



25 STORIES ABOUT A LOVE OF **DIET COKE**[®] WILL WIN 25 SILVERY PRIZES

One of your best friends is celebrating a huge anniversary: Diet Coke is turning 25! Commemorate this silver moment by sharing your favorite stories about this refreshing bubbly beverage.

The best 25 stories will win one of 25 glittery prizes. Friendship has its benefits.

Visit

GoSilverWithDietCoke.com

to learn more and enter the contest.

NO PURCHASE NECESSARY. Open to legal residents of the 50 United States & D.C. Age 19 years or older, excluding employees of Sponsor, their affiliates, parent companies and subsidiaries. Contest begins on July 13, 2007, at 12:00 AM (EST) and ends on August 20, 2007, at 11:59 PM (EST). The Sponsor is In Style magazine. Void where prohibited by law. For complete Official Rules and how to enter, visit www.gosilverwithdietcoke.com.

beauty | black book

LAS VEGAS

Box / 4750 W. Sahara Ave.;
702-893-9993 **PERFECT FOR**

A seductress. You'll want to croon "Daahling" and hold out a pinkie while sipping free, pain-dulling merlot. Amid antique chandeliers and mahogany bookcases, recline on a double-layer feather bed while owner Bree Goldwater delicately removes stubborn stubble. First she waxes, then she fine-tunes with tweezers. **PAIN KILLER** Hydrocortisone ointment reduces inflammation. **PRICE** Lip, \$14; bikini, \$35 and up; legs, \$55 and up.

WHEN TO WAX

The nerve fibers that sense pain (called nociceptors) are the least sensitive a week after your period ends.

NEW YORK CITY

Bliss 57 / 12 W. 57th St.; 212-219-8970 **PERFECT FOR** Anxious first-timers. Clients wax rhapsodic, indeed, about the painless work of Chloe Radu and Bella Noratov. Their relaxing manner and cleverly distracting small talk leave even waxing virgins happy. **PAIN KILLER** Low-temperature wax prevents redness and burns. **PRICE** Lip, \$15; bikini, \$35 and up; legs, \$90.

Acqua Beauty Bar /

7 E. 14th St.; 212-620-4329 **PERFECT FOR** High-maintenance urbanites. Hair is history in minutes at this serene Asian-themed day spa, which offers antibacterial waxes, post-treatment light therapy to reduce inflammation, and "bikini facials" between waxings: steam, ingrown-hair extraction and a smoothing mask for \$95. **PAIN KILLER** Aloe and vitamin E soothe irritated skin. **PRICE** Lip, \$14; bikini, \$25 and up; legs, \$55 and up.

AHH!

To minimize discomfort, take an ibuprofen and apply numbing cream with benzocaine or lidocaine 30 minutes before waxing.

PHILADELPHIA

Rescue Rittenhouse Spa /
255 S. 17th St.; 215-772-2766

PERFECT FOR One-stop shoppers. Clock a few hours at this full-service spa and emerge beautified down to the last follicle and pore. Aesthetician Michelle Martin has four waxes for different body parts. Her specialty is the (totally bare) Lotus bikini wax (\$60). Follow with a massage, facial or mani-pedi. **PAIN KILLER** Tea-tree-oil cream prevents infection. **PRICE** Lip, \$15; bikini, \$30 and up; legs, \$60.

Many spas use waxes that contain azulene, a blue, skin-soothing chamomile extract.



SEATTLE

The Waxing Boutique /
914 NE 65th St.; 206-524-6616

PERFECT FOR Spa-phobes.

Owner Melissa Avila works out of a small, private house, pampering clients with her delicate touch, tasty snacks, quaint Spanish décor and specials (she'll give you \$5 off on your birthday). **PAIN KILLER** Sweet almond oil relieves just-stripped skin. **PRICE** Lip, \$12; bikini, \$30 and up; legs, \$65 and up. —Polly Blitzer