



Shine From Yahoo!'s 'Get It Guide' Reveals What Women Really Want

Yahoo! Identifies the Must-Have Products Based on What Real Women Are Talking About and Searching for Online

"Most Popular Celebrity Fragrances" First Category in Guide in Time for Holiday Gift Giving

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Shine from Yahoo!, the leading website for women's lifestyle content with 30 million users per month (<http://shine.yahoo.com>), unveils the [Get It Guide](#), the online destination for the must-have products that everyday women are searching for and talking about. The [Get It Guide](#) offers insights from real women into the latest products and trends allowing consumers to make more informed purchasing decisions. Taking an in-depth look at the most searched-for consumer products, the guide allows a team of Gurus to review, discuss, and share their thoughts on the products, and invites Shine readers to vote for their favorites. Each guide will focus on one product category. The first edition of the guide highlights the most popular celebrity fragrances. Published every few weeks, the [Get It Guide](#) delivers on Yahoo!'s commitment to premium content by bringing editorial and insights together in a smart, unique way.

The Shine editorial team has selected a group of popular bloggers to serve as the Get It Guide Gurus. Representing women in neighborhoods across the nation, the Gurus will explore and review a variety of products within categories, such as toys, beauty, and fashion. Readers will have the opportunity to comment on Guru blog posts and vote on their favorite must-have items. By using the power of Yahoo!'s Search tool, a team of Yahoo!'s editorial experts, and Shine's vast community of women to curate the searches, the Get It Guide provides personal recommendations and reviews to help women select the best items.

"We're launching the Get It Guide to be a one-stop shop for women, where they'll find real-life advice and insights about the products they're searching for most—from the most popular jeans styles to the best toys for the holidays," said Jennifer Romolini, editor-in-chief of Shine from Yahoo!. "Consumers are regularly inundated with product information from magazines whose outlook often feels removed from everyday life. With the Get It Guide, readers will become savvy shoppers by following real women testing products people are already looking to buy."

The First Get It Guide Category

The multibillion-dollar fragrance industry announces new products regularly. Because consumers have so many scents to choose from and because fragrances are among the most searched-for holiday gifts each year, the first [Get It Guide](#) topic shines the spotlight on celebrity fragrances. The Get It Guide Gurus reviewed the top four in the below list and chose Jennifer Aniston's fragrance as their favorite.

According to the [Shine Get It Guide](#)* the top celebrity fragrances are:

- Jennifer Aniston (Jennifer Aniston) — reviewed by the Get It Guide Gurus
- Heat (Beyoncé) — reviewed by the Get It Guide Gurus
- Someday (Justin Bieber) — reviewed by the Get It Guide Gurus
- Cosmic Radiance (Britney Spears) — reviewed by the Get It Guide Gurus
- Wonderstruck (Taylor Swift)
- Gloria Vanderbilt perfume
- Lovestruck (Vera Wang)
- Paris Hilton (Paris Hilton)
- Sarah Jessica Parker perfume
- Mariah Carey perfume

*This list is created based on Yahoo! Search data and Guru feedback

Check out Shine from Yahoo!'s [Get It Guide](#) to find out which celebrity fragrance you must get this fall.

About the Get It Guide by Shine from Yahoo

The Get It Guide is Shine from Yahoo!'s ultimate one-stop destination for the must-have products that women are talking about and searching for online. Check it regularly for new topics and reviews, and be sure to cast your vote for your favorite items!

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