



W Beauty Flash

{ BEAUTY BUZZ }

Jacobs, is "a little naughty." \$65 for 1.7 oz.; at **Bloomingdale's**. 5 | **STRAIGHT TALK** Help Remedies' ingeniously packaged pills and bandages employ basic complaints—I HAVE A HEADACHE, I CAN'T SLEEP, I HAVE A BLISTER—to attract customers in need of relief. Each variety of pill contains one active ingredient (loratadine for allergies, ibuprofen for aches), and the hospital-grade stick-on bandages are a surprisingly stylish bright white. Founders Richard Fine and Nathan Frank cut their teeth doing, respectively, product development for Nike (among other clients) and advertising for Axe body spray. \$3.99 each; helpineedhelp.com.

