



MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

TREND ALERT
Love That!
Makeup Sets
Suits and sunnies in lipstick shades are in the hot seat this season. Rule of thumb: Orangi reds look better on those with warm undertones (i.e., gold jewelry complements you); blue-reds flatter cooler undertones (silver jewelry is your jam).

SWIMSUIT, Charlie by Matthew Zink, \$192; charliebymz.com.
SUNGLASSES, \$98; michaelstars.com

SWIMSUIT, Vince Camuto, \$98; zappos.com.
SUNGLASSES, \$149; toryburch.com

Age Brilliantly!
O's plan for a longer, stronger, brighter, lighter, much more together life

How Far Would You Go to Feel Better?
One woman's incredible search for a cure

The Instant Energy Quiz
Find out what's really zapping your zip—and how to get it back

Please Don't Take My Sunshine Away
Finally—a few healthy reasons to catch some rays

Boot Camp for Your Brain
4 easy ways to sharpen your mind

BATHING SUIT DRAMA Since one-pieces rarely fit her tall frame, Sierra usually sticks with bikinis. But she needs to be mindful of proportion, as anything skimpy—like her flimsy BEFORE suit—looks even skimpier on her: "I like suits that aren't too revealing," she says. "You can be sexy without showing too much."

HAPPY ENDING A striped bikini top adds curves to Sierra's straight figure, while high-waist bottoms visually shorten her torso. Bonus: The retro-inspired look is a big trend this season.

Top, \$23, and bottom, \$23; oldnavy.gap.com

Michael Stars

Michael Stars sun style *Ingenious* shown in the June issue of Oprah Winfrey's "O" Magazine in an article on this summer's hottest color trends!