mind writing 500 words on what you think about it?"

It's amazing how many bloggers were willing to do that in exchange for some exposure.

A couple of times, friends offered to write a review from their own perspective. I also found a journalist who wrote short reviews about Greece, or the UK of cameras in a weekly supplement in one of our newspapers. He was happy to write two versions of each review and send us one to publish on our blog.

We also had some visitor's bureaus write reviews for us.

Some people won't want to write a post for you, but be more than willing to talk to you. For instance, one car blogger I knew had a blog about exotic cars. It was hard for him to get manufacturers to lend him cars to review. So he'd find people who already owned those cars, take his camera out and interview them in person.

#7: Aggregate Other People's Reviews

I also looked at reviews other people were writing and aggregate some of them. I'd quote from their articles and link to them from my site.

I'd write a post called something like "Harrah's Casino: Reviews". Then I'd list the key features, include a picture from the casino, the hotel, and then write my thoughts about the adventures.

Underneath that, I'd quote other reviewers. I only took one or two sentences from their review, and made it very clear it was a quote. I'd also link to the source of the quote.

Normally, I'd use two or three reviews of the camera and sum up the post with my own thoughts, picking up some of the themes of those reviews.

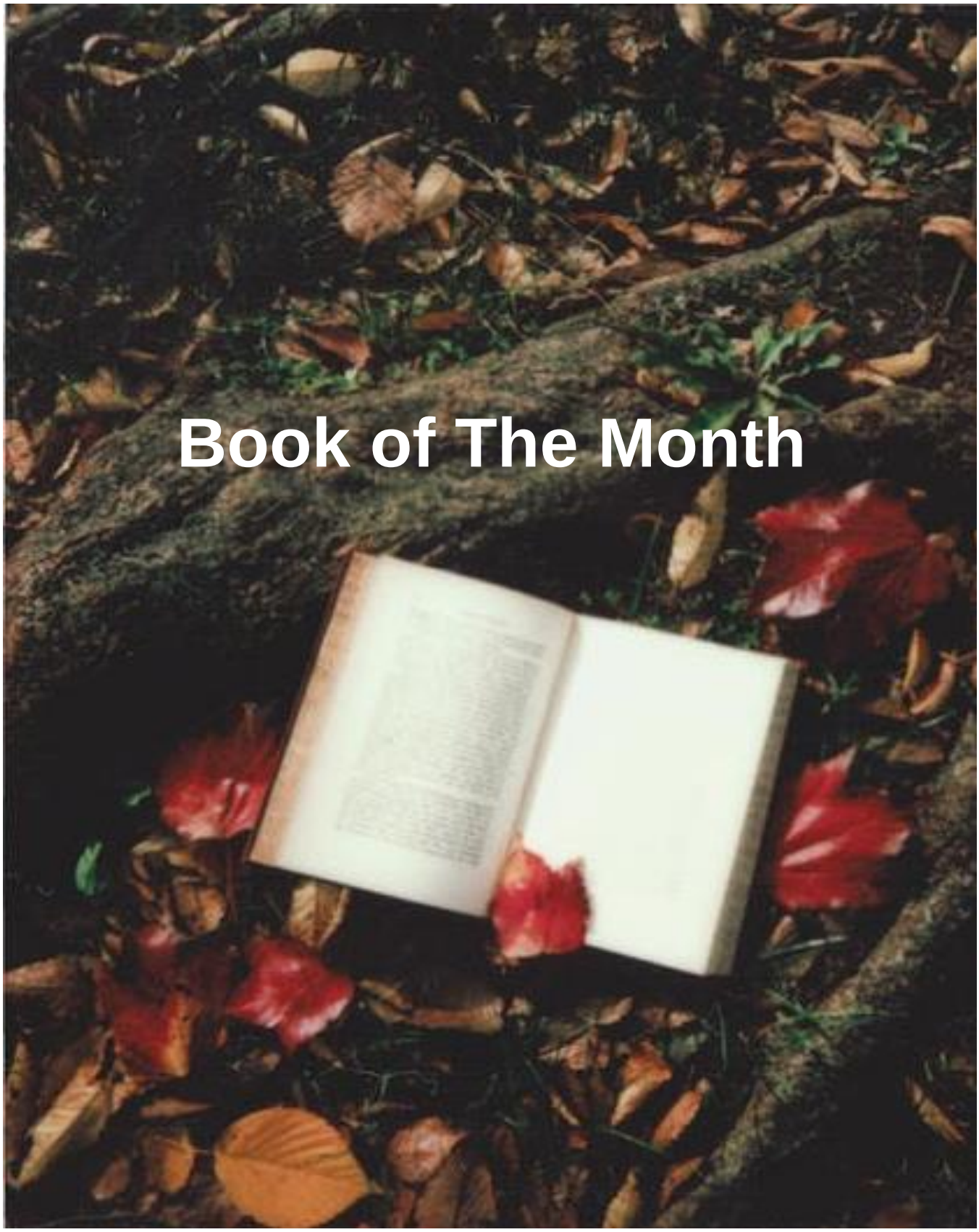
These days, you could also embed reviews from YouTube, which wasn't always an option. For practically any product you can think of there's a review on YouTube. And the creators are happy for you to embed their video on your site because it gives them more views and raises their profile.

Here's a recap of the seven things you can try:

#1: Review the stuff you already own
#2: Review stuff you can borrow from your friends or network
#3: Look for places that will let you borrow the products you want to review
#4: Pitch the manufacturers and distributors
#5: Buy the product yourself
#6: Ask other people to write reviews for you (or interview them)

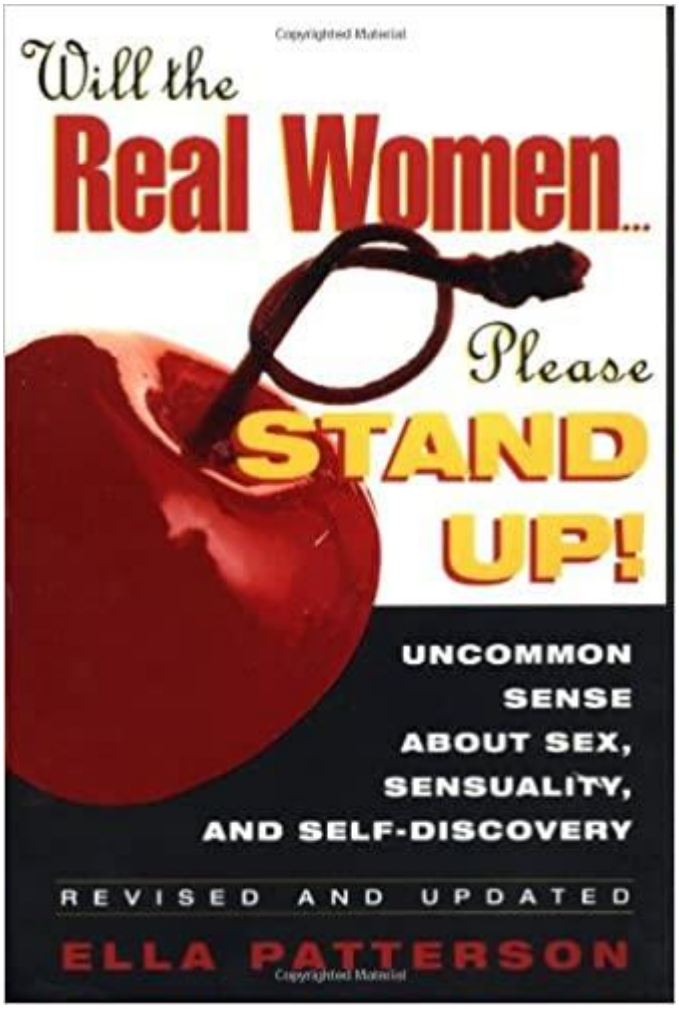
#7: Aggregate what other people are doing

I'd love to hear your own thoughts on this, whether you write reviews regularly or just occasionally. How do you get products to review? What types of products do you focus on? Share your thoughts in the comments below.


Book of The Month

It's Back!

The Goddess of Love



The women at the post office cringed every time they saw Ella Patterson heading their way. The busty, energetic former teacher-turned-author would arrive at West Dallas' central station lugging cartloads of her book, Will the Real Women...Please Stand Up! packed one-by-one in red-and-white overnight envelopes.

The postal workers just saw packages. Hundreds of 'em. At one time. It could take up to an hour to process Patterson's load. Some clerks saw her coming and ducked into the

bathroom. Others chose that strategic moment to go on break. Some suggested she get a meter or have postal trucks pick up the parcels at her house.

"They were dodging me," Patterson says. "They would say 'I'm closed' at every window I'd go to."

She eventually devised a counterstrategy. She'd have her friend hide around a corner with the cart of books, and when she reached the clerk, she'd signal her to roll it out.

Finally, one woman broke down: "Well, what is it, anyway?" she asked. Patterson walked to her car, pulled an unwrapped copy from the trunk, and handed over the book.

The cover was innocent enough--if a bit plain--with its stark design and small, color photo of a sweetly smiling Ella Patterson, who "...informs, entertains and inspires women to accept their sexuality," according to the cover blurb.

But inside were 220 pages of sexual dynamite--40 short, sharp chapters on games, toys, myths, and perils of sex--among other subjects. Each contains Patterson's frank, homespun wisdom. In a chapter entitled "Penis," Patterson concludes, "To be honest, penises aren't really good for anything, but poking sensuously in and out of you."

Another chapter prescribes a regimen of vaginal exercises to enhance the sexual experience--complete with an outrageous stunt to test your progress.

For post office ladies getting a little bored in the bedroom--or anyone else, for that matter--Patterson provides a long list of "Games You Can Play." Among many other ideas, most of which can't be printed here, Patterson recommends serving your man dinner "stark naked, with you as the dessert."

Back at the post office, another convert was born. The clerks never looked crosswise at Ella Patterson's secret parcels again.

In fact, they pored over the book during coffee breaks, passed it from woman to woman, shared favorite tips, and dropped suggestions to their men.

Soon, male workers began buying copies for their wives. Now it seems that every time Patterson stops by the post office, someone wants to buy her book.

In the post office, in beauty shops, in small bookstores, and in thousands of Dallas bedrooms, Ella Patterson's updated work is a hot topic.

And against all the established wisdom of the book-selling business, the self-published volume has attained the status of an underground best seller.

At $14.95, Will the Real Women...Please Stand Up!, a candid, thorough...well, uninhibited look at female sexuality, isn't cheap. Yet it's earned its cult following almost entirely by word of mouth. Patterson has sold more than 100,000 copies of the manual since it went on the market and her mailing list grows daily.

"We mail out 250 to 1000 books a day, and that's just by the phone," Patterson says. "That isn't even counting my distributors."

The book has remained on the best seller list for several weeks, and has found buyers as far away as Jamaica, Japan, and London.

Instead of boring expositions on anatomy or jargon-filled discussions of the latest psychological malady from which we all suffer, Patterson's book is streetwise and straightforward, containing a plethora of tips, observations, and suggestions on all aspects of sex--including "sexual hope chests" (always pack whipped cream and "assorted popsicles"--don't ask); spotting an unsensual man or "sexual dud" ("His bedroom manners will reflect his personality so watch for tacky signs"); and basic feminine hygiene ("Never, ever be caught with dirty underwear, or underwear held together by safety pins").

Ella Patterson answers all the questions you were afraid to ask, and much more--all kinds of stuff that a limited imagination never even conceived of. The DeSoto author devotes major chapters to turning men on; she encourages the reader to give good "phone sex," "hire" her man for an evening of passion and blindfold her lover for his titillation.

"Once you've become sensuous you will be an adored, admired, and attractive woman to all men," she promises.

Chapter 35, for instance, offers sexual techniques, exercises, and diet tips that she boasts will make sex "an event of more erotic stimulation with pulsating, earthshaking and successful adventures of love."

She is so confident she's onto something that she's included a section on Single Women's Ethics. Rule Number One: "Keep your hands, body, lips and mouth off your sister's or your best friend's man." Even though Rule Number Eight allows: "Flirt all you want quietly, it not only builds your ego, it also keeps you in practice."

The book's appeal, in part, is its plain language. Patterson doesn't shy away from using casual, even crude, language to denote different body parts and sex acts, and trains her eye on what's relevant. For example, an entire chapter devoted to The Penis.

It's the girl's version of locker room talk--delivered by the sassiest cheerleader on campus.

And it comes with a guarantee: "Through intelligence and observation, manipulation and concentration, you, too, can become a sensuous woman to the man of your choice."

In 1992, Ella Patterson was an overworked DISD schoolteacher who, in addition to coaching women's sports at Kimball High School and teaching physical education classes, was a wife and mother of three children.

She spent the remaining scraps of her free time working on a master's degree, attending night classes on female psychology, and touring AIDS clinics as part of an intensive workshop on sex education. Patterson planned to use her coursework for recertification so she could teach health classes at Oak Cliff's Kimball High.

"A lot of the students didn't have even a basic knowledge of hygiene," she says. "I felt there was a need for more education."

But a serious car accident would forever shift her focus. Patterson found herself bedridden with painful hip, back, and neck injuries, her normally frenetic life drawn to a standstill.

Unable to go back to work, Patterson began slipping into depression. She complained to her doctor.

"The doctor asked me, 'what do you like to do?' I said, 'well, I like to write.' And she said 'Well, write.”

Patterson followed her doctor's orders.
Hobbling to the public library each day, she began researching her book. Patterson had gotten the notion to write a guide on sexuality after several conversations with beauty-salon patrons.

"I'd be sitting in nail shops and beauty shops and the conversation would always turn to men and sex," she says. "Some type of way, the conversation always geared in that direction. I sat down and said, 'I am going to write about this stuff we talk about all the time.'"

Patterson, who takes great care with her appearance, had logged many hours in beauty shops. She started interviewing patrons at the parlors she frequented, inviting them to share details of their most intimate adventures. The ladies were delightfully forthcoming. "Everybody was trying to top each other's story," Patterson recalls, laughing. "I just added my own touch to it."

She used the upstairs guest room of her DeSoto home to organize her handwritten notes, slowly pulling together chapters. When she was able to move about more easily, she began hanging out at Infomart, the Apparel Mart, and movie theaters.With clipboard and pencil in hand, she'd interview women who passed her way.

Patterson queried women of all cultures and nationalities, managing to elude security guards for several months. "I interviewed Pakistanis, Chinese, blacks, whites, every type of nationality I could come across," she says. "I don't know what it is about women, but once they find out you're on the same wavelength, they tend to open up."

If a security guard approached to ask her to leave, she told them a fib--that she was invited "by people."

After months of research, Patterson typed up her first four chapters (including "Becoming a Real Woman" and "Getting the Man You Want"), bound them at Office Depot, and tested them at movie houses on Saturday nights, handing out copies to women and men she encountered in long lines at the ticket booths.

"I saw these two white guys, handed them a copy and said, 'Hi, I'm Ella Patterson, and if you don't like it you can throw it away, but if you have comments give me a call.'

"One of the guys said, 'Hey, I should give this to my wife.' People gave me such a good response."

Patterson eventually quit her job at Kimball to work on the book full-time, adjusting her budget to accommodate the loss of income and extra expense. "The hair got bad," she admits.

Toward the end of her work, she hired Dallas artist Mark Strader to illustrate the book. "I told him I wanted the pictures to be wholesome, but erotic," Patterson says. "I didn't want body parts, but I wanted to get the idea across."

Strader provided her with whimsical, somewhat crude line drawings of women in a variety of environments: lounging on a sofa with a martini in hand, pinching a man's butt, and lolling in bed.

Patterson wrapped up work on her book, but it lacked a title. An avid churchgoer who prays daily, Patterson says she sought divine help for the title.

It came in a dream, she says. "I ran out the next day to get it copyrighted," Patterson recalls. "Here I had just thought of it, and I was scared someone would steal it."

Patterson pitched Will the Real Women...Please Stand Up! to several publishers, but got no takers. So the determined author headed for the Southern Methodist University law library and researched ways to publish the book herself.

She began marketing her work before she'd even found a printer, sending press releases to local bookstores.

Orders came in immediately--forcing Patterson to snatch the book from her editor, Lucille Enix, an SMU instructor, before the woman was finished proofreading. "I can't wait for you to finish editing it," Patterson told Enix.

Then came the problem of printing costs. One local printer wanted $30,000 to print 1,000 copies of the book. Patterson rejected that offer as clearly unprofitable. A few smaller printers charged less, but required the author to do virtually everything but jog on a treadmill to turn the printing press.

After months of fruitless searching, Patterson stumbled across a soft-spoken, middle-aged printer who'd run a small prnt shop in South Oak Cliff for 34 years.

Huntsberry listened patiently while Patterson pitched her book. She told him she didn't have a lot of money, but believed the book would be successful. He agreed to print 1,000 copies.

"Just bring it to me and we'll pray about it," he told her.
Huntsberry says he took the job for two reasons. First, he thought she had a good product. Second, he considered it his responsibility.

"It is so hard for us as black folks to get the proper people to fund us, and she hadn't had any help at all," Huntsberry says. "I thought I'd take her on my own and help her out."

The book finally came off the presses last summer. Patterson quickly sold her initial press run of 1,000 copies by mail order--fueled almost exclusively through word-of-mouth.

Soon, the demand for books outstripped the printer's capabilities. "Ella's book was doing so well, we just couldn't keep up and meet our other customers' needs, too," Huntsberry says.

The author ended up at Dallas Offset printers, where she ordered 100,000 copies. The printing company has published 45,000 so far.

By this time, Patterson had set up her own company, Knowledge Concepts Systems, to handle marketing. She found distributors for her book in Dallas, New York, and Atlanta, and adheres to advice that Emma Rodgers, co-owner of Dallas' Black Images bookstore, once gave her.

"She told me not to be caught without my books," Patterson says. So Patterson always totes a box of books in the trunk of her small two seater, a Mazda Miata. She wishes she'd bought a bigger car.

Patterson's marketing efforts got a big boost when Black Elegance, a national magazine that focuses on black lifestyles, began seeking materials for its annual "sex issue."

Sonia Alleyne, editor-in-chief of the New York-based publication, said she'd already scanned through hundreds of manuscripts and books on sexuality--but she and her editorial staff weren't impressed.

"We went through a ton of books," Alleyne recalls. "But it was all the same thing--medical terms, talk show-type rhetoric."

Then Alleyne came across a postcard Patterson had sent to every magazine editor she could think of. The card informed editors that "...this guide is for women who need a directory on becoming a more sensuous and sensitive love Goddess."

Intrigued, Alleyne called Patterson, requested a copy of Will the Real Women... and immediately knew she'd found her book.

"Everyone here agreed that we'd not read anything like it," Alleyne says. "It's a very outspoken guide. That is what women have been waiting for." Alleyne recalls her own response to Patterson's explicit prose. One day, she was commuting to work on a New York subway. "I was trying to make sure no one could read it over my shoulder. Some things in the book are not for everybody."

The book caused some discussion among the editorial staff about what could be printed in the magazine. "We didn't want to turn anybody off," Alleyne says. "Some people may find it abrasive, but it is real. It talks about things that people are afraid to talk about. I had a friend call me, excited about those vaginal palpitations."

Black Elegance excerpted Will the Real Women...Please Stand Up! and profiled Patterson in its April issue.

The issue was a tremendous hit. People deluged the magazine with comments, and newsstand sales were strong. A few readers called Black Elegance to provide unsolicited reports on their post-Patterson trysts.

"One couple called to let us know they'd tried certain numbers," Alleyne says. "It certainly is a book that gets you involved."

Patterson sold more books, and Black Elegance enjoyed a surge in circulation.

Vera Peeler was sitting in a beauty shop in Flagstaff, Arizona, when she ran across a copy of the magazine--and Patterson's excerpt. "I said, 'This sounds like a book I want to read.'"

The 55-year-old housewife placed an order with Patterson, and loved the book. She showed her favorite chapters to her friends at the nail shop. "I said, 'you guys need to look at the title, and that's all you need to know.'"

The ladies wanted their own copies, so Peeler ordered 10 books from Patterson.

She peddled those, then brought her copy to the beauty salon to show her beautician. Her beautician wanted a copy--and so did her client.

Peeler ordered 10 more. And sold those, too. "I told Ella she should put me on commission," Peeler says. Patterson is convinced her book will become a national best seller. She receives dozens of letters from readers thanking her for the book, and often asking questions.

One woman confessed she couldn't enjoy lovemaking with her partner, and begged for advice. So much pain was evident in her words that Patterson sent a kindly letter in return, urging the woman to seek counseling.

"I am not a psychologist, and I don't want to act like one," Patterson says. "I just told her not to be afraid to seek counseling--that there was nothing wrong with it."

Another woman wrote and asked Patterson to send her a copy of Will the Real Women... "ASAP," and signed the letter "Desperate."

But Lavilla Bradford, a 43-year-old Sacramento woman, is more typical of her readers. Bradford says she shared the book with her lover, who found it enormously interesting. Since then, she's learned to "appreciate that he's emotional, and I've neglected that. Now, I appreciate the extra things he does that I used to take for granted."

Today, Patterson spends her days fielding phone orders from home, presiding over book signings, and answering fan mail. Her answering machine is literally full of pleas from libraries, book publishers and booksellers--including Barnes & Noble and Walden Books--begging for copies of Will the Real Women...Please Stand Up!

Between orders and promotional trips, Patterson is finishing up two other volumes--Women Who Live Alone, an instructional safety guide for single women, and a novel, Woman with a Past.

The author is already fielding orders for the unfinished books and is rushing to get them into print. To date Ella has published more than 52 books for self and others.

"This has been tripping me out," she says in her husky, crackling voice. "My feet hurt, my back hurts. I'm trying to catch up to the book. It has just taken off."

Beginning with a salutation of "Happy Sexuality," Patterson's book attempts to solve the mystery of becoming a "real woman." It has nothing to do with baking cupcakes.

"Women who cook, clean, speak well, and are good mothers come a dime a dozen," Patterson boldly declares. "But a sensuous woman, who can make her man feel he's the world, will be worth the world to him."

Today's women, she points out, "are no longer submissive to men when it concerns their bodies. Women are taking their bodies back." Men, on the other hand, are "concerned contributors."

Will the Real Women...Please Stand Up offers an astounding variety of advice on everything from fragrances and stimulation techniques to breath mints and oral sex. Under "Props and Supplies," Patterson advises women to periodically send their lovers Mr. Goodbars (the candy bar) as a gesture "to tell him he's good."

The author makes clear early on that, in order to become a sensuous woman, women have to stop thinking like "nice girls." She proves her point in a notorious, blush-inducing chapter titled, "Games You Can Play." Many copies of her book, indeed, are permanently creased at page 19.

Here, Patterson provides readers 100 ideas to spice up their sexual relationships--culled from personal experience, as well as her numerous interviews with strangers. About 20 percent can be printed here, including Number 73: "Leave love notes all through your home for him to find"; Number 77: "Ask him to strip from head to toe for you to his favorite song"; and Number 88: "While waiting in lines together tell him in a low, sexy voice what you plan to do to him when you get home."

Others--the X-rated ones--nonetheless deserve comment. Number 20 is potentially embarrassing; Number 68 can prove unduly taxing on the male partner; and Numbers 90 and 92 are quite novel, indeed.

"Much of it is obvious, but it is also very intuitive about issues of sexuality," says Dr. Phyllis Simpson, a former professor of Patterson's and an instructional specialist for the Dallas Independent School District.

But Simpson admits she never quite finished reading the book, because "My daughter, who is 22, took it and won't give it back."

Ella Patterson, a native of St. Louis, Missouri, has loved writing since she won an award for it in third grade. She's compiled dozens of journals, and even used to ghost-write love letters for her college friends. "One day I said to myself, 'I need to be charging these people.'"

Patterson is an endearing mixture of church lady--she blushingly showed a copy of the book to her pastor--and vamp. A former cheerleader and athlete, she sports a tattoo of an exotic bird--the "African tit"--on her left breast.

"I thought, well, 'a tit on a tit,'" Patterson says. "The African tit used to guard the African queens when the warriors went out to war. I believe all women should be treated like queens."

Over the years, her cheerleader's physique has filled out, and she dresses her plumper frame to perfection. She's partial to gold jewelry and fine fabrics, and has traded her long, woven braids for a short, crisp cut.

The most striking aspect of her appearance is her tawny-colored eyes, which are level and frank--like a schoolteacher. With soul.

Will the Real Women...Please Stand Up! was a logical response to "people who were always asking my advice about sex. I used to think, 'what do I look like?'"

The book's brisk sales come as no surprise to Patterson's friends. "She has always had a lot of energy, determination and focus," they say. "She has a lot of drive to make herself happy."

Ella won't reveal which games she's played, either. "I am not going to let a magazine article get me in trouble with my husband. I haven't been married for 42 years by making those kinds of mistakes."

But surely, if the book reveals anything about the Patterson’s' secret life at all, it's that Ella's husband is a happy man. "He smiles all the time.

PRADA

Automotive Reviews From A Woman's Point of View

2022 Toyota Corolla Hybrid LE

With eye-catching style that achieves at least 50 mpg combined fuel economy, the 2022 Corolla Hybrid is the most fuel-efficient model to ever wear the Corolla name. This high-efficiency model uses the latest Toyota Hybrid Synergy Drive and, like its gas-powered siblings, delivers a highly satisfying driving experience. With a hybrid system that combines a 1.8-liter four-cylinder gasoline engine with two motor/generators, the combined system output of 121 horsepower yields decidedly responsive performance.

Corolla Hybrid also brings the latest advances in comfort, multimedia technology and safety.

Premium fabric-trimmed 6-way adjustable driver's seat and 4-way adjustable front passenger seats come standard, with Toyota Safety Sense 2.0 suite of active safety systems standard. Drivers can take command with a tilt/telescopic 3-spoke steering wheel with controls for audio, Multi-Information Display, Bluetooth® hands-free phone, voice-command, Dynamic Radar Cruise Control and Lane Departure Alert with Steering Assist. Upgrade to a new for 2022 Premium Interior Package with leather trimmed steering wheel, SofTex®-trimmed heated front seats and power-adjustable driver's seat with lumbar support.

In-cabin tech features a standard 8-in. touchscreen powering a six-speaker sound system that's Android Auto™, Apple CarPlay® and Amazon Alexa compatible. Drivers and passengers can shuffle to their hearts content by connecting with a front USB media port or Bluetooth® or enjoy an available SiriusXM® 3-month Platinum Plan trial subscription. A premium instrumentation cluster with 7-in. color Multi-Information Display (MID) with customizable settings keeps drivers in-the-know with a hybrid system power meter, eco-mode indicator, speedometer and tachometer, coolant temperature, one-touch 3-blink lane change turn signal indicator and warning messages.

Safety features are also packed into the 2022 Corolla Hybrid. High-tensile strength steel body panels provide a strong shell for the unitized body construction, and front and rear energy-absorbing crumple zones with side-impact door beams come standard on every Corolla model. On the inside, an Advanced Airbag System includes driver and front passenger seat-mounted side airbags, driver knee airbag, front passenger seat cushion airbag, rear seat-mounted side airbags and front and rear side curtain airbags. Toyota Safety Sense 2.0 comes standard with Collision System with Pedestrian Detection, Lane Departure Alert with Steering Assist, Automatic High Beams, Road Sign Assist, Lane Tracing Assist and Full-Speed Range Dynamic Radar Cruise Control. Blind Spot Monitor with Rear Cross-Traffic Alert are an available option.

Fit for a Hybrid

The hybrid powertrain and battery were a natural fit for the new Corolla because of the Toyota New Global Architecture (TNGA) platform. There's no compromise in cabin roominess, for example, when choosing the Corolla Hybrid versus a gas model.

Corolla Hybrid uses a Lithium Ion battery pack that's placed under the rear seat, rather than taking up trunk space, allowing a 60/40 split folding rear seatback to expand cargo capacity. The battery location also contributes to the vehicle's lower center of gravity, a boon to agility.

The engine, working in concert with the electric motor (MG2), assures responsive performance, while exemplary energy efficiency is achieved by using both electric motors (MG1 and MG2) for hybrid battery charging.

Driving the Corolla Hybrid

The Corolla Hybrid's linear acceleration response may take some by surprise. When pulling away, the battery provides a subtle power boost in order to put less strain on the engine and eliminate the "rubber band" effect experienced with some hybrids.

A preload differential adds to the confident acceleration feel. During low loads and low differential rotation, differential-limited torque is distributed to the left and right wheels, yielding excellent handling stability. At mid-range and high engine loads, the preload differential functions as an open differential.

Corolla Hybrid has EV mode, which allows the vehicle to be operated as a pure electric vehicle for short distances, depending upon certain conditions, such as battery charge level. This mode is useful for operating the vehicle in parking lots or indoor parking garages, for example. The Vehicle Proximity Notification feature alerts pedestrians of the vehicle's presence when running in battery mode.

Along with the expected NORMAL and ECO drive modes, a POWER drive mode setting allows for an increase in power for stronger acceleration response when desired.

- NORMAL mode: Allows the hybrid system to achieve an ideal combination of fuel economy and vehicle acceleration. The accelerator opening amount changes linearly in response to accelerator pedal operation.
- ECO mode: Improves hybrid system efficiency by limiting power in response to light to moderate accelerator pedal input.
- POWER mode: Available power is increased, allowing for improved acceleration response.

Stopping the Corolla Hybrid

Another boost to efficiency comes from the Electronically Controlled Brake (ECB) system, which coordinates operation between the regenerative braking force of the electric motors and the hydraulic braking system force to provide optimal stopping power. By proactively using the electric motors to recover as much electrical energy as possible from the regenerative braking system, this extremely efficient cooperative control helps to maximize fuel economy.

An active hydraulic booster on the conventional (non-regenerative) braking system improves pedal feel and feedback for the driver. Critically, should there ever be a malfunction in the ECB system, the conventional hydraulic braking system can stop the vehicle.

Brake Hold, when engaged, is a convenient technology that reduces driver effort while waiting at a traffic light or while driving in heavy traffic. When the driver presses the accelerator, Brake Hold releases instantly.

Highlighted Features

- Eco and Power driving modes
- High-grade LED headlights with LED accent lights
- 15-in. alloy wheels
- Premium fabric-trimmed seats
- 7-in. color TFT Multi-Information Display (MID)
- Available SofTex® -trimmed * seats
- Available heated front seats
- Smart Key System * with Push Button Start
- Audio—includes 8-in. touchscreen
- Toyota Safety Sense™ 2.0 (TSS 2.0) *
- Android Auto™ * & Apple CarPlay® * & Amazon Alexa * compatibility
- Available Blind Spot Monitor (BSM) * with Rear Cross-Traffic Alert (RCTA) *Drivetrain
- 1.8L 4-Cyl.
- ECVT
- Front-Wheel Drive (FWD) Performance
- 4-Cyl.: 121 hp;

2022 Honda Civic Hatchback Sport Touring

The all-new 11th-generation Honda Civic Sedan has been reimagined for a new generation of drivers, with a clean and modern interpretation of Honda's longstanding "Man Maximum/Machine Minimum" design philosophy. In essence, the M/M philosophy means maximizing the total environment for the driver and passengers, while minimizing the space needed for mechanical components.

As a result, the Civic features sporty design with a low cowl, excellent visibility, exceptional attention to detail and a space-efficient, human-centered interior. With two improved powertrains and a stiffer body structure graced by a reengineered chassis, the 11th-generation Civic also upholds the Civic tradition of rewarding its drivers with class-leading driving dynamics.

Plus, a new version of the Honda Sensing® suite of active safety and driver assistive technologies and multiple new airbag designs – including a world's first application – continue to advance the state of the art in small-vehicle safety.

- 11th generation Civic raises the bar in every conceivable way – design, performance, fuel economy ratings, safety features and technology
- A modern interpretation of timeless Civic design values
- Sporty style with a longer hood and expanded dash-to-axle ratio for a premium profile
- All-new simple, clean, and uncluttered interior with an intense focus on the user experience
- Civic first all-digital LCD instrument display, and a new full HD 9-inch color touchscreen, the largest in a Honda brand vehicle (available in Touring)
- Improved powertrains offer new levels of performance, fuel efficiency and refinement
- Updated chassis, suspension and high-rigidity body combine for fun-to-drive dynamics with a comfortable ride
- Civic Sedan will be followed by the Hatchback, the high-performance Si, and the pinnacle of Honda performance – the Civic Type R

Civic Development

The new Civic builds upon nearly 50 years of heritage as Honda's longest-running automotive nameplate and its largest selling model globally. Lauded as a "breath of fresh air" by a motor journalist in 1972 at the introduction of the first-generation Civic in Japan, Civic was similarly praised upon its introduction in the U.S. in 1973. Civic was heralded for its fun-to-drive dynamics, quality construction and world-class fuel efficiency, qualities that have defined every generation since. Civic also earned a reputation for engineering excellence, starting with the revolutionary CVCC (Compound Vortex Controlled Combustion) engine that debuted in Civic and cemented Honda's place in history as a leader in powertrain innovation and reduced tailpipe emissions that met regulations under the U.S. Clean Air Act without use of a catalytic converter.

With every subsequent generation, Civic has become an influential part of the automotive landscape as well as a common sight on roads around the country. As it has

evolved over the years, Civic continued to deliver a "wow" factor to people all around the world, from the innovative and classically styled third-generation Civic Hatchback with its innovative "long-roof" design, to the fifth-generation Civic which became the new benchmark for its class, and ushered in a new generation of hot-rodders with its sporty design and use of exotic VTEC® variable valve timing and lift. With the eighth-generation, Civic matured and grew in size and features as the needs of entry-level buyers changed.

The outgoing 10th-generation Civic in particular set a new high-water mark for style, driving dynamics, and sophistication that led to it being the most popular Civic ever in the U.S., with sales of more than 1.7 million units over the last five years. The 10th-generation Civic also has been the No. 1 model in America, car or light truck, with first-time buyers, Millennials, Gen Z and multicultural customers since its launch in 2015. And since 1973, Civic is the 4th best-selling car in America.

Simple and Sporty Exterior Design

The new 11th generation Civic Sedan draws inspiration from earlier Civics, while taking a fresh take on Honda's human-centered approach inside and out. The simple and sporty exterior styling features a low beltline with a long and low hood, pulled back A-pillars, and ample glass area. The wide-set LED headlights and taillights are connected with a sharp character line that carries from the front fender to the taillights, while the horizontal orientation of the taillights give Civic a sense of stability on the road.

Human-Centered Interior and Technology

The Civic's simple and clean interior design themes are an equally modern take on classic Civic design cues, such as the low cowl and an expansive outward view. The instrument panel and other interior surfaces have all been designed with a minimum number of cut lines to reduce visual distractions.

High-quality materials abound, especially on physical touch points, and extraordinary attention to detail was paid to the feel and operation of all switchgear and controls.

A visual focal point is a striking metal honeycomb mesh accent that stretches across the dash from door to door. More than just appealing to the eye, the mesh also serves as a visual dividing line between information above and controls below while also cleverly hiding the air vents. The Civic's front seats have been redesigned for maximum support and long-haul comfort, helping to turn even the most torturous commute into something drivers look forward to.

Technology is focused on intuitive ease of use, from the first all-digital LCD instrument panel ever in a Honda Cruise Control (ACC), and more natural steering feel when using the Lane Keeping Assist System (LKAS). (Touring trim), to new color touchscreen audio systems mounted high on the dash. All Civic trims come standard with Apple CarPlay® and Android Auto™ integration, and wireless connectivity is available. For the first time, Bose premium sound will be available in Civic and has been custom engineered precisely for the Civic's new interior.

Fun to Drive

The 10th-generation Civic cemented Civic's reputation for delivering driver satisfaction, and the 11th-generation Civic builds upon that foundation. The new Civic's more rigid body structure provides an improved basis for dynamic excellence. Tuned on European roads, the chassis has been updated for improved handling and sharper steering by careful refinement of the components to create a refined and fun driving experience, while still delivering a comfortable ride.

Under the hood is a choice of two updated in-line four-cylinder engines: a naturally aspirated 2.0-liter (LX and Sport) or a turbocharged 1.5-liter (EX and Touring). Both are paired with an updated continuously variable automatic transmission (CVT) uniquely tuned for each engine. Both drivetrains have been reengineered for improved power delivery, refinement, fuel efficiency, and engine sound, with a more natural responsiveness thanks to improved G-Design programming, and the addition of Honda's "Step-Shift" programming that simulates gear changes when accelerating.

Advanced Safety

Civic has earned a reputation as a leader in small-car safety performance, and the 11th-generation continues that tradition with multiple new active and passive safety systems. In a world's first, both frontal airbags have been designed to reduce the likelihood of brain injury by better controlling head motions in a collision, especially in oblique impacts, by reducing the rotational head motion of the driver and passenger. Additionally, the Advanced Compatibility Engineering™ (ACE™) body structure has been reengineered for even better compatibility in collisions with larger vehicles, and for enhanced occupant protection in oblique collisions.

The Honda Sensing® suite of active safety and driver assistive technologies goes to the next level with the 11th-generation Civic. Using a new single-camera system that provides a wider field of view than the previous radar-and-camera based system, the new Honda Sensing® also uses a faster processor to more quickly identify pedestrians, bicyclists and other vehicles, plus road signs and road lines. Expanded functionality includes new Traffic Jam Assist, and improvements such as more natural brake feel and quicker reactions when using Adaptive

2022 Hyundai Santa Cruz Limited AWD

Gutsy outside. Glam inside. The best parts of an SUV and a pickup truck come together brilliantly to match premium comfort and modern tech with open-bed utility and versatility. Your biggest adventures come roaring to life with the freedom and conveniences this smart combination brings.

Off-the-charts utility. A well-designed, durable open bed, check. Side and sealed underfloor bins for extra storage, check. Power outlets, security and a drain, triple check. We've dived deep into what makes every journey worth the trip, and the SANTA CRUZ bed has it all.
All in. Full on. Up for anything. Our first-ever Sport Adventure Vehicle is built to pack all that you can into each day— down to the last detail. We gave it the perfect combination—the modern convenience and space of an SUV, and the open bed of a pick up truck, to bring you uncommon flexibility and freedom. Discover the first-ever Hyundai SANTA CRUZ.

Go time, all the time. Load-outs change with every adventure. So does SANTA CRUZ. It adapts to your sporting and storage demands with flexibility and finesse, with features like underfloor storage that transforms into a cooler, so you're always ready for anything. It's all here, so you can always safely secure cargo.

Be nimble, move quick. Hop on the bumper step, throw your gear in the back, lock it and go. The SANTA CRUZ bed design makes access and storage quick and easy, so you can get on with your activities and keep the action going.

A show of confidence. Different terrain in all kinds of weather conditions calls for performance you can count on. SANTA CRUZ is up for the challenge with available HTRAC All Wheel Drive capability, and an up-to 5,000-lb. towing capacity with the available turbocharged engine.

Modern marvel. Relaxed and refined, SANTA CRUZ serves up the favorite essentials of a sophisticated SUV. From its dual-cockpit design and available heated/ventilated seats in the front to its spacious and accommodating rear seats, the feel is pure, modern comfort.

Double-down on digital. Bold and bright, clear and sharp, our larger screens show all you need to see to keep you focused, informed and safer.

The art of smart. SANTA CRUZ technology lets you connect, share, keep in touch, and recharge, wherever you are, whatever you're doing.

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2022 Lexus RV 450h AWD F Sport

For 2022, the Lexus RX 450hL will showcase new exterior colors, the option to add fog lamps as a standalone option while still offering guests the first touchscreen multimedia display. Inside and out, the RX 450hL models will continue to exude modern luxury. Inside, an available 12.3-inch touchscreen paired with the remote touch pad supports dynamic voice and navigation functionality. The Lexus Multimedia System includes advanced in-dash technology to simplify a guest's life, such as Apple CarPlay® integration for your iPhone®.

The fifth-generation RX undergoes a complete renewal, pursuing the Lexus Driving Signature performance and next-generation Lexus design

Introduction of performance models equipped with DIRECT4, a newly developed all-wheel drive force system to realize driving pleasure

Next-generation Lexus design adopted to express a unique identity and a captivating style with a planted stance that evokes dynamic performance

Powertrain lineup that includes the introduction of PHEVs to meet diverse customer needs, while contributing to the realization of a carbon-neutral society

The RX 450h is bringing the swagger in 2022 with a new color palette available across the line up. With the addition of Cloudburst Gray and Iridium for all models and Grecian Water for F SPORT models, the RX can be styled to fit each guests' personal taste. A unique addition to the options for 2022 is the standalone fog lamps to provide the option for added lighting on any grade or package without additional add-ons.

The moment you fall in love, the world comes to a stop. But when you fall in love with one of the sleek, stylish 2021 Lexus hybrids, things begin to speed up. That breathtaking acceleration, those sophisticated lines, plus the features and tech your heart has been dreaming of, they're all here in a package to send your pulse racing. In time for Valentine's Day, check out a new generation of Lexus hybrids and feel the love.

It's said there's someone for everyone. It can now also be said, for every driver, there's a hybrid. From the 2021 ES 300h and UX 250h, and hybrid models of the LC, LS, NX and RX, the key to finding "the one" is to be yourself, live your life to the fullest, and trust your gut—and heart.

One good sign that you've met your perfect match is finding lots of room in this magical new person's life for you. They're eager to meet and embrace your world: your friends, family, kids, pets, and all the unique things you do. Lexus' 2021 hybrid lineup feels the same way. Introduce us, it says. Let's go skiing with your crew in an RX 450h or take me surfing in an NX 300h. Show me around and show me off to your universe in a sedan. I've got room for your dog, your weekender bags, your suits, your snowboard and your big personality. Nothing about you is too much for a big heart, so don't hesitate to bring your stuff when you step into the space in their life that's been waiting for a you-shaped, you-sized partner for adventure.

The Pulse Quickens

Excitement, exhilaration and a thrill that comes in a flash: there's no mistaking the moment you fall in love. It happens fast, and suddenly, everything seems to rev up. The same heart-racing emotion is part of the hybrid driving experience as an ardor for acceleration moves the relationship forward. For example, with an ability to do 0-60 mph in a projected 5.1 seconds, the LS 500h (RWD) packs a 354-combined-system-horsepower.

Love at First Sight

According to science, love at first sight is possible. And what has this got to do with hybrids? Let us count the ways: RX 450h in Moonbeam Beige Metallic with NuLuxe®-trimmed seats in Glazed Caramel. An ES 300h in Sunlit Green; LC 500h available in Infrared; NX 300h in Nori Green Pearl; UX 250h available in Cadmium Orange. You know it in a flash: that is one handsome roofline; that is one beautiful grille.

Beautiful on the Inside

Even on a first date, you know this is someone very special. A couple more dates, you get to know each other better, and you are smitten. Small ways in which they show their character reveal the beauty on the inside. Lexus hybrids reveal their thoughtful soul

through interior touches such as the 2021 ES 300h's natural steering wheel angle, revised pedal positions and standard 10-way power adjustable front seats. With an emphasis on comfort, a focus on safety, audio to suit the mood (thanks, Apple CarPlay® and Android Auto™ compatibility) and finishes that feel like holding your beloved's hand, well, you soon find you don't want to leave—ever.

Built to Go the Distance

Looks and personality may be the keys that start the engine of love, but staying power is what turns going on a date into *setting* a date. True love may begin with a glance, but it proves its mettle by being there for you no matter what, and that means it can go the distance. Together, you *are* combined, highway and city MPG EPA estimates. The LC 500h is considered the first-ever Lexus Multistage Hybrid, with a system that teams the gasoline engine with two electric motor/generators. Now that's what we call "a match made in heaven." Suddenly, it's easy to see the future, and to imagine taking the twists and turns of life together. Something they also say about finding the right one, "When you know, you know."

2022 Genesis G70 RWD 3.3T Sport Prestige

The 2022 G70 kicks the luxury quotient up a notch and proves that the Genesis brand is a credible competitor in the entry-luxury segment. Going head-to-head with sports sedan leaders it requires both an athletic chassis and a posh cabin—two things that happen to be the G70's strengths. Not only does it deliver driving enjoyment and a nicely trimmed interior, but the smallest Genesis sedan is also an exemplar for the brand's bargain pricing, coming in several thousand dollars cheaper than its key rivals from Germany. Not to mention its standard 10-year warranty package, which is more than double what most entry-luxury cars offer.

Genesis has given its entry-luxury G70 sedan a makeover for 2022, which includes updated front and rear styling as well as interior tweaks that bring the car visually into line with the new G80 sedan and GV80 SUV. Genesis has also addressed one of our complaints inside the G70 for 2022 with a new, larger, and more premium-looking infotainment display. The G70's optional six-speed manual transmission has been discontinued.

Even the higher-end versions of the G70 represent a good value when compared to rival sports sedans, so we'd splurge on the Sport Prestige 3.3T model. Not only is the twin-turbo V-6 more powerful, in our testing it was nearly as efficient. The Sport Prestige trim brings just about every high-end feature Genesis has, including a head-up display, upgraded Brembo brakes, a 360-degree exterior camera system, nappa leather upholstery, a heated steering wheel, and a luxury microfiber headliner. All-wheel drive is available as an option, but it adds $2000 to the G70's price tag.

Engine, Transmission, and Performance

The base G70 2.0T features a turbocharged 2.0-liter four-cylinder that sends 252 horsepower through an eight-speed automatic transmission to the rear wheels; all-wheel drive is optional. Its engine felt reserved around town, and acceleration times were ordinary. However, our heart skipped a beat when we got behind the wheel of the twin-turbo 3.3-liter V-6 model, with its 365 ponies and 376 lb-ft of torque. We spent some personal time with the rear-drive

3.3T and were smitten by the engine's wave of thrust that sent it from zero to 60 mph in 4.7 seconds in our testing. Regardless of the powertrain configuration, the G70 has expertly balanced ride and handling characteristics. Its suspension smoothed out uneven surfaces, and the sedan remained composed during spirited cornering sessions. The more powerful 3.3T has the benefit of adaptive dampers that allow the driver to firm up the ride if necessary, but every G70 we've driven did a remarkable job of sending information to the driver's hands. Its steering feedback is precise and pleasant, with adjustable effort available by switching among the multiple drive modes.

Fuel Economy and Real-World MPG

According to the EPA, the most efficient G70 model is the rear-wheel drive version with the 2.o-liter turbocharged four-cylinder engine. That car earned ratings of 22 mpg city, 30 mpg highway, and 25 mpg combined. On my 300-mile highway fuel economy test, the four-cylinder G70 delivered 31 mpg; with the twin-turbo V-6 on-board, we recorded an impressive 29 mpg. For more information about the G70's fuel economy, visit the EPA's website.

Interior, Comfort, and Cargo

Inside, the G70 delivers a luxury experience, thanks to attractive materials and excellent build quality. Its driver-centric layout and straightforward controls cater to driving enthusiasts. Likewise, the upscale brightwork and decoratively stitched surfaces on our test car appeased our affluent side. Genesis also keeps things classy by avoiding the urge to plaster faux carbon-fiber bits and a flat-bottom steering wheel into the cabin, and the result is an interior that seems more luxurious than the Alfa Romeo Giulia or Jaguar XE. While the front seat strikes a nice balance between comfort and sport, the rear seat is compromised by limited legroom. We managed to fit five carry-on bags in the G70's trunk, and 14 total with the rear seat folded. Interior cubby storage includes a useful tray at the front of the center console that is perfect for smartphones and other small items. Unfortunately, the door pockets are small, and the center-console bin lacks organization.

Infotainment and Connectivity

Every G70 is fitted with a standard 10.3-inch touchscreen infotainment system that protrudes from the otherwise clean dashboard. The setup includes desirable features, such as Apple CarPlay and Android Auto capability. We'll know more about the 2022 G70's infotainment offerings closer to the car's on-sale date.

Safety and Driver-Assistance Features

The G70 boasts several standard driver-assist technologies, such as adaptive cruise control with stop-and-go technology and forward-collision warning with automated emergency braking. For more information about the G70's crash-test results, visit the National Highway Traffic Safety Administration (NHTSA) and Insurance Institute for Highway Safety (IIHS) websites. Key safety features include:

- Standard automated emergency braking with pedestrian detection
- Standard lane-departure warning and lane-keeping assist
- Standard adaptive cruise control

Warranty and Maintenance Coverage

Genesis covers every G70 with an exceptional warranty and complimentary scheduled maintenance. The luxury brand also offers a valet service—by appointment—where it will pick up and drop off the vehicle for maintenance visits and provide a loaner Genesis model for use in the meantime.

- Limited warranty covers 5 years or 60,000 miles
- Powertrain warranty covers 10 years or 100,000 miles
- Complimentary scheduled maintenance is covered for 3 years or 36,000 miles

The Lipstick Index: Why Makeup Sales Are Spiking

According to research from NPD, makeup sales—specifically lipstick—is on the rise.

"The term 'lipstick index' was coined by Leonard Lauder in the early 2000s to describe the influx of makeup sales during the recession," Natallia Bambiza, NPD manager and makeup category analyst, beauty, shared in her report. "Apparently, lipstick sales were inversely related to economic health. The phenomenon was also noted during the Great Depression when makeup sales increased between 1929 and 1933...Priced significantly lower than designer accessories, apparel, or jewelry, a nice-to-have lipstick plays the role of affordable luxury. In fact, lipstick is one of the products most purchased on impulse, exceeded only by lip gloss, according to the Makeup Consumer Report from NPD."

During the peak of the COVID-19 pandemic, this did not hold true. Lipstick sales declined significantly, along with makeup. Unlike previous economic crises, face masks were a reality (and largely, still are), making the simple luxury invaluable. Instead, the stand-in for this "treat" was fragrance, and the category saw notable growth during the pandemic.

According to NPD research, in 2021, fragrance revenue growth outperformed all other beauty categories, and, for the first time, fragrance sales reached parity with skincare. The average retail price for fragrances rose by 15 percent in 2021, versus 2020, after averaging a 5 percent increase during the two years prior, according to U.S. retail sales data from The NPD Group. Both men's and women's fragrances added nearly $10 more per product, on average, in 2021.

However, now that mask mandates are lifting and people have begun to gather, events have resumed, and socialization is getting back to normal, the makeup category is already improving. Lips is the fastest-growing category—sales revenue is up 48 percent in the first quarter of 2022, versus last year, according to NPD. Which begs the question, are we gearing up for another economic slump?

Prepare to pucker up!

Sephora to Continue Adding Black-Owned Beauty Brands

Out of nearly 300 beauty brands that Sephora carries, only 16 of them are currently Black-owned.

Earlier this year, Sephora released findings from its Racial Bias Retail Study. The survey included about 3,000 shoppers and 1,700 employees at its stores and others across the country, and the research was conducted over a year by Kelton Global and LRW in partnership with retail racism experts Dr. Cassi Pittman Claytor, Dr. David Crockett, Whitney Dunlap-Fowler and Dr. Patricia Raspberry.

Among the findings, the study found that 78 percent of shoppers didn't believe there was representation in brands or companies that are owned by and made for people of color. In direct response to this finding, Sephora planned to double its offerings of Black-owned brands from eight to 16 by the end of 2021.

Now, only eight months into the year, Sephora has met that goal and they're planning to expand it even further. According to an article on Bloomberg.com, out of nearly 300 beauty brands that Sephora carries, 16 of them are currently Black-owned, but that number is growing. The beauty retailer also said that Black-owned brands will represent 15 percent of its hair-care segment by year's end.

Knotless Braids Are Trending And Why

Consumers are searching for knotless braids alongside varying sizes and haircolors—there are 703K searches on average every month in the US for knotless braids, which has grown 27.6 percent in searches since last year, according to Spate NYC data.

Knotless braids are a form of traditional box braids, but instead of creating a knot to secure the braid to the scalp, the braid begins using the hair itself to secure the base. This form of braiding creates less tension and can be more gentle and less painful on the scalp. Related searches include terms like: medium, box [braids], small, jumbo, large, curly, color, near me, blonde, long, red, short, child, how to, and vs.

The broad appeal of knotless braids are evident in related searches such as medium, small, jumbo, long, short, and large indicating that consumers are looking to create knotless braids of all shapes and sizes, according to Spate NYC. Different colors such as blonde and red demonstrate the need for knotless braids to come in a variety of colors to create a cohesive look that blends with different hair colors and styles.

Keep up with the trends by ensuring your team can create the look and also carrying convenient options, like wigs in a knotless braid style.

Bubble Braids Are Trending

By **American Salon Staff**

You may have seen this trend take over your Instagram feed or even out and about: the bubble braid is here in a big way. According to data from Spate, there are 49.9K searches on average every month in the U.S. for Bubble Braids, a 165.7 percent growth in searches since last year.

The fairly simple to style hair trend uses “bubbles" of fluffed-up hair spaced out with elastics. It's completely versatile when it comes to texture. We saw a spike in the trend in 2020, and it has only grown since. Related search terms like "short hair" and "extensions" show an increasing interest in length, a perfect segue to that "it's time for extensions" conversation you've been wanting to have with your client.

Let your guests and followers see that you're on top of the trends—ask a guest if they're open to the style, photograph them and post to your social channels.

Natural Hair Color and Hair Health Are Trending

By **American Salon Staff**

Perfect Corp., an artificial intelligence (AI) and augmented reality (AR) beauty and fashion tech solutions provider, released its latest global beauty trend report—The 2022 Top Hair Color Trends Around The World: A Global Analysis of Virtual Hair Color Try-On Data from YouCam Apps.

The report reveals the biggest consumer hair trends and haircolor preferences, using data from Perfect Corp.'s YouCam suite of apps, which features thousands of hair and makeup filters and products that consumers can try on virtually.

This data can empower hairdressers to better understand their clients and deliver the best results.

During the pandemic, consumer hair routines evolved significantly. With lockdowns and social distancing measures in place, consumers stayed at home and embraced low-maintenance hair routines, opting to grow out their natural roots and nourish their hair with self-care regimens. Consumers also turned to online channels and AR-powered virtual try-on tools for hair inspiration during the pandemic. Perfect Corp.'s newest Global Beauty Trend Report reveals that even as pandemic restrictions are eased, these hair trends have persisted. The report highlights top consumer behaviors and hair color trends including:

- A surge in the popularity of natural hair colors, as rich brunette tones experience a significant increase in virtual try-ons globally
- An increase in silver hair color try-ons as consumers continue to embrace low-maintenance routines and celebrate their gray roots in trendy new ways
- The continued popularity of vivid tones, as consumers seek to experiment and play with haircolor in fun ways
- A spike in virtual try-ons during the spring and fall months, as consumers seek out haircolor inspiration ahead of the winter and summer seasons
- A new focus on hair health, as consumers embrace natural haircolor shades and caring routines that will preserve the hair's condition and minimize damage
- The growing role AR technology is playing in driving sustainability in the haircolor industry, as brands ditch hair bundle color swatches in favor of digital alternatives

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