

Naturally fresh and odor-free

Looking for a natural deodorant that really works? Try Take a Whiff! from Pristine Beauty, located in Raleigh. With a scent reminiscent of creamsicles, this all-natural deodorant is free of aluminum, parabens and phthalates.

Blair Kessler, breast cancer survivor and CEO of Pristine Beauty, shares tips to help make this deodorant almost as effective as its chemical counterpart: Be sure natural deodorants are

applied on completely dry underarms. After the deodorant is applied, lightly dust baking soda under the arms with a big powder brush. This trick works to help keep you dry for hours.

A portion of proceeds from Pristine Beauty benefits young breast cancer survivors and cancer prevention research. Find it at www.shoppristinebeauty.com for \$22.



GRAY is the new BLACK

This season, black takes a backseat to its first cousin once removed: gray. More than a watered-down version of a perennial standby, gray comes in varying shades and has a personality all its own. Paired with a rich, earthy claret, it blends beautifully, highlighting the claret and pushing it to the forefront. Try it with a shade of warm olive or crème brûlée. Gray doesn't overpower and lets the other colors shine.

While black can be intense and draining, gray is much less harsh and provides a more uplifting backdrop to color, whether neutral or bright. Try a dark gray overcoat for a modern look that goes with everything, or gray denim for a chic wardrobe update. Gray has even made its way onto beauty palettes everywhere, so you can treat yourself to a charcoal nail polish with a hint of metallic. It's an updated color that goes with everything.



Extend your spend

Looking to update your wardrobe for a new season but your pocketbook isn't thrilled with the price tags on some of the hot trends? Try an off-price retailer like TJ Maxx or Marshalls. Guaranteed to carry current merchandise from some of the hottest designers at a fraction of the retail price, TJ Maxx and Marshalls carry first-quality goods so you can look stylish without breaking the bank.

So go ahead and treat yourself to an infinity scarf or a pair of knee-high boots from Michael Kors, like the ones pictured. At a savings of up to 60 percent, staying under budget has never looked so good! Find a location near you at www.tjmaxx.com.

The essence of femininity

During the day, it's nice to catch a whiff of something pleasurable that reminds us who we are at heart. Tendre Jasmin, the latest fragrance in the Secrets D'essences Collection from Yves Rocher, does just that.

A fresh and luminous floral scent that seeks to define the feminine essence, Tendre Jasmin is subtle yet captivating. Try it as a body lotion, a shower gel, or as an eau de parfum to bring a little sensuality to your day. Find Tendre Jasmin at www.YvesRocherUSA.com for \$20-\$58.



HAVE YOUR CAKE and eat it, too

Halloween, birthdays, baby showers. Whatever the occasion, celebrate with an extra-special, customized cake.

Cupcake Envy in Wake Forest creates artisanal sculpted cakes ranging from fabulously elegant to frighteningly fun. With an amazing eye for detail, the mom-owned business creates one-of-a-kind cakes that almost look too good to eat – almost! More like mini-masterpieces, Cupcake Envy's cakes (or cupcakes) will delight the guest of honor and make your event the talk of the town. Order at www.cupcakeenvy.com or call 919-453-0779.



Grown-up popcorn for a special treat

It's nice to share a snack with your kids, but sometimes a mom needs a quiet moment to relax and indulge her senses. For times like these, try a bag of Charlie's Truffled Popcorn. Created in Vass, N.C., by Susan Rice, this one-of-a-kind treat also elevates a date night watching movies to something special.

Flavored in black périgord and summer truffles, this air-popped delicacy pairs well with a glass of red wine or another beverage of choice. Find it for \$4 for a 1-ounce bag at Whole Foods, A Southern Season and www.susanricetruffles.com.

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