

Make a First Impression That Sticks

Enter the Scotch-Brite™ First Impressions Photo Contest and Enter for an Opportunity to Win \$5,000 Towards a New Wardrobe and a Style Consultation with E! News' Catt Sadler

In celebration of making great first impressions, Scotch-Brite™ Printed Lint Rollers is partnering with E! News' Catt Sadler to launch the "First Impressions Photo Contest" today. Now through the end of the month, fashionistas everywhere can come to the Scotch-Brite Facebook page (www.Scotch-Brite.com/FirstImpressions) and submit a photo in their favorite "first impression" outfit with a short description for an opportunity to win \$5,000 towards a fashion makeover and an online style consultation with Catt. The first 500 entrants will receive a free Scotch-Brite™ Printed Lint Roller.

"You only get one chance to make a first impression, so make it a good one," said Sadler. "Looking your best isn't about buying the most expensive clothes or having the latest 'it' item, it's about finding what looks best on you and employing a few fashion tricks to ensure you are always looking fabulous."

To help you get the look you love, follow Catt's celebrity stylist tips and make a lasting impression no matter where you are going:

Less is more when it comes to style. Your clothes shouldn't wear you. The key to looking good is to find the right silhouette for your body type and look for that silhouette regardless of the season.

Scour stores for a nice mix of "highs and lows." Seasonal perennials like floral printed blouses will come in a wide variety of price ranges, so buy smart - buy on the cheap. Then, when it comes to investment pieces like a designer belt or classic pumps, you can justify the hefty price tag knowing they will literally last a life time! Channel Coco Chanel and "take one thing off before leaving the house." Try to strike a balance between items like bold accessories and the overall 'weight' of your outfit. Minimal outfits beg for bold accessories but always remember to edit!

Take one "last look" before leaving the house. Is your hair in place? Is your skirt straight? Is there lipstick on your teeth? Are the cat hairs off of your LBD? Make sure your make-up, hand mirror, and Scotch-Brite™ lint rollers are always handy to make any last minute corrections!

Dig deeper than your closet and ask yourself what type of impression you are really trying to make? Of course want people to remember what you were wearing, but you also want them to remember you. My personal style icon is Audrey Hepburn. Not just because of her timeless style, but because she exuded a real spirit of warmth and grace. Believe in yourself and shine bright like a diamond, baby!

Scotch-Brite™ Printed Lint Rollers, available in Zebra and Baroque patterns, can be found at Target, Walmart and Kroger stores for a suggested retail price between \$3.99-5.99 for a 1PK or 2PK. For more information on the Printed Lint Rollers, visit Scotch-Brite.com.

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! News' Catt Sadler (Photo: Business Wire)

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