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2011 Summer Beauty and Fashion Trends

California influences summer styles with carefree, natural, and bright looks

LOS ANGELES, California, June 21, 2011 -- Summer 2011 is proving to be full of California style beats. From the brights, to the beach hair, and endless blossoms, catwalk trends are definitely a reflection of the Los Angeles world. Here are some of the stand-out looks --

- **BRIGHTS MONITORED:** Pairing a bright-colored (and we mean bright! like hot pink or a bold green) shirt or pants with neutrals is a great way to go retro without looking over the top. Try solid colors for a less-busy look. Summer neutrals are white or light beige.
- **HAIR CARE FREE:** Natural-looking, undamaged hair loosely pulled back with little styling for that free, beach-born look is the aim. A few light highlights can be wisped in to give it a sun-soaked flair. Keep your hair naturally healthy with a deep conditioner once a week, such as with California Sunshine Cosmetics' Radiant Beach with virgin coconut oil.
- **FLOWERS PLEASE:** Floral prints are either super bold or super delicate - like either 70's audacious giant flower prints or tiny, muted flowers on a washed out Asian-inspired canvas. The easiest way to pair either plant choice is by picking one flowered piece as a standout and the rest of your outfit is neutral.
- **SUN-KISSED SAFETY:** No sun tanning. You either wear a 70's inspired floppy hat to protect yourself from the sun and flaunt your sans-tan skin with zest, OR you go for a bit of bronze sans sun - a faux tan obtained by either a tanning booth, powdered bronzer, or a self-tanning



spray/cream. Sun damage is so uncool.

- **NAILS STAND OUT:** Be bold with your nail color, like summer's popping blossoms or ocean waves. Go for the bold greens, bright yellows, creamy blues, big oranges, and hot pinks - especially for the toes. It's an easy way to go trendy for any age.

ABOUT CALIFORNIA SUNSHINE COSMETICS:

California Sunshine Cosmetics is a Los Angeles-area, natural cosmetic company founded by actress and media personality Terra Wellington - www.terrawellington.com. The company's first product line is Base Glow, with the signature product Sunny Day, and Starry Night and Radiant Beach. The company sells to customers in the United States at www.ca-sunshine.com, as well as wholesale to any location.

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