



McCaughey Consumer Products



Canada Day



JULY

Media Report
P.R. Clippings 2016

YARDLEY®

L O N D O N

Clip Publish/ Air Date	Outlet/ Station Name	Media Type	Reach	Article / Link	Tone			Quality Ratings					Notes
					Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion	
27-Jul-16	DELECTABLY Chic!	Blog	18,000	http://www.delectablychic.com/2016/07/bridal-gift-guide-2016-part-3-perfumes-for-the-bride/	✓				✓	✓	✓	✓	English Lavender Eau de Toilette



Wedding
Bridal Gift Guide 2016 Part 3: Perfumes for the Bride

July 27, 2016 By T. U. Diamond 0 Comments











DelectablyChic! is back with its highly anticipated Bridal Gift Guide Series by T. U. Diamond. We continue with Part III: Bridal Perfumes. So many articles have been written about bridal make-up and hair but there is very little information on how to select the perfect perfume to wear on your wedding day. We at DelectablyChic! have discovered some gems.

CLASSICAL SCENT:











There is something quintessentially classical and timeless about Yardley London Eau de Toilette. Whether English Rose, Lily of the Valley or Lavender, these scents epitomize class and sophistication and are ideal for the most elegant of brides. Scents like lavender also instantly relax and calm you, so are particularly ideal for brides.

PHYSICIANS FORMULA

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					Positive	Balanced	Negative	Bonus / Demerit Point	Company / Brand Mention	Photo / Image / Logo	Colour	Competitive / Peer Inclusion			
July		Magazine	1,112,242	ELLE 2016 Eco-Beauty Awards "Makeup Category"										Organic wear Mascara	
July		Magazine	7,624,910	In Love with Summer										Butter Bronzer Murumuru Butter Bronzer	
July		Magazine	2,222,115	Beauty Under \$25										Organic wear Work It! Mascara	
July		Magazine	539,913	Fake a Bake										Argan Wear Argan Oil Bronzer	
July		Magazine	882,678	Trending Now										Argan Wear 2-in-1 Argan Oil & Coconut Water Primer	

PHYSICIANS FORMULA

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July/Aug		Magazine	1,535,928	For Jenna's Look Speckle-Friendly Makeup									MatteQuad Eyeshadow AW Kohl Kajal Eyeliner AW Oil Mascara Super BB Cheek/Lip Balm Super BB #InstaReady Trio Stick SPF30 Blush	
4-Jul-16		Website	2,164,789	http://globalnews.ca/video/2801900/beauty-expert-chantal-guertin-with-wedding-beauty-essentials-under-15									Eye Booster Instant Doll Lash Extension Kit	
4-Jul-16		Blog	7,000	http://www.makeupyourmind.net/2016/07/challenge-week-anastasia-beverly-hills-modern-renaissance/									Butter Bronzer Murumuru Butter Bronzer	
4-Jul-16		Magazine	1,963,995	Summer Steals									Argan Wear 2-in-1 Argan Oil & Coconut Water Primer	

PHYSICIANS FORMULA

Beauty expert Chantal Guertin with wedding beauty essentials under \$15

Global's Holly Alexandru spoke with beauty expert Chantal Guertin on the perfect beauty wedding essential items every bride or guest can use.

Makeup Your Mind

Face Anastasia Beverly Hills Modern Renaissance Looks

- Primer: **Make Up For Ever Step 1 Pink**
- Foundation: **BECCA Aqua Luminous Perfecting Foundation in Fair**
- Bronzer: **Physicians Formula Butter Bronzer**
- Blush: **MAC Gingerly** with **Tarte Natural Beauty** on top
- Highlighter: **BECCA Shimmering Skin Perfector Pressed** Prosecco Pop
- Lipstick: **MAC** by Special Order

Make and look just how I like my look!

WOMEN'S HEALTH 7/08 2016

BREEZE-FRIENDLY MAKEUP
The formulas you need to get fresh (and stay there)









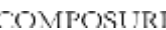

Why Skin Matters, Too
A few color choices may seem to be right on par, but a shade of blue or green can be a game-changer in the right situation.

beauty **SUMMER steals**

Get a few handbags for less! Get these handy essentials while they're hot!

SPLURGEWORTHY

PHYSICIANS FORMULA

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7-Jul-16	 bobbie thomas	Websites	UVPM: 20,533,560 UVPM: 1,968	http://www.today.com/style/what-hair-piercing-should-you-be-scared-t100609 http://bobbie.com/2016/07/buzz-you-asked-summer-hair-addition/									Mineral Wear Airbrushing Loose Powder SPF30 
11-Jul-16			UVPM: 211,062	http://www.chch.com/2016-business-excellence-awards/									Butter Bronzer 
16-Jul-16		Magazine	UVPM: 9,368,759	http://www.usmagazine.com/celebrity-beauty/news/follow-julia-stiles-trick-for-side-swept-hair-that-lasts-w429861									Shimmer Strips Extreme Shimmer Shadow & Liner Argan Wear Kohl Kajal Eyeliner 
18-Jul-16		Magazine	207,456	Slay with Sun-Kissed Skin									Butter Bronzer Murumuru Butter Bronzer 
Summer Issue		Magazine	17,304	Editor's Vanity: Travel Edition									Argan Wear Argan Oil Kohl Kajal Eyeliner 

PHYSICIANS FORMULA

HOME NEWS VIDEO STYLE BEAUTY MOMS ENTERTAINMENT PETS

Follow Julia Stiles' Red Carpet Trick for Side-Swept Hair That Lasts

By [Katie Holcomb](#)

Discover **Blackhead Mascara (\$7.95)**, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow (\$3.95)**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner (\$3.95)**, **Physicians Formula In Matcha Tea (\$24)**, **Leanne Henkel Lip Plump It! Matcha Tea (\$24)**, **Leanne Henkel Honey Satin Lipstick (\$24)**, [www.physiciansformula.com](#)

Julia's dulcet tones are paired with Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner. For added drama, he swept on the darkest color from the Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow in Green Magic, along with complementing lighter colors in the crease and outer edges. He also coated her lashes with Dior Show Blackout Mascara.

WATCH CHCH LIVE NOW

NEWS - WEATHER - SHOWS - SCHEDULE

Summer beauty tips

Posted: July 11, 2014 10:26:50 AM
 Category: Fashion & Beauty, Health
 Tags: beauty, hair care, hair color, hair products

SUMMER SKIN CARE

This hair has been a hot and humid start to the summer. Beauty expert, **Jill Dunn** has some tips to help you through the summer months.

EDITOR'S VANITY: *travel edition*

Love: Traveling. Loathe: Crumpling all my liquid beauty products into a quart-size haggie. Some TSA-friendly goodies coming onboard with me this summer.

BY [KIM HARRIS](#)

With foundation and bronzer, which are a dupe for the TSA-friendly, liquid foundation, my favorite liquid compact is the new **Physicians Formula Custom Eye Enhancing Extreme Shimmer Shadow** in Green Magic. It's a great way to get your eye makeup on the go. **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

The best beauty hack of 2014, by far: **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

Slay With Sun-Kissed Skin

Hollywood's golden girls show us every complexion can achieve a terrifically flattering summer glow.

Light Skin: **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

Medium Skin: **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

Dark Skin: **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

bobbie thomas

About Bobbie TODAY Show Woosh™ Beauty

Buzz: You Asked! Summer Hair Addition

July 8, 2014

Bobbie's Buzz: How to avoid sunburn on your scalp

From scalp burns to hair piercing, I'm answering your questions about summer hair in the video above. Links to the products featured in buzz are listed below.

Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

TODAY Style

What is 'hair piercing' and should you be worried?








By [Bobbie Thomas](#)

From scalp burns to hair piercing, I'm answering your questions about summer hair in the video above. Links to the products featured in buzz are listed below.

Bobbie's Buzz: How to avoid sunburn on your scalp

Q: How can I avoid a sunburn on my scalp without a hat?

If you're looking for an everyday option, try a powder formula. **Physicians Formula SPF 30 Loose Powder** is a great daytime dust and **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula Shimmer Slips Custom Eye Enhancing Extreme Shimmer Shadow**, **Physicians Formula Argan Hair Ultra-Nourishing Argan Oil Heat Seal Eyeliner**, **Physicians Formula In Matcha Tea**, **Leanne Henkel Lip Plump It! Matcha Tea**, **Leanne Henkel Honey Satin Lipstick**, [www.physiciansformula.com](#)

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1-Jul-16	Beautifully on Budget	Blog	500	http://www.beautifullyonbudget.com/review/wet-n-wild-color-icon-eyeshadow-collection/	✓			✓	✓	✓	✓	✓	Eyeshadow Palettes - Comfort Zone - Poster Child - Petal Pusher 
4-Jul-16		Blog	7,000	http://www.makeup-your-mind.net/2016/07/challenge-week-anastasia-beverly-hills-modern-renaissance/	✓				✓	✓	✓	✓	H2O Waterproof liquid liner 
5-Jul-16	Beautifully on Budget	Blog	500	http://www.beautifullyonbudget.com/review/my-eyebrow-products/	✓			✓	✓	✓	✓	✓	Color Icon Brow Pencil Blonde Moments 
5-Jul-16	Canadian Living	Website	636,000	http://www.canadianliving.com/style/beauty/article/beautifully-bold-lipstick-for-a-bright-summer-look	✓			✓	✓	✓	✓	✓	MegaSlicks Balm Stain "A Stiff Pink" 
6-Jul-16		Blog	250,000	http://fora.mtv.ca/?s=Which+Lipstick+Should+You+Wear+to+Kiss+Your+Celeb+Crush%3F&x=0&y=0	✓				✓	✓	✓	✓	MegaLast Lipcolor "Cherry Picking" 

wet n wild

ALL ACCESS BEAUTY LOS ANGELES

Beautifully on Budget

Wet n Wild Color Icon Eyeshadow Collection

Hey guys!
 Organic Skincare Canada
 July 1, 2016

Today I have unboxed and reviewed the incredible Wet n Wild Color Icon Eyeshadow Collection Palettes for you! I picked up all three a while back and these palettes are so freaking amazing. Wet n Wild has so many great products and they are so affordable! I swapped these up for \$3 CAD each at Amazon (they were on sale I believe they are closer to \$6 normally).



I was originally planning on reviewing the palettes separately but they are all so amazing I think I can wrap it all up in one review. I have tons more of reviews since I couldn't decide which I liked more, I can't help but these palettes are so wonderful! 🌟 Rows left to right: Colorful Zone, Power Play, Neon Fusion.

Makeup Your Mind

Anastasia Beverly Hills Modern Renaissance Looks

Eyes

1. Warm Taupe through the top of the crease.
2. Blue Freeso through the crease.
3. Vermeer on the lid.
4. Antique Bronze on the outer corner.
5. Cyprus Amber to deepen up the outer corner and on the outer lower lash line.
6. Tempers on the lower lash.

I used Vanetize Red on the lower middle of the lash line. I created the wing with the **Wet n Wild** #20 Waterproof liquid liner and applied **Too Faced** Better Than Sex Waterproof mascara on my lashes.

Beautifully on Budget

My Eyebrow Products

July 5, 2016
 Review: Eyebrows

I have been seriously addicted to buying eyebrow products lately and decided in this post I'll show you guys what I have and give you a quick review. I have separated the products in to pencils and gels.



Which Lipstick Should You Wear To Kiss Your Celebrity Crush?

KISS KISS KISS KISS

For the ultimate lip color beauty tip, we're going to ask yourself: how do you really feeling? Bold bright colors. Neutral in fading. Or, in all cases and in any, just use the shade lightest. Though it could be you have more choices and more long lasting look a good idea to keep them. We promise they will not break you when you kiss.

THE VIBES: 2016

The perfect lip color to wear if you often are getting out in water (like during your workouts) is with your choice. And it comes in the perfect shade of orange-red. The one that will last for 7 hours, and is great.

[Pink n' Wild lipsticks guide on Chewy Think!](#)

Canadian Living

BEAUTIFULLY BOLD LIPSTICK FOR A BRIGHT SUMMER LOOK

SLIDESHOW

ADD A POP OF COLOUR THIS SUMMER WITH...

PINK

Wet n Wild Mega Green Berry Sheer Moisturizing Lipstick in a Soft Pink, \$4.

[wetnwildbeauty.com](#)

READ MORE

wetnwildbeauty.com

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7-Jul-16		Blog	7,000	http://www.makeup-your-mind.net/2016/07/video-red-liner-red-lips-makeup-tutorial/	✓				✓	✓	✓	✓	MegaLast Lipcolor "Cherry Picking"
7-Jul-16		Tutorial	473,341	https://www.youtube.com/watch?v=yFLeQqa29wQ	✓				✓	✓	✓	✓	Contour Palette "Caramel Toffee" "Dulce De Leche" Mattifying Powder
11-Jul-16		Blog	1,500	http://www.nailing-it.ca/nails/nail-art/social-media-nail-art-facebook-instagram/	✓			✓	✓	✓	✓	✓	Wild Shine "Who is Ultra Violet"
12-Jul-16		Website	2,887,000	http://www.huffingtonpost.ca/2016/07/12/summer-nail-polish-colour-2016_n_10931746.htm	✓			✓	✓	✓	✓	✓	Wild Shine "Who is Ultra Violet"
18-Jul-16		Blog	2,000	http://funsizedbeauty.blogspot.ca/2016/07/wet-n-wild-1-step-wonder-gel-nail.html	✓				✓	✓	✓		1 Step WonderGel <ul style="list-style-type: none"> - Missy in Pink - Pardon My Peach - Bye Feluschia - Cyantific Method

wet n wild
ALL ACCESS BEAUTY los angeles

nailing it

Within two weeks of hitting 1,000 on Facebook, I also hit 1,000 Followers on Instagram! For the celebratory manicures I started with a coat of white Essence nail polish and a protective layer of Easy Peel liquid latex. I then sponged on a gradient to match the Instagram colours. I like the way the gradient came out using some really inexpensive polishes (Wet N Wild, Pure Ice, Mariposa) plus CND Vinylux in Desert Poppy (press sample).

I finished with some white stamping using my Utherbic Beauty Geek Love stamping plate.

Product Summary:

- CND Vinylux - Desert Poppy
- Utherbic Beauty - Geek Love Plate
- Mariposa - unnamed blue, unnamed fuchsia
- Wet N Wild Wild Shine - Who Is Ultra Violet?
- Essence - Wild White Ways
- Pure Ice - Show Stopper



MY MACEDO



Orange Summer Makeup Tutorial

THE HUFFINGTON POST HUFFPOST STYLE

Summer 2016 Nail Polish Colours That Make A Statement

The Huffington Post Style - The Huffington Post
Posted on 07/01/16 at 12:00 PM EDT | Updated on 07/01/16 at 12:00 PM EDT



While you may have gotten to your party in 2016 this summer, you may be under more than your usual and still in the zone.

While you may have gotten to your party in 2016 this summer, you may be under more than your usual and still in the zone.

"Who Is Ultra Violet?" Wild Shine Nail Polish by Wet N W (\$9.99)



The violet shade is a bold, feminine summer pick. The price is reasonable, and the stamping plate was a total hit.

FUN SIZE BEAUTY

Wet N Wild 1 Step Wonder Gel Nail Polish in Bye Feluschia, Cyanific Method, Pardon My Peach & Missy in Pink

In the 1980s, the Wet N Wild 1 Step Wonder Gel Nail Polishes (11.99 each) are the best because "You can't" nail polish in the moment. What makes it more special is that only 1 product is needed (which is what 1 Step! - for the love of your own manicure). The 1 Step Wonder Gel is available in 18 shades, 1.6oz and 0.5oz.



Wet N Wild 1 Step Wonder Gel Nail Polishes in Bye Feluschia, Cyanific Method, Pardon My Peach, Missy in Pink (11.99 each) and 0.5oz (1.69 each)

Makeup Your Mind











Makeup • Fitness • Nails • Microblading • Skincare

VIDEO: Red Liner, Red Lips Makeup Tutorial

21 July 2016 • Makeup, Tutorial, YouTube



Red Liner, Red Lips

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19-Jul-16		Blog	7,000	http://www.makeup-your-mind.net/2016/07/video-full-face-using-highlighters/	✓				✓	✓	✓	✓	Sand-Gria Castles Boozy Brunch 
21-Jul-16		Blog	480,584	https://www.youtube.com/watch?v=WACPOkO4wVI	✓				✓	✓	✓	✓	Contour Palette - Dulce De Leche Photofocus Primer 
22-Jul-16		Blog	1,200	http://www.prairiebeautylove.ca/2016/07/makeup-collection-face-palettes.html	✓				✓	✓	✓	✓	Contouring Palette - Dulce De Leche 
26-Jul-16		Blog	480,684	https://www.youtube.com/watch?v=1Fw4hFCN7bU	✓				✓	✓	✓	✓	Contour Palette - Dulce De Leche - Caramel Toffee 
29-Jul-16		Website	60,000	http://www.fashionmagazine.com/beauty/2016/07/29/the-best-lipsticks-under-10/	✓				✓	✓	✓	✓	MegaLast Liquid Lip Colour 

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27-Jul-16	DELECTABLY Chic!	Blog	18,000	http://www.delectablychic.com/2016/07/bridal-gift-guide-2016-part-3-perfumes-for-the-bride/	✓				✓	✓	✓	✓	English Lavender Eau de Toilette 