

# Beauty Trends

## The Perfect Accessory For Any Look This Season

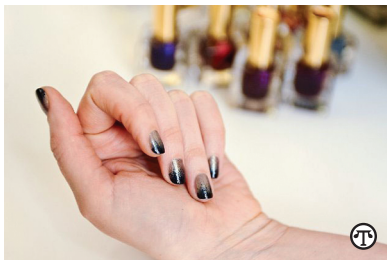
(NAPSA)—Dark, bold colors are in this season—especially when it comes to nails. Inspired by the City of Light, Estée Lauder introduces two enchanting minishade statements, Pure Color Nail Lacquer Beyond Black and Metal Mania. Created to evoke the seduction, beauty and fantasy of Paris at night, this dramatic palette of intriguing shades, textures and finishes expresses confident style and attitude with unprecedented color and impact.

“When creating this collection,” explained Estée Lauder Creative Makeup Director Tom Pecheux, “I wanted to capture the intensity and naughty side of Paris when it truly comes alive...at night!”

The collections include smoldering and amplified hues that capture the raw energy and sexiness of life under a dark Parisian sky. New Pure Color Nail Lacquer Beyond Black is defined by five deep shades that saturate nails in rich and dramatic color, capturing the allure of the Parisian femme fatale. Metal Mania dresses nails in glam glitters for a modern metallic finish, enticing women to experiment, with daring effect.

### Expert Advice

Popular beauty and fashion blogger Emily Schuman of Cupcakes and Cashmere has found that they're terrific for creating the ultrachic “Gilded Fade” manicure.



**Popular beauty and fashion blogger Emily Schuman has found a great new look for nails.**

“With nail art designs getting crazier by the minute, I’m embracing a more subtle design,” she says. “The Gilded Fade manicure makes an impact without being over the top. It’s the perfect accessory for my hands.”

### Polishing Pointers

Here’s how to get the Gilded Fade manicure with two of Emily’s favorite new shades from Estée Lauder:

1. Apply two coats of Pure Color Nail Lacquer in Nouveau Riche.
2. Paint a small sponge with Pure Color Nail Lacquer in Viper.
3. Dab sponge on nail tip fading upwards.

The collections are now available at Estée Lauder Counters nationwide and [www.esteelauder.com](http://www.esteelauder.com).

For further fashion and beauty advice from Schuman, go to [www.esteelauder.com/guestblogger/emilyofcupcakescashmere/index.tmpl](http://www.esteelauder.com/guestblogger/emilyofcupcakescashmere/index.tmpl).