

DRIPPING WITH DIAMONDS

They say "diamonds are a girl's best friend," but diamonds are appearing in more than just jewelry, and aren't just for women. From luxury accessories to beauty care products, diamonds are being used in packaging and as an ingredient.

Have money to burn? If you live in Dubai, you could be one of the elite who own a "**Royale Mastercard**" from Dubai First bank. It is a "sophisticated black card, fringed with a golden metallic border and embedded with a certified diamond set within a distinctive crest."

More of a techie? **Amosu** in UK is known for encrusting high-end gadgets with diamonds. Their newest products include the **Amosu iPhone** available with white or black diamonds with over 400 gems set in stainless steel or the **Blackberry Pearl Limited Diamond Edition** with approximately 900 diamonds.

Prefer a day of beauty? For nails, **Sally Hansen** offers the **Diamond Strength** collection that includes nail color and treatment products that use a "breakthrough liquid diamond treatment made with an exclusive micro-diamond formula." For brilliant hair, get your hands on **Nivea's** new **Diamond Gloss** range available in 8 skus such as shampoo, treatment, and styling products. According to Nivea, "natural diamonds are used, not cheap alternatives, and ground into fine micro-particles and then worked into shampoo and conditioner." Need to quench your skin? **Vinita** recently launched **Rejuvenating Elixir**, which features "crushed diamonds, pearls, and 24kt-gold extract that restores the skin's clarity, even tone, and luminosity." To complete the look, use **Bare Escentuals Precious Diamond Beauty Duo**, a "100% pure bareMinerals body formula, infused with diamond powder."

Can't afford the real stuff? Why not spritz yourself with **Baby Phat Fabulosity** fragrance by **Kimora Lee Simmons**, which is packaged in a glass faceted bottle made to look like a diamond that leans on one side "to emphasize its line and sheen." If you want to be noticed, apply **glue-on diamond crystals** to your face or body from **Make Up For Ever Professional**.

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