

Hey gals! It's your Girlfriends over at Stila, and we've got a secret for you!

But first, we've got a question. (Although now it's really more of a rhetorical question, as we have already discussed, debated, and finally decided on an answer.)

At any rate, allow me to digress . . .

See we Stila Girls were having a "business" dinner the other night, which of course turned into more of a "Who cut your hair?" and "Where did you snag those killer cords?" dinner. As we sat there, trading tips, swapping stories, flirting with our (adorable!) waiter, and in general, reveling in all that makes us girls, we stumbled onto a conversation about Girlfriends.

I can't remember how it actually came about, but I do remember this much: Polishing off her second glass of merlot and feeling the love, our resident make-up artist (and in-house style-icon—I mean the girl can rock a pair of mud boots with an \$8 thrift-store-frock and come out looking like Sienna Miller) posed the question: What makes someone what we refer to as a "Great Girlfriend" as opposed to just a "friend" or even an "acquaintance"?

In the interest of time, I will spare you the details of the hour-long (merlot-fueled) chatter that ensued, but suffice it to say . . .

While a Great Girlfriend is many things (she's a good listener, she admires your individuality, she compliments you—even when you look better than she does, and she likes your new boyfriend—but not TOO much), most importantly, a Great Girlfriend shares secrets.

Now, of course we are not talking about the mean spirited kind of secret—the painful kind that is told in confidence and thus should ALWAYS remain as such. Nope, we are talking about the GOOD kind, the kind where you are privy to some useful information, like say, a top-secret sample sale where all Seven jeans are \$20.

So in this spirit of sharing secrets, we feel compelled to share a secret with you: We've decided to give away some FREE STILA STUFF. Not to everyone, of course—only to our Great Girlfriends. And not everywhere—only at Sephora.

See we girls finally figured out another important thing about Great Girlfriends: They are choosy with their friends. Now here, we don't mean choosy in the sixth-grade, she's-not-cute-enough-to-hang-with-us way, but rather in the cool and confident, I-only-want-girlfriends-who've-got-my-back sort of way.

After all, Girlfriends, like everything else, really are about QUALITY not quantity. I mean, would you rather have 50 *semi*-supportive friends or a mere five who would happily talk you down at 3am and never utter a word about it? Which is why, in celebration of "Quality over quantity," "Less is more," and, well, you get the point, we

will now be selling our products EXCLUSIVELY at SEPHORA, BARNEY'S, FRED SEGAL, and, of course, OUR ONLINE HOME, [www.stilacosmetics.com](http://www.stilacosmetics.com).

It is also why we are offering FREE STILA PRODUCTS only to our own Great Girlfriends.

SO WHAT DO YOU NEED TO DO TO RECEIVE YOUR FREE STILA PRODUCT?

Well of course . . . Share the secret!!

Simply forward this e-mail to 10 of your own Great Girlfriends (remember, be selective, make sure they are truly Great!), then print out the forwarded, sent e-mail and bring it to any Sephora. There you will receive your FREE STILA PRODUCT.

*Finally*, you have an opportunity to show your gratitude to your own Great Girlfriends by letting them in on *our* secret—FREE STILA STUFF!

Well, that's it. We've got to run (after all, we have to go dream up some new, really cool Stila products), but we'll be in touch soon with some more super Stila-Secrets!

Until then, just keep being the Great Girlfriend that you are.

Sincerely,  
*Your* Great Girlfriends at Stila