

# Find Your Signature Scent in Five Easy Steps

When choosing something as personal as a fragrance, it's easy to become overwhelmed. But take heart! Your perfect scent is out there—and here are five simple ways to find it:

## 1 Use your common scents.

Chances are that the scents you are drawn to are already in your favorite bath products. If you like the feminine gardenia scent of **KAI Body Wash** (\$37) in the shower, for example, you'll love wearing **KAI Perfume Oil** (\$49) for the rest of the day.

## 2 Mirror your personality.

Remember your fragrance is all about you. If you love frills, go for something romantic and floral like **Vera Wang Princess Eau de Toilette** (\$60 to \$75). If you're outdoorsy, choose something fresh and breezy, like **Comptoir Sud Pacifique Aqua Motu Eau de Toilette** (\$29 to \$85).

## 3 Know your power.

Your fragrance should make a statement without being overpowering. Eau de parfums are more

concentrated than colognes, so you need just a light touch to envelop yourself in the crisp, woody, floral scent of **Kim Kardashian Eau de Parfum** (\$35 to \$65).

## 4 Please your senses.

If an eau de parfum is too heavy for your taste, an eau de toilette is a lighter-weight option with staying power. For a touch of the exotic, try **L'Artisan Batucada Eau de Toilette** (\$145), a seductive fragrance with notes of lime, cachaça, and mint inspired by a Brazilian cocktail.

## 5 Test yourself.

When sampling a new scent, apply it directly to your wrist. Your skin reacts with the fragrance, which means the scent could change—for better or for worse!—when you wear it. Still not sure? Let us help.

**Come into any of our stores for expert advice, and you'll go home with a scent you love!**

## A few fragrance faves



## ON THE BLOG: KAI AND LEILA LOU, HEAD TO HEAD

Two of our favorite fragrances reviewed by one of our favorite bloggers, Kit Novack. Check it out at [blog.beautycollection.com/battle-of-the-fragrances-kai-and-leila-lou](http://blog.beautycollection.com/battle-of-the-fragrances-kai-and-leila-lou)



Join us most Wednesdays from 6–9PM PST for a close encounter with our amazing brands.

Featured brands in February to include: PMD, skin 2 skin, LASHFOOD, jf lazartigue and more. Head to <http://www.facebook.com/bccurator> for the schedule!

## Valentine Makeovers

Schedule yours! Call your store for details.  
 Calabasas [818] 225-9424  
 West Hollywood [310] 858-8838  
 Malibu [310] 317-0117



# LASHFOOD®

## Want longer lashes? Why LASHFOOD Works.

Full, healthy eyelashes may be the standard of beauty—but they don't always come naturally. Over time, eyelashes become brittle, frail, or even sparse, which means most of us need help pumping up the volume.

In the past few years, the quest for luscious lashes has led to remarkable scientific breakthroughs—such as **LASHFOOD's Nano-Peptide Eyelash Conditioner**—that now make it possible to lengthen your own lashes naturally.

Clinically proven to provide visible results in just 3 to 6 weeks, LASHFOOD's eyelash conditioning system is made with all-natural ingredients. A special blend of peptides (a group of amino acids that are the building blocks of proteins) works at the cellular level to boost both lash length and strength. Other ingredients, such as biotin and soy proteins, promote hair growth and prevent breakage.

Best of all, you don't need a prescription to start using LASHFOOD's eyelash conditioning system. We're thrilled to now offer LASHFOOD online and in stores. Get started today!

### What Makes Long Lashes So Sexy?

If the eyes are the windows to the soul, then your eyelashes are the frame that shapes them. No wonder luscious lashes are a must for an eye-catching first impression!



Long, full lashes are not only feminine and flirty, but they also help emphasize your eyes by making them look larger—a sign associated with youth. Wear and tear over time can leave eyelashes brittle and thin, but with a little TLC, you can reclaim the healthy lashes of youth. Bring out those beautiful baby blues, greens, or browns naturally with the LASHFOOD eyelash conditioning system, and prepare to be noticed.

### Does it work? See for yourself.



## Get longer, thicker, stronger lashes, naturally

**marie claire**  
2010's TOP 10

When the eyelashes Mother Nature gave you need a boost, don't reach for a prescription. Lengthen those lashes naturally with the clinically proven **LASHFOOD** eyelash conditioning system. You'll see a visible difference in just 3 to 6 weeks! You can even brush up those brows with the **Nano-Peptide Eyebrow Conditioner** for a full, even brow line. You'll love the results.

*These are just some of the celebs who are loving LASHFOOD: Beverley Mitchell, Tava Smiley, Jason Priestley, Niecy Nash, Kevin Sorbo, Rena Sofer, and Candace Cameron Bure.*



**Get this trial size Eyebrow Conditioner with purchase of a full-size Eyelash Conditioner**

\* Enter promo code **lashfood** at checkout online. while supplies last Expires February 29, 2012



Shown L to R: Nano-Peptide Natural eyeBROW Conditioner 8ml - \$90  
Nano-Peptide Natural eyeLASH Conditioner 5ml - \$80

## Sweets for Your Sweet from philosophy

Pamper someone you love with one of these delicious bath-and-body gift sets from philosophy:



### sweet talk

Savor both the sweet and the tart with this delightful kit, featuring Candy Hearts shampoo, shower gel, and bubble bath; body lotion; and lip shine. \$22

### i heart you

Bask in the soulful scent of unconditional love with this sweet set, featuring a perfumed shampoo, bath, and shower gel; and a firming body emulsion. \$32



## Find the Perfect Bouquet

Nothing says "romance" like the gorgeous scent of flowers, but that doesn't mean you have to go with the same old dozen roses. This year, win your Valentine's heart—and nose—with a delightful floral scent from Coach or Dolce&Gabbana:



**1. Coach Poppy**, a pretty perfume spray combining sweet jasmine and gardenia with notes of fresh cucumber and candied rose petals — \$85 for 3.4oz. **2. Coach Poppy Flower**, a vibrant, airy fragrance blending sparkling citrus, lychee, and cassis with water lily and jasmine petals — \$85 for 3.4oz. **3. Dolce&Gabbana The One for Women**, a warm, oriental scent featuring bergamot, mandarin, lychee, and peach, with notes of lily, jasmine, vanilla, and musk — \$95. **4. Dolce&Gabbana The One for Men**, a vibrant masculine blend of grapefruit, coriander, basil, and orange blossom, with notes of cedar, amber, and tobacco — \$73.

## February Deals

# 20% off

all month long  
ends Feb. 29, 2012

j.f. lazartigue<sup>®</sup>  
PARIS

enter code **jfl20** online

# 40% off

Get the T3 Evolution dryer for \$180  
While supplies last, ends Feb. 29, 2012  
(pc t3180)



Looking for a Valentine's Day gift? Try one of these.

**CURATOR'S CORNER**

**Shown L to R:** Dayna Decker Chandel Botanika (Posy) - \$23-\$36, Bliss Blood Orange and White Pepper Sugar Scrub - \$36, Lifetherapy Ultra Rich Body Cream (Flirt) - \$40, Cake Beauty Satin Sugar Hair & Body Powder for Lighter Hues - \$18, The Art of Shaving Sandalwood Eau de Toilette - \$70, Bond No. 9 New York Amber - \$260-\$330, Tokyo Milk Petite Parfum Solide (Lotus Sake) - \$18, Booty Parlor Massage a Trois Set - \$32



We  these organizations

If you belong and have a valid ID you get:

**15% off**

PEPPERDINE UNIVERSITY



All store locations, see store for details. Must show valid ID. Some exclusions apply.

**February Service Specials**

**WEHO**



**\$60 for Cut and Deep Conditioning Treatment – \$130 value\***

Call [310] 858.8838 to book an appointment.

**CALABASAS**



**\$199 for Keratin Straightening treatment – \$400 value\***

Call [818] 225.9424 to book an appointment.

**MALIBU**



**\$65 for a Custom Peel – \$100 value\***

Call [310] 317.0117 to book an appointment.

\*First time skincare service clients only

**STAFF FEATURE**

**Maria Rush**



- Title: Brand Development
- \* Responsible for curating the extraordinary collection of brands we offer our customers.
- \* Maria has worn many hats, including store manager, general manager, and periodic marketing consultant extraordinaire.

Have a suggestion on a new brand you'd love to see on our shelves? Email [maria@beautycollection.com](mailto:maria@beautycollection.com) and let her know!

Calabasas  
4732 Commons Way  
Calabasas, CA 91302  
[818] 225-9424

West Hollywood  
8951 Santa Monica Blvd  
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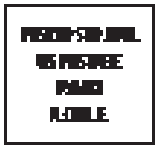
Malibu  
3900 Cross Creek Rd  
Malibu, CA 90265  
[310] 317-0117

Prices and selection may vary as stores are independently owned and operated. Visit store for details. Customer information is required to redeem promotions.

# BEAUTY collection®

www.beautycollection.com

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Van Nuys, CA 91405



## Inside our February Issue

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# BEAUTY collection®

CURATORS IN THE ART OF BEAUTIFUL

## Just in Time for V-Day!

We're all about fragrance, and long, seductive lashes this month. Explore a new scent. Or, try the latest and greatest NATURAL lash growth product, LASHFOOD. Live it up a little this February at Beauty Collection.



Shown L to R: Vera Wang Princess Eau de Toilette (\$60–75), L'Artisan Batucada Eau de Toilette (\$145), LashFood Nano-Peptide Natural eyeLASH Conditioner 5ml (\$80), Coach Poppy (\$85 for 3.4oz), Dolce&Gabbana The One for Men EDP Spray (\$73), dolce & gabbana light blue for women edt spray (\$87)




The

# collector

february 2012 volume 5 issue 2

**FIND YOUR  
SIGNATURE  
FRAGRANCE**

Party with us on 

Valentine's Day Makeovers

Get longer, thicker,  
stronger lashes naturally  
with **LASHFOOD**<sup>®</sup>

Sweets For Your  
Sweet from **philosophy**<sup>®</sup>

We  Coach & D&G Fragrances

February Deals

**Happening in-stores  
this February**

BEAUTY  
**collection**<sup>®</sup>  
CURATORS IN THE ART OF BEAUTIFUL

[www.beautycollection.com](http://www.beautycollection.com)