

Cosmetics that will make you blush – just by their names

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makeup is for even more modest women than color sexy-lingerie wearers."

About 20 percent of new color cosmetics shades fell into this hot-and-heavy trend during the first half of the year, according to Karen Grant, senior beauty analyst at market research firm NPD.

"This year is when we really saw the push toward really sexy names. It was really across categories—nails to lipsticks," Grant says. "The shade name that's most likely to make you blush: 'Pussy Galore' from James Bond. I'm amazed that it could be used then, let alone now."

It's not just edgy companies like Nars (the successful Orgasm blush, launched in 1999), MAC (Velvet Teddy lipstick) or Benefit (Dr. Feelgood face balm). Traditional mainstream brands are in the game, too, including Lancome (Exotic Kiss lip gloss), Clinique (Nudey nail polish) and Chanel (Boudoir rouge).

Color names that make you smile—or, even better, blush—help add distinction to otherwise similar products.

"There are only so many colors for makeup, only so many reds and pinks—a red is a red is a red—but some of the names make them stand out," says Nina Sisselman, vice president of creative development for High Maintenance, the company with the beauty license for Playboy. "If you're in Sephora, with hundreds of choices in front of you, the name, the package and the color makes a difference."

All things being equal, including color and texture, Renata Faiman of Los Angeles would pick a lip gloss with a racy name over boring Pink No. 6. But, says the 25-year-old public-relations executive, quality matters most. "Always the color comes first, and then I look at the name and say, 'Oooh, that's so cute.'"

Another plus: No long-term commitment to changing your appearance is necessary.

These are, after all, products that disappear with the swipe of a cotton ball.

"Every woman has many sides of sexy," says Christine Beauchamp, CEO of Victoria's Secret Beauty. The line recently launched a collection called Very Sexy Makeup, with some compacts carrying the words "Very Sexy" inside.

Beauchamp wears Passion lip gloss, a mosaic blush called Wild Child and Sultry eye shadow. "We all love telling each other what shades we're wearing," she says. "Saying the names out loud makes you giggle, and I see customers really enjoying the shade names when they're at the makeup bar in the stores."

But as cosmetic manufacturers keep pushing for new ways to stand out, will names become too hot to handle?

Grant predicts that if companies go too far, shoppers' intrigue will turn to repulsion. Pout's Carpet Burn lipstick, a dark black-currant color, actually made the NPD

staff gasp—and Grant notes she doesn't see that one around anymore. (A Pout spokeswoman says the color was discontinued in the United States, not because of the name but because of a regular turnover of colors. It is, however, still available on Pout's British Web site.)

Striptease, described as a soft nude pink lipstick (coincidence?), is one of Pout's top sellers here. The best-selling lip gloss? Pop My Bubble.

At Victoria's Secret, a team develops an entire personality for a line, complete with a script and voice, much like the early stages of scripting a movie. Once team members have a list of shade names, they "cast" them using what they think are the most appropriate colors. A deep red became Slow Burn, a nude color Wet, and gold was christened G-G for gold, G for G-string or G for whatever else you're thinking," Beauchamp says, laughing.

The names match the brand image, she adds: sexy but not X-rated.

The Playboy brand has a different connotation. Tie Me to the Bedpost blush and Mile High mascara fit right in the overall picture for Playboy, which also named all of its eyeliners for bar-worthy pickup lines, including "Are Those Real?" As Sisselman says, "If anyone can push the bubble, Playboy can push it. We're not for

Sally Homemaker next door." But Lucky's Godfrey-June says creating a good, wearable product is still the most important thing.

"Every woman has a drawer of makeup that she doesn't wear. She buys something that's a stretch or seems wild, but if it's a color that she can't wear, she won't buy it again," Godfrey-June says.

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Race disparities persist in U.S. incomes, education and home

THE ASSOCIATED PRESS

WASHINGTON—Decades after the civil rights movement, racial disparities in income, education and home ownership persist and, by some measurements, are growing in the United States.

White households had incomes that were two-thirds higher than blacks and 40 percent higher than Hispanics last year, according to data released Tuesday by the U.S. Census Bureau.

White adults were also more likely than black and Hispanic adults to have college degrees and to own their own homes. They were less likely to live in poverty.

"Race is so associated with class in the United States that it may not be direct discrimination, but it still matters indirectly," said Dalton Conley, a sociology professor at New York University and the author of "Being Black, Living in the Red."

"It doesn't mean it's any less powerful just because it's indirect," he said.

Home ownership grew among white middle-class families after World War II when access to credit and government programs made buying houses affordable. Black families were largely left out because of discrimination, and the effects are still being felt today, said Lance Freeman, assistant professor of urban planning at Columbia University and author of "There Goes the Hood."

Home ownership creates wealth, which enables families to live in good neighborhoods with good schools. It also helps families finance college, which leads to better-paying jobs, perpetuating the cycle, Freeman said.

"If your parents own their own home they can leave it to you when they pass on or they can use the equity to help you with a down payment on yours," Freeman said.

Three-fourths of white households owned their homes in 2005, compared with 46 percent of black households and 48 percent of Hispanic households. Home ownership is near an all-time high in the United States, but racial gaps have increased in the past 25 years.

Black families have also been hurt by the decline of manufacturing jobs—the same jobs that helped propel many white families into the middle class after World War II, said Hilary Shelton, director of the National Association for the Advancement of Colored People's Washington office.

Among Hispanics, education, income and home owner-

ship gaps are exacerbated by recent Latin American immigrants. Hispanic immigrants have, on average, lower incomes and education levels than people born in the United States. About 40 percent of U.S. Hispanics are immigrants.

Asian Americans, on average, have higher incomes and education levels than whites. However, they have higher poverty rates and lower home ownership rates.

The Census Bureau released 2005 racial data on incomes, education levels, home ownership rates and poverty rates Tuesday. The data are from the American Community Survey, the bureau's new annual survey of 3 million households nationwide. The Associated Press compared the figures with census data from 1980, 1990 and 2000.

Among the findings:

Black adults have narrowed the gap with white adults in earning high school diplomas, but the gap has widened for college degrees. Thirty percent of white adults had at least a bachelor's degree in 2005, while 17 percent of black adults and 12 percent of Hispanic adults had degrees.

Forty-nine percent of Asian Americans had at least a bachelor's degree in 2005.

The median income for white households was \$50,622 last year. It was \$30,939 for black households, \$36,278 for Hispanic households and \$60,367 for Asian households.

Median income for black households has stayed about 60 percent of the income for white households since 1980. In dollar terms, the gap has grown from \$18,123 to \$19,683.

Hispanic households made about 76 percent as much as white households in 1980. In 2005, it was 72 percent.

The gap in poverty rates has narrowed since 1980, but it remains substantial. The poverty rate for white residents was 8.3 percent in 2005. It was 24.9 percent for black residents, 21.8 percent for Hispanic residents and 11.1 percent for Asian residents.

Thomas Shapiro, professor of law and social policy at Brandeis University, said the "easiest answer" to narrowing racial gaps is to promote home ownership, which would help minority families accumulate wealth.

"The wealth gap is not just Please see RACE/3B

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