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POP CULTURE

1. 3D PRINTING EVOLVES

Demand for 3D printers climbs as the technology advances to accommodate metals, electronics, pharmaceuticals and biological materials.

2. BLOGGERS MAKE BANK

The most successful fashion and beauty bloggers and vloggers on Instagram can make up to \$500,000 per year by offering affiliate links and sponsored content.

3. CAITLYN'S COURAGE

Newly transitioned transgender celebrity Caitlyn Jenner accepts the Arthur Ashe Courage Award at the ESPY Awards.

4. MOST LIKED INSTAGRAM EVER

With more than 2.5 million likes, the image of model and reality TV star Kendall Jenner, with her hair arranged in heart shapes, is the most-liked Instagram photo ever.

5. HEALTHY BUSINESS MODEL

With juice bar sales approaching \$100 million a year, the cold-pressed juicing cleanse trend continues as busy, health-conscious consumers seek a shortcut to wellness.

6. THE WORLD'S MOST POWERFUL WOMAN

Time magazine names Germany's Chancellor Angela Merkel its Person of the Year and describes her as "Chancellor of the Free World."

7. KANYE ON THE RUNWAY

Following the success of Kanye West's Yeezy fashion label seasons 1 and 2, he recently debuted his third season at New York Fashion Week.

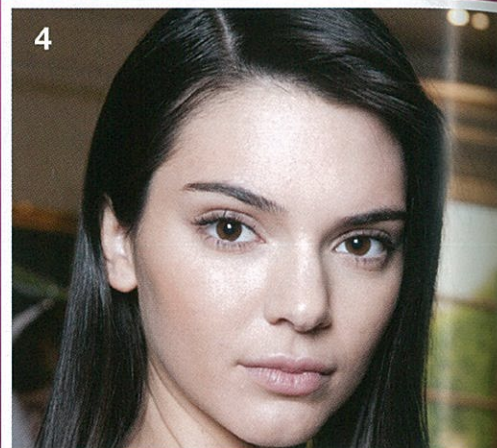
8. WASTE NOT

A Manhattan chef creates fine dining from "garbage" ingredients to demonstrate how to prevent food waste. The Federal government declares a national food waste reduction goal of 50% by 2030.

9. THE WATCHWORLD IS WEARABLE

Although sales of \$1.7 billion are modest compared to the iPhone®, the Apple Watch® ushers wearable tech into the consumer market.

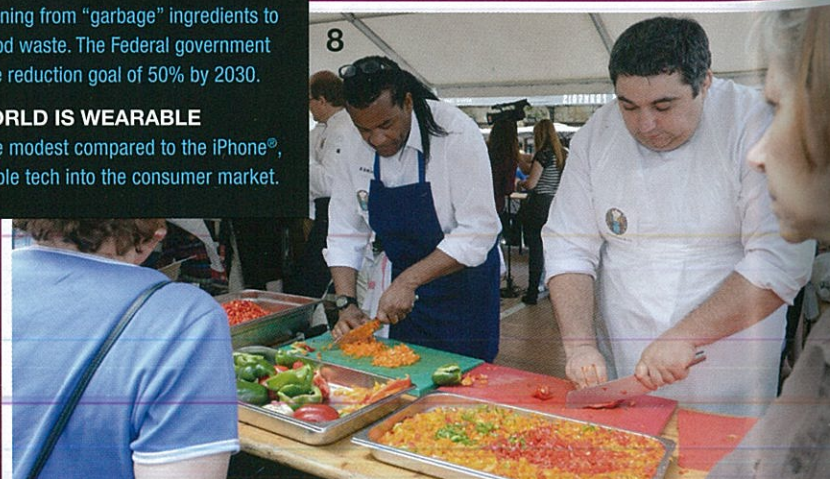
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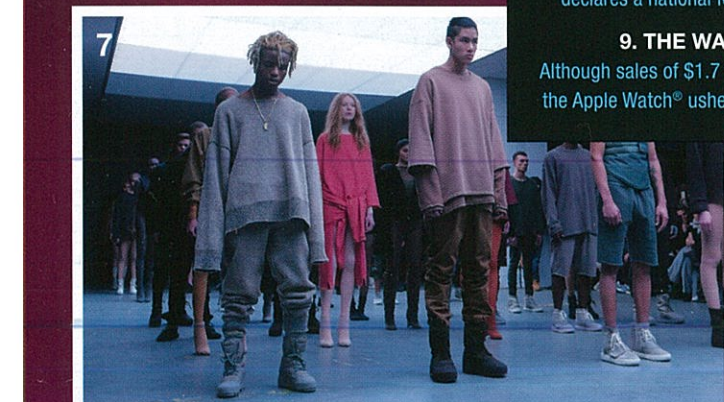
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TOP 10 GOOGLE SEARCHES OF 2015

- | | |
|-----------------------|--------------------------------|
| 1. Paris Under Attack | 6. Mayweather vs. Pacquiao |
| 2. Adele's Year | 7. Black Lives Matter |
| 3. Oscars 2015 | 8. Guns in America |
| 4. Caitlyn Jenner | 9. Royals Win World Series |
| 5. Election of 2016 | 10. A New Era in Late Night TV |

https://www.google.com/trends/story/2015_US