ADVERTISEMENT

Fall FOR it

As the summer weather says goodbye, it's time to say hello to the hottest trends for the fall! Fashion expert Allison Berlin and beauty guru Ross Burton weigh in on their favorite styles for the season with trends that will make you not only look fabulous but also feel beautiful, head to toe.

VISIT omagonline.com/fallforit to enter for a chance to win!



fashion to fall for FROM ALLISON BERLIN, FASHION STYLIST

- Gray, camel, nude, cream and tweed make a gorgeous and wearable palette for fall. If you're fair skinned add a rich navy, chocolate or green accent to flatter the face.
- Curves are back on the runway this season. Fit and flare dresses, knee-length pencil skirts, scoop necklines and lace tops flatter real bodies and go from day to dinner.





beauty to fall for FROM ROSS BURTON, CELEBRITY MAKEUP ARTIST

- Gear up for the fall season by honoring your skin. Unlike the summer, the drier months are ahead of you, so stay ahead of the game by keeping your skin well nourished.
- To amp up your look this fall, enhance eyes by adding a dark violet, cobalt blue or burgundy shadow to the lash line or corners of the eye. The result is a sexy, sultry eye that's right on trend.

a free gift TO FALL FOR!

Purchase any of the featured Fall For It products and send your receipt to *O* to receive a stylish jewelry roll, plus gifts and special offers from our advertisers.

Send your receipt along with your name and address to: Fall For It, P.O. Box 9494, Lyndhurst, NJ 07071.

ENTER FOR A . CHANCE TO **WIN**!

Log on to **Omagonline.com/fallforit** for more on the latest trends to fall for this season. While you're there, enter for a chance to win a fall shopping spree!

No purchase necessary to enter or win. Fall For It Sweepstakes. Sponsored by Hearst Communications, Inc. Log on to Omagonline.com/fallforit beginning August 2, 2010, at 12:00 PM (ET) and ending October 12, 2010, at 12:01 PM (ET). Odds of winning will depend upon the total number of eligible entries received. Must be the age of majority and a legal resident of the 50 United States, District of Columbia or Canada. Void in Puerto Rico, the Province of Quebec and where prohibited by law. Sweepstakes subject to complete official rules available at Ornagonline.com/fallforit.

No purchase necessary to enter or win. Fall For It Promotion. Sponsored by Hearst Communications, Inc. Promotion starts 8/2/10 at 12:00 PM (ET) and ends 10/12/10 at 12:01 PM (ET). Send in your receipt for any one of the products featured in this Fall For It promotional section. The first 500 entries received by Sponsor will get an *O* jewelry roll. You may also enter without a receipt by sending us a 3x5 card with your name, age, complete address and telephone number. As soon as Sponsor has received the last eligible entry, Sponsor will post a notice on Omagonline.com so that all consumers are notified that there is no longer a chance to receive the prize. Sponsors order of receipt of entries is final. Must be age of majority and a resident of the 50 United States and District of Columbia. Not responsible for lost, late, misdirected, multilated, postage-due, incomplete or illegible entries/receipts. Void in Puerto Rico and where prohibited by law. Limit one entry per person.

FOR **SOMETHING IN** THIS SECTION?



Click the bar code featured next to each product to purchase, access product information and more! It's simple. Just follow these steps:

- 1. Go to www.getscanlife.com using your mobile browser or text SCAN to 43588 from your mobile device to download the free barcode-reader application.
- 2. Launch the application to scan any of the featured codes.
- 3. Scan a code and start shopping!

Standard data rates may apply. Available on select web-enabled camera phones.



Flat Out Fabulous

Our flats are made with hand-finished beadwork, exclusive finishes and other delightful details—all to keep you (happily) on your toes. Ballet flats starting at \$98.

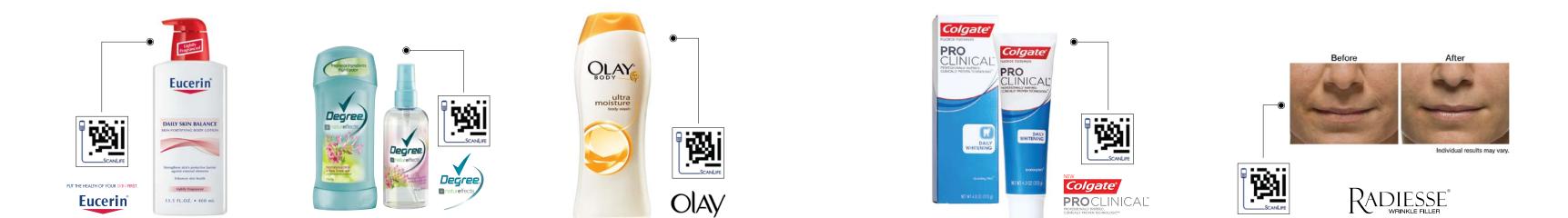
For more information, visit bananarepublic.com.

dressbarn

dressbarn

6





Eucerin

The daily effects of air quality, climate changes and even emotions can affect your skin's health over time. That's why New Daily Skin Balance Skin-Fortifying Body Lotion is much more than a moisturizer. It's a scientifically advanced formula with a unique combination of ingredients that strengthens and supports your natural skin barrier.

Degree

Infuse a touch of nature into your every day with Degree Women Natureffects antiperspirants/deodorants and matching body mists. Available in Orange Flower & Cranberry, Olive Leaf & Pink Pepper and Honeysuckle & Tea Tree Oil.

Olay Ultra Moisture Body Wash

2X the combined cleansers and moisturizers than the top-selling body wash, to leave your skin soft and smooth.

Olay. Challenge what's possible.™

New Colgate[®] **PROCLINICAL**[™] **Professionally Inspired. Clinically Proven** Technology.™

Daily Whitening—with powerful ProLuminex[™] crystals, starts working instantly to whiten teeth.

Satisfaction Guaranteed.

Visit colgateproclinical.com for details and exclusive savings.



ESTĒE LAUDER





VASSARETTE

New. Advanced Night Repair Eye

20 patents worldwide

5

All the revolutionary repair of our #1 Serum. You'll see a reduction in the look of fine lines, wrinkles, dark circles, dryness, puffiness and uneven skin tone. .50z., \$49.50

Full-Figure Side-Shaper Underwire Bra

Feel gorgeous and comfortable all day long with this supportive bra. The invisible side shaping and seamless cups provide coverage and a smooth, beautiful profile. Plus, the leotard-style back and cushion straps provide stay-in-place comfort. See the entire collection at vassarette.com.



Natural, Immediate, Long-lasting

RADIESSE® wrinkle filler immediately restores lost volume and works with your body to stimulate your own natural collagen production. The result is a natural, youthful look that may last a year or more in many patients.

For more information, visit radiesseOmag.com.