Beat: Lifestyle

NEW REVLON STUDY REVEALS POWER OF DAILY RITUAL TO ENHANCE WOMEN S LOVE LIVES

EFFECTIVENESS OF LOVE TEST

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USPA NEWS - A daily ritual can promote a woman's self-confidence, enliven her senses and enhance her energy, but can it actually improve her love life ? A new study released on October 22, 2015, by Revlon and Fordham University proves that performing a simple daily makeup ritual can enhance a woman's...

A daily ritual can promote a woman's self-confidence, enliven her senses and enhance her energy, but can it actually improve her love life ? A new study released on October 22, 2015, by Revlon and Fordham University proves that performing a simple daily makeup ritual can enhance a woman's emotional state and expand her openness to love and romance. The results of the ritual were so dramatic that Revlon commissioned award-winning Pulse Films director Tatia Pilieva ("First Kiss" and "Undress Me") to demonstrate the ritual's effectiveness in a short film, "Love Test," featuring nine women of all ages and walks of life.

Revlon partnered with researchers at Fordham University, to create the Revlon Love Study, which measured how women “” and their partners “” reacted after a period of conducting a simple daily ritual: facing a mirror, using a favorite fragrance, applying makeup, savoring a candy, taking a deep breath and looking at yourself and smiling. Conducted on hundreds of women, the study findings were powerful, with 97 percent of participants reporting a significant positive change in them within the first week of adopting the ritual.

By simply performing various actions in a specific order over time, one can truly alter their mood and outlook. Rituals are unlike habits in that they are highly conscious, sensorial, and symbolically meaningful as they help transform emotional states. The Revlon Love Test showed that women experienced a positive change after folding the ritual into their daily routines and proves women are empowered to improve their love lives with a simple shift in mindset.

To inspire women around the world to try the Revlon Love Test for themselves, Revlon collaborated with awarding-winning director Tatia Pilieva and MediaCom to create "Love Test", an inspiring film that portrays eight real-life couples in various stages of their relationships and which gauges their reaction to the ritual. In the video, each couple discusses the vulnerabilities, insecurities and joys of romance, both before and after beginning the Revlon Love Test.

Source : Revlon

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