

Mom

TEND TO
YOURSELF, BODY
AND SOUL

FEEL-GOOD BEAUTY
6 POWER MOVES
PREGNANCY SPECIAL REPORT

A close-up portrait of a woman's face, focusing on her eyes, nose, and lips. Her hands are gently touching her forehead and cheeks. Three callout boxes with white text and black borders are overlaid on the image, each with a white arrow pointing to a specific feature: the left eye, the nose, and the right cheek.

THE SIGHT
OF COLOR
CAN BRING
PLEASURE.

A SMELL CAN
TRIGGER
INSTANT JOY.

TOUCH CAN
BOOST
ENDORPHINS.

All the Feels

There's science behind why we react so strongly to particular scents, colors, and textures. Maybe your primer is so irresistibly silky that you can't wait to wake up in the morning and apply it. Or perhaps you have a yummy hair mask that fills your bathroom with a lingering sensuous scent or a punchy shade of lip balm that brightens your mood as much as your face. Every expert →

by SHARLENE BREakey



we talked to told us that for women, especially moms, the experience that comes with using a product can be so deeply delightful that it actually helps get us through the day. “I have to wash my hair with my favorite shampoo or I just don’t feel prepared for dealing with my kids,” says Amy Palanjian, a mom of two girls in Pella, Iowa. “Massaging my head with that shampoo under a hot shower sets my brain on the right path.” Turns out, Palanjian is onto something. A beauty moment like this can truly shift your brain chemistry. “The pleasure we get from self-nurturing lowers stress levels and improves our overall well-being,” says Parents advisor Alice Domar, Ph.D., executive director of the Domar Center for Mind/Body Health, in Boston. “And there are so many easy ways to do that within your beauty routine.” Discover them here.

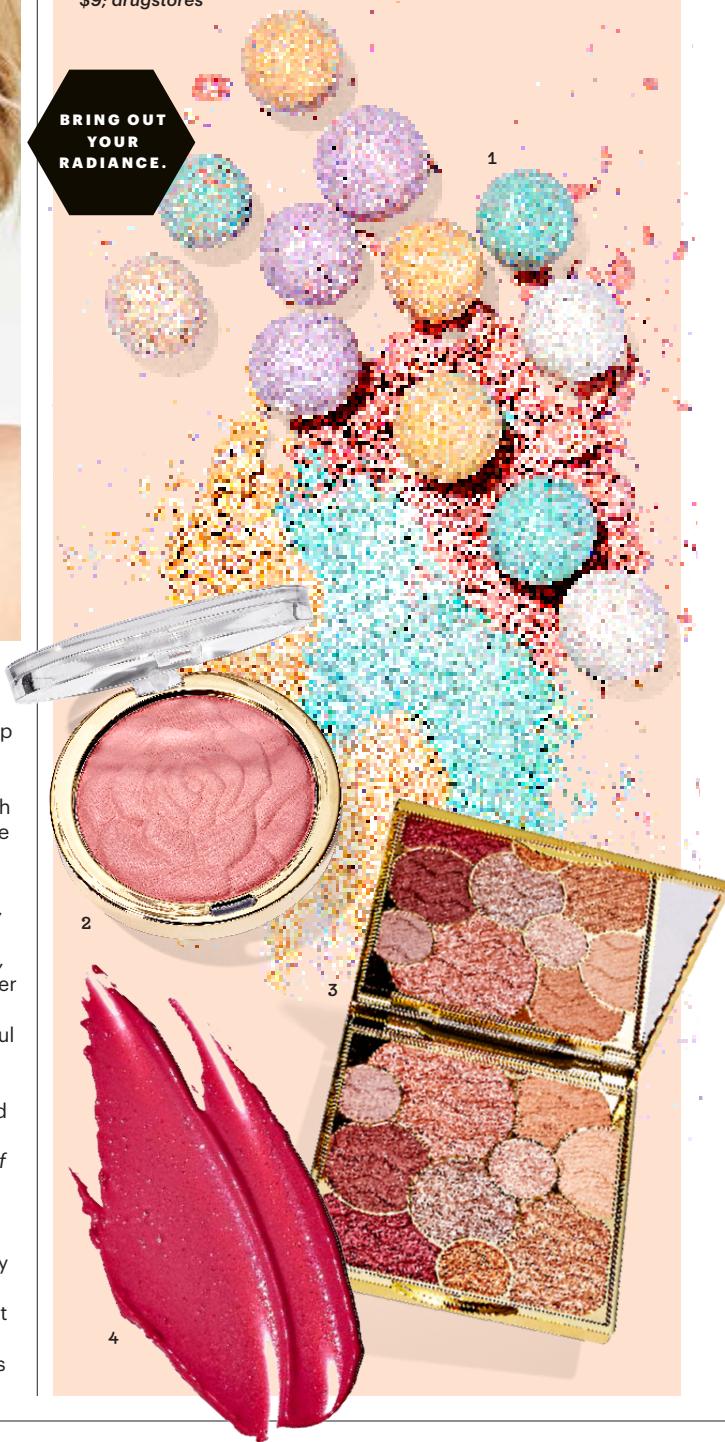
Play with color. →

As adults, putting on makeup is the closest we may get to the coloring we loved to do as kids. When you dip a brush into a makeup palette, you’re expressing your creativity, which can give you a mood boost, says Leatrice Eiseman, executive director of the Pantone Color Institute. Plus, seeing yourself look better after you apply color can put you in a great headspace. Beautiful packaging doesn’t hurt either. “We often have an emotional reaction to labels, fonts, and design,” says Rachel Herz, Ph.D., author of *The Scent of Desire* and a consultant for Demeter Fragrance Library. There’s nothing wrong with springing for a lipstick simply because of its chic case. If it makes you happy, go for it. At the end of the day, the true beauty of a beauty product is how it makes you feel.

WE HEART RAINBOWS

1. **Guerlain Météorites Happy Glow Pearls** is a highlighter made of little opalescent balls; swirl a brush over them, then dust it across your cheekbones. Every part of it is smile-inducing. \$74; sephora.com
2. Packaging as pretty as that of **Milani Rose Powder Blush** is enough to make anyone happy. \$9; drugstores
3. Wield your makeup brush like an artist with the inspiring **Tarte Limited-Edition Buried Treasure Eyeshadow Palette**. \$36; sephora.com
4. The vibrant stay-on color of **YSL Beauty Rouge Volupté Shine Oil-in-Stick** is so luscious, as is the way it glides across your lips. \$37; sephora.com

BRING YOUR RADIANCE.



PRODUCTS: JEFFREY WESTBROOK; THIS PAGE: FLORIAN SOMMET/TRUNK ARCHIVE. OPPOSITE PAGE: BENJAMIN KAUFMANN/TRUNK ARCHIVE.



Apply transforming textures. →

Lather up with an extra-foamy face wash. Tap on a cold gel mask. Rub in a creamy body butter. These can all magnify your happiness quotient. “We know that massage increases circulation and the flow of blood and nutrients,” says Gabrielle Francis, D.C., a naturopathic doctor in New York City. “But even a light touch can raise endorphins and cause our body to secrete oxytocin—the same happy-brain chemical that’s released when you’re breastfeeding or having an orgasm.” To reap the benefits, however, you need the right environment. “Moms are pulled and touched so much in a needy and demanding way,” Dr. Domar says. “So be sure to make this a moment for yourself; research shows that even taking 30 seconds to apply a pleasant lotion can counteract daily stressors.”



SMOOTH ON, ZONE OUT.

PUT YOUR FINGERS IN THEM!

1. Pat the deliciously thick **Neutrogena Hydro Boost Whipped Foam Cleanser** onto your face, and minutes might slip by before you realize you’re still washing. Pure before-bed bliss. \$9; drugstores
2. **Josie Maran Whipped Argan Oil Body Butter** is so sumptuously creamy, you may want to add a five-minute massage to your routine. \$35; sephora.com
3. **Lush Shower Jelly in Whoosh and Refresher** is a wobbly, wiggly grown-up version of slime that doubles as a luxurious body wash. \$16 for an 8.4-ounce tub; lushusa.com
4. It’s hard not to say “Boing!” when you scoop out a springy handful of **First Aid Beauty Hello FAB Ginger & Turmeric Vitamin C Jelly Mask**. \$32; sephora.com

SMELL, SNIFF... AHH



SMELLS SO GOOD

A whiff of the right cologne from the **Demeter Fragrance Library** can release a flood of warm fuzzies. Choose from 300 single-note scents, each engineered to remind us of joyful experiences like playing with kittens or inhaling the smell of a newborn. \$21 each for 1-ounce Cologne Sprays; demeterfragrance.com

← Spritz on a nostalgic scent.

“How a scent makes us feel, good or bad, is directly linked to our past,” says Dr. Herz. Smells trigger memories, and the emotion attached to them can affect your mood—even though you may not realize it. “There’s a connection between the olfactory system and the parts of your brain where memory and emotions are processed,” she says. “So if your first love wore Polo, say, and ten years later you encounter a similar scent, you

might smile with joy but have no idea why.” If you already have a scent that makes you happy whenever you smell it, great; keep on spritzing and whiffing! If not, create a scent memory by applying a new, unique fragrance before an occasion that you know will be wonderful (a getaway, a birthday, a date night), and sniff often. Moving forward, whenever you apply that particular scent, you’ll associate it with the positive feelings you had during that special time. ☺