



Lush Lashes, Kissable Lips Make for a Sexy V-day



Ooo-la-la this is shaping up to be a memorable Valentine's Day! We asked women across America how they'll prepare themselves for the most romantic day of the year, what they'd love from their significant other, and what gift would be super special to receive.*

Top Looks She'll be Flaunting on V-day

One Gift She Would Most Likely Buy for Herself to Celebrate V-day

55%

kissable lips

51%

lush lashes

35%

cat eyes



Gifts She'd Love to Receive from her Sweetheart on V-day

56% gift card to a beauty store

51% a spa day

51% a massage

Getting Ready for the Big Night Out

71% shave/wax legs

68% apply makeup

57% style my hair



Top Scents to "Get Her in the Mood" for V-day

- #1** vanilla
- #2** cherry blossom
- #3** lavender



Top 3 Professional Services She'll Seek to Get Ready

- professional manicure/ pedicure
- eyebrow shaping/ waxing/threading
- hair professionally styled

Gifts She'll Buy her Guy for Valentine's Day

53% cologne

25% shaving products such as aftershave or lotion

22% a gift box from a men's line (i.e. Jack Black, Dollar Shave Club or Harry's Shave Club)



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