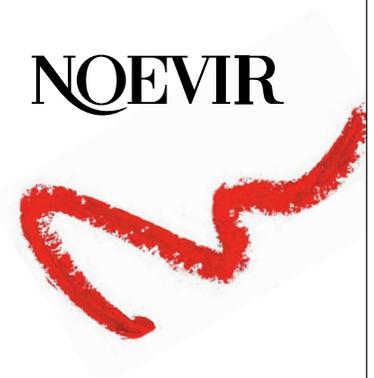


Go from “Your Way” to this Fall’s Runway

NOEVIR



Top Beauty Trends

Featuring Noevir’s New Fall Color Collection!

By The Noevir Insider

1. The Smokey Eye

As the leaves change, the Smokey eye makes it’s annual return to Fall Beauty. This Fall Noevir launches a new **NaturalCode sultry eyeshadow quad** properly named Euphoria for it’s versatility and ideal combination of soft and bold color. Partner this shadow quad with **Noevir’s new double-sided shadow pencils** that can be painted or smudged and you have everything you need to create a Smokey Runway Look.



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2. Cat Eyes

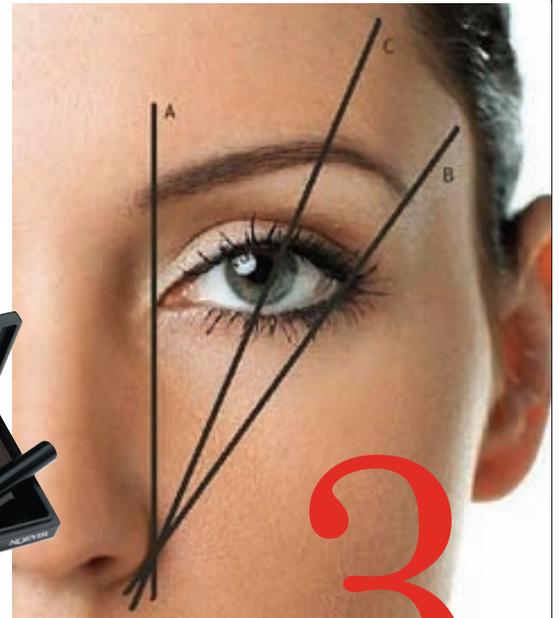
Go back in time to the days when Brigitte Bardot rocked the Cat Eye. This look is back in a big way! You can’t open a magazine without seeing Lauren Conrad, Eve Mendes, or some other celeb flashing a sexy cat eye. You can get this look by using **Noevir’s Raysela black waterproof liquid eyeliner** or **auto eyeliner**. Use one of these products and create a straight line across the lash line lifting the line up at the end and extending past the lashes. You can make this look as safe or daring as you want simply by extending the line or thickening it. This look is dangerously alluring when paired with our **new SUPERLONG Mascara**. You won’t believe how long your lashes will look.



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3. Full Brows

The brows are full in Fall! That means if you've been over tweezing, time to grow those brows back. That doesn't mean let the two become one unruly brow, it just means don't be afraid to let those brows grow a little fuller. If you can't grow your own, don't stress, use **Noevir's eyebrow compact** or one of our flattering **eyebrow pencils** to give a more youthful polished appearance. Although they are often ignored, our brows serve the most important role of all, framing our face. We use our brows to express anger, surprise and more. Make sure you are expressing the emotion you want.



4. Textured Hair

It's okay to have Frizz this season...in fact it's a desired look on the Runway. Hair doesn't have to look perfect to be beautiful. Sometimes a little mess, volume and some curls make your look more interesting. Try a texturized ponytail by teasing your hair at the root and continuing halfway down your hair. Spray your hair while it's still full, let it dry, then gently smooth and place in a ponytail. You can add a hair accessory or leave it as is. When you are texturizing, styling, curling, and teasing, protect your hair with Noevir's rich **NHF Deep Serum and Hair Water**. These luxurious hair products restore dry damaged hair so you can get the look you want without lasting damage.



5. Accentuate the Positive

You know what your best feature is! Maybe it's your sparkling eyes, your full lips or your high cheek bones. This season choose your best feature and make it stand out. You can smoke up those baby blues, highlight your cheeks or plump that pout. Always remember if you go with a smokey eye, balance your look with a pale lip. And if you choose a bold lip color, keep your eye makeup soft.



Noevir Cosmetics have everything you need to get this season's hottest runway looks! Make sure you check our 2010 Fall Cosmetic Color Collection! For any beauty questions, please email our expert at Theinsider@Noevirusa.com