

FOR WOMEN OF STYLE & SUBSTANCE

MORE

YOUR PERSONAL BEST

HOW TO GO FOR IT:

BEST DIET FOR YOUR DNA

BEST LENGTH FOR YOUR HAIR

BEST HOLIDAY LOOKS FOR YOUR SHAPE

+ **INSURANCE FIGHT CLUB**
CLAIMS DENIED?
HOW TO MAKE 'EM PAY

THE VISION THING
BREAKTHROUGHS THAT BOOST YOUR EYESIGHT

JANE LYNCH
GLEE'S GLORIOUS VILLAIN INSISTS: 'I'VE MELLOWED'

FEMINISTS IN FISHNETS?
THE TWEETERS, TEXTERS AND BLOGGERS YOU NEED TO KNOW ABOUT

CHOCOLATE FOR DINNER!
AND OTHER FANTASIES COME TRUE



/ fortune teller /



A MILLIONAIRE SPILLS HER SECRETS

> Once a filmmaker drowning in debt, Wendy Robbins has grossed more than \$5 million since 1999, when she attached bobby pin tips to copper wires and hooked America on the Tingle. The scalp massager, which you move through your hair like fingers, has been called “an orgasm for the head.” (Goldie Hawn nabbed one; George W. Bush bought multiples.) This month Robbins joins Kelly Ripa as a business expert on TLC’s *Homemade Millionaire*, a show that helps inventors pitch the Home Shopping Network. She also wrote the new moneymaking manual *Why Marry a Millionaire? Just Be One*. Her tips, free of charge:



IMPROVE AN EXISTING PRODUCT
A handbag is a tough sell unless you’re Marc Jacobs; a handbag with a solar-powered charger pocket for juicing your iPhone on the go has a shot.



PROMISE A BETTER LIFE (WITHOUT USING CLICHES) Robbins called the Tingle “a better way to relax instantly, without pills.”



ALIGN WITH THE STARS Robbins gave away her product at a trade show for celebrity makeup artists; they passed it on to their glittery clients. “Julia Roberts tingled Catherine Zeta-Jones on the set of *America’s Sweethearts*,” she says, adding that the benefit of celeb attention is press. After a story ran in *In Style* magazine, Robbins sold 25,000 Tinglers in two weeks (up from 3,000 the previous month). Go to tsnn.com for a list of upcoming trade shows. —KATY MCCOLL

/ campaign promise /



BORN (BEFORE 1965) TO RUN

The nonpartisan 2012 Project wants to help “third act” women reinvent themselves into elected office. “Women over 45 are typically at the top of their professions,” says Mary Hughes, executive director of the project, part of Rutgers University’s Center for American Women and Politics. “They’re battle tested.” To introduce women in fields like science and technology to the idea of running for office, Hughes sends a team of female former legislators to industry conferences and regional meetings. Potential candidates are then hooked up with campaign training programs. “This project is about saying to women, We need you to be part of the policy-setting conversation,” Hughes says. For more info, go to www.cawp.rutgers.edu.