

# BELLA

NYC


BEAUTY AS DEFINED BY YOU™

The  
Summer  
Issue!

At home with author  
Erica Reid

Erica talks exclusively to BELLA about her (brilliant!) parenting path towards health and wellness

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# beauty breakthroughs

By Janene Mascarella

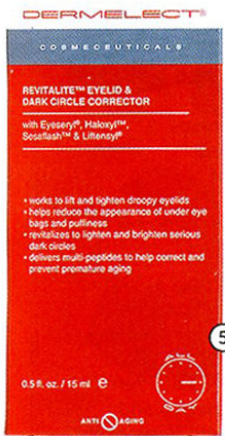
Nine  
Nagging

**Beauty  
Problems  
... Solved!**

Looking  
great can  
be pretty  
tricky. **Got  
a problem?  
We've got  
the fix.**







**1. The problem: Messy, dried-out mascara**

**The fix:** Make-up Designory's pigment-rich mascara comes in a squeezable tube that lessens waste and reduces the probability of mascara drying out and spoiling. (A common mascara myth is that by pumping the wand in-and-out of the tube, you'll catch more cream for even application. But the truth is, by doing that, you're filling the tube with air and ruining the product.) \$14, [MudShop.com](#)

**2. The problem: Stressed-out summer hair**

**The fix:** Verb's Styling Cream has a lightweight formula that smoothes and refines hair while taming frizz and providing subtle hold. Argan and jojoba oils smooth the hair while building body. Bamboo, green tea and sunflower extracts provide antioxidants, strengthen hair, prevent breakage and protect against heat styling. \$12, [VerbProducts.com](#)

**3. The problem: Small beauty items get lost in your purse**

**The fix:** The Raspberry Sorbet Outback Pouchee helps you sort it all out and find it fast. There are specific pockets on the inside of the Pouchee for lipsticks, a comb or brush can fit in one of the outside pockets, and of course any other beauty items, such as face powder, can be placed in the main portion. \$26.40, [Pouchee.com](#)

**4. The problem: Hot curling irons and blow dryers**

**The fix:** Don't risk it. Cool Care's Wall Mount Holder has two-inch and three-inch barrels with vent holes to release the heat. This inventive product keeps countertops free from marring and scorching burns, is child-safe, and prevents house fires. \$29.99 (wall-mount), \$34.99 (countertop), [Americanbeauty.ws](#)

**5. The problem: Unsightly dark circles**

**The fix:** Revitalize Eyelid and Dark Circle Corrector works to lift and tighten droopy eyelids, helping to reduce the appearance of undereye bags and puffiness. It revitalizes to lighten and brighten serious dark circles, while delivering multi-peptides to help correct and prevent the effects of premature aging. \$49, [Dermelect.com](#)

**6. The problem: Traveling with your toothbrush is tricky**

**The fix:** Designed for those on-the-go, the Eluo toothbrush by Cenoire provides a perfect balance of fashion and oral hygiene: a sonic toothbrush encased in a stylish compact. The compact size allows users to discretely carry the toothbrush in their purse, pocket, case or bag while at work, traveling or playing. \$24.99, [Amazon.com](#), [Overstock.com](#) and [Cenoire.com](#)

**7. The Problem: Humidity – holy hair frizz!**

**The fix:** Ouidad's Climate Control Defrizzing Shampoo and Conditioner are well-known by women around the world as the final word in frizz-fighting technology. A unique blend of moisturizers encapsulate the hair shaft and act as a protective barrier against heat, humidity and other environmental factors. \$18 (shampoo), \$20 (conditioner), [Ouidad.com](#)

**8. The Problem: Flimsy shower caps always fall flat**

**The fix:** A fabulous yet practical shower cap that doesn't smash or leave static cling? Yes, please! Dry Divas shower caps are looking to change the days of disposable caps. They are "designed to fit" by how much you have to cover. The Bouffant size is made for women who have medium to long hair or extensions, and the Classic is made for women with short to medium-length locks. \$26, [DryDivas.com](#)

**9. The problem: Takes too long for nails to dry**

**The fix:** Dazzle Dry is a quick-dry, vegan nail polish system that helps you nail it in a hurry. It slices your at-home manicure time in half and dries rock hard in five minutes. There's a full line of fabulous nail polish colors, a top coat and a base coat – all helping you get your mani done in minutes. 3-piece kit, \$21.50, [DazzleDry.com](#)