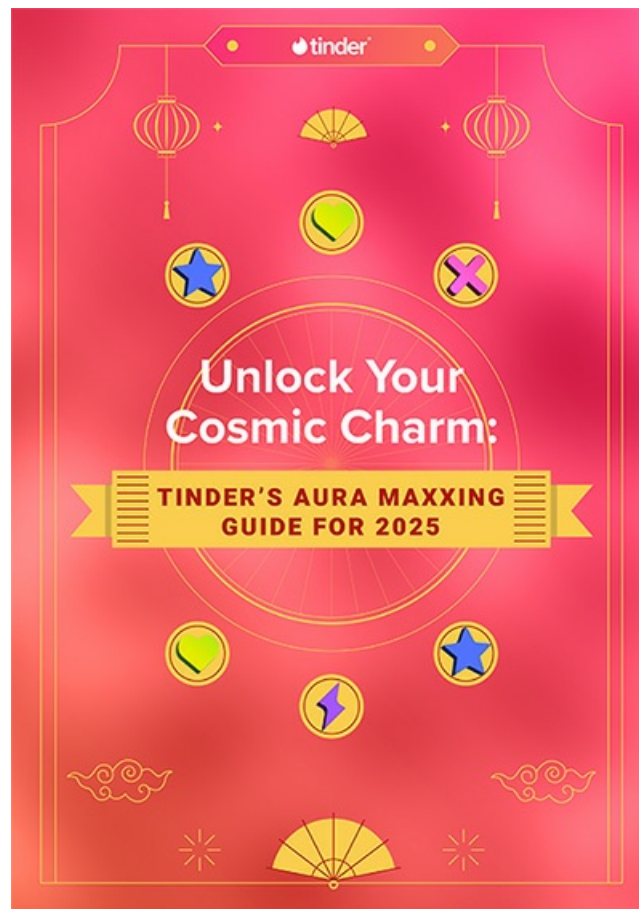


Tinder's aura maxxing guide helps singles charm their way during peak dating season in the Year of the Snake

- This New Year, Tinder's adding more Zodiac magic to your love life! Ready to dive into [Peak Dating Season](#) (1 January to 14 February) when Swipe® activity jumps by nearly 20%¹?
- Discover what the stars have in store, and use our Aura Maxxing tips to channel your inner Black Cat Girlfriend² or manifest the ultimate Golden Retriever Boyfriend³. With over 10% more matches and 356 matches per second during this time⁴, the pursuit of connection is truly cosmic.
- Fun fact: Zodiac signs are the second most popular thing people share on Tinder profiles globally, right after Relationship Goals!



SYDNEY, 15 JANUARY 2025 – The beginning of any New Year (and definitely Lunar New Year) is a season of festivities and family reunions—where the questions always are about: “Have you met someone special?” or “Is there a plus one?” And let’s be honest, sometimes it can feel exhausting. However, did you also know there’s no better time to get on the app, refresh your profile and explore all your possibilities given its peak dating season on Tinder!

With 15% more likes and 20% more messages sent compared to the rest of the year, this season is the ultimate kickstart to your 2025 dating life⁵. Tinder—the app that revolutionized how people meet—has just launched its [first-ever Aura Maxxing Guide](#) to help you unlock your full charm and magnetism this Peak Season with a focus on your Chinese Zodiac.

In collaboration with **Pearlyn Siew, a Singapore-based Quantum Healer and Intuitive Reader who runs [Transmission Wellness](#)**, we’re diving deep into the collective aura readings of each Chinese Zodiac sign. With this guide, discover how to boost your aura, maximize your romantic potential, and make 2025 your most magnetic year yet—because the best plus one

is the one you've already got: you.

"Young adults have embraced spiritual, metaphysical practices like astrology and aura reading to understand themselves and others better; some even turn to them for career and romance guidance!" says **Pearlyn Siew, Founder of Transmission Wellness**. "As daters embark on new possibilities in the Lunar New Year, we've worked with Tinder to create an Aura Maxxing Guide as a useful tool to help them gain insight into their vibes and in turn, maximise them for more authentic and meaningful relationships."

"With the Lunar New Year falling within Peak Dating Season (1 January to 14 February), our first-ever Aura Maxxing Guide is aimed at empowering singles to make the most out of their love luck. Over 298 million more likes are exchanged during this time than the rest of the year⁶, as singles are diving headfirst into their resolutions of embracing new possibilities," says **Papri Dev, VP Communications APAC at Tinder**. "This is a great time to get on Tinder and refresh your profile using our [AI Photo Selector](#) and add new interests or use our [Dating Safety Guide](#) to kick start the year on a strong note. Use our [Matchmaker](#) feature and the Aura Maxxing Guide as a fun way to navigate family and their questions this new year."

Unlocking the Secrets of Your Energies: Aura Reading 101

According to Siew, an aura is like your personal energy bubble—it surrounds you, your space, and even your stuff, radiating the unique vibes you put out into the world. Auras are full of potential, shaped by the present moment, and sometimes a little touch of the past. Aura reading dives into these energetic fields, decoding subtle clues to help guide you toward more authentic and empowered choices in love and life.

Enter Tinder's *Aura Maxxing Guide*. We're taking the mysteries of your aura to the next level, with a playful deep dive into the collective energy of each Chinese Zodiac sign. We're rating each sign on three *vibe-o-meter* scales:

- **Queen Energy:** Confidence, authenticity, and self-assuredness—this aura naturally attracts attention and opens doors to romantic opportunities.
- **Loud Looking:** Singles are stepping up, taking charge, and making dating their own. As [Tinder's Year in Swipe™ 2024](#) mentions, Loud Looking is all about moving from reflection to action—knowing what you want and creating the opportunities to go after it; and
- **King Energy:** Passion, drive, and decisiveness in romance—this aura is bold, it is commanding, and it makes things happen.

Cosmic Insights: What Do the Stars Say?

Here's a glimpse of how the different Zodiac signs fare and how they can ignite their charm factor in the Year of the Snake (2025), according to Siew:

- **Snake (1989, 2001)** - Queen Energy 4/10 | Loud Looking 6/10 | King Energy 7/10
Snakes will slither into romance by reflecting on their charm and embracing heartfelt connections! With peace and balance as their guide, they'll shed old doubts and coil into a year of deep, fulfilling love.
Try: Tinder's [Passport](#) feature! With their natural curiosity and love for exploring new territories (both literal and emotional), the Passport feature lets Snakes travel to different cities and seek out potential matches around the world—without leaving their cozy spot. A serpent's dream!
- **Horse (1990, 2002)** - Queen Energy 6/10 | Loud Looking 8/10 | King Energy 9/10
Horses are galloping ahead in love this year! With steady progress, they're building confidence, forging deeper connections and reining in any doubts that they might have through honest and transparent communication. Whether trotting or cantering, they're ready to ride into the sunset of love with open hearts and clear minds. Ready to saddle up for real connections?
Try: Tinder's [Super Like](#) feature! With their confident, free-spirited nature, Horses love making a bold impression. The Super Like feature allows them to stand out and show genuine interest, ensuring they catch the eye of someone special.

It's the perfect way for a Horse to spark exciting, meaningful connections with fellow adventurers!

- **Goat (1991, 2003)** - Queen Energy 2/10 | Loud Looking 5/10 | King Energy 9/10

By embracing vulnerability, adapting their beliefs, and practicing patience and resilience in conflict, they're ready to climb to new romantic heights. Whether it's navigating tough conversations or just keeping things steady, the goat's got the right moves to horn in on deeper connections and bleat their way to stronger bonds. Love is a mountain, and goats are always up for the challenge!

Try: Tinder's [Face to Face Video Chat](#) feature! Known for their steady and thoughtful nature, Goats will enjoy the opportunity to build deeper bonds by having genuine, face-to-face conversations without the pressure of an in-person meeting.

- **Monkey (1992, 2004)** - Queen Energy 5/10 | Loud Looking 8/10 | King Energy 9/10

Monkeys will be swinging into romance with plenty of fun and flair! With a perfect balance of playful energy and thoughtful reflection, they'll be the masters of deepening connections through open communication and a lighthearted approach. Whether they're cracking jokes or sharing heartfelt moments, monkeys will branch out and keep things absolutely exciting! Ready to swing into something special?

Try: Tinder's [Top Picks](#) feature! With their love for excitement and spontaneity, Monkeys will love to quickly discover matches that stand out based on their preferences and playful personality.

- **Rooster (1993, 2005)** - Queen Energy 3/10 | Loud Looking 6/10 | King Energy 9/10

This year, roosters are clucking to a new beat - it's all about embracing a more chilled-out approach to love. Instead of strutting around, roosters will focus on deepening their self-awareness and staying open to new connections with ease. It's time to stop crowing about what's next and let romance perch naturally. With a little more quiet confidence and a lot less squawking, roosters are sure to egg-sperience a season of smooth, meaningful connections!

Try: Tinder's [Spotify Anthem](#) feature! With their love for standing out, Roosters will enjoy expressing themselves by picking songs that reflect their energy, while also sparking conversations with matches who share similar tastes. It's the perfect way for them to set the tone and attract like-minded people through their musical vibe!

- **Dog (1994, 2006)** - Queen Energy 9/10 | Loud Looking 6/10 | King Energy 2/10

Dogs are paws-itively ready to find fulfillment in love by slowing down and sniffing out what truly matters! It's a year for self-reflection, letting go of the chase, and instead, embracing joy, lightness, and lots of tail-wagging moments in romance. Whether it's a cozy cuddle or a playful romp, dogs will find that the best connections come when they bark less and paw-se to enjoy the journey. Love isn't a race—it's all about enjoying the walk together!

Try: Tinder's [Matchmaker](#) feature! Loyal, sincere and social, Dogs will love getting their community involved.

- **Pig (1995, 2007)** - Queen Energy 7/10 | Loud Looking 3/10 | King Energy 5/10

Pigs are *hogging* all the love and appreciation they deserve this year! After all their hard work in romance, it's time for them to embrace self-appreciation and shake off doubts. Whether it's a cozy cuddle or a deep connection, pigs are ready to *snout* out meaningful relationships and bask in all the romance coming their way!

Try: Tinder's [Prompts](#) feature! Known for their warm-hearted and friendly nature, Pigs will appreciate the easy, fun prompts that take the pressure off and help spark meaningful, light-hearted connections.

- **Rat (1984, 1996)** - Queen Energy 5/10 | Loud Looking 3/10 | King Energy 6/10

Rats are squeaking their way to meaningful, no-drama romance this year! Focused on low-fuss connections, they will use romance as a mirror for self-reflection while cheeseing through the balance of personal growth and mutual support in relationships. Whether deepening bonds or enjoying a solid partnership, they are ready to rat-ify their love life!

Try: Tinder's [Friends in Common](#) feature! With their natural curiosity and ability to build connections through shared networks, Rats will love seeing familiar faces in the mix, making conversations feel more comfortable and authentic. It's a great way to discover potential matches who share mutual friends and build trust from the get-go!

- **Ox (1985, 1997)** - Queen Energy 9/10 | Loud Looking 5/10 | King Energy 3/10

Oxen are charging ahead by letting go of control and embracing more lighthearted love! It's time to moo-ve past perfection, accept others' quirks, and enjoy a more authentic, fulfilling romance.

Try: Tinder's [Photo Verification](#) feature! Known for their reliability and strong sense of integrity, Oxen will appreciate the extra layer of security in building authentic, meaningful relationships.

- **Tiger (1986, 1998)** - Queen Energy 5/10 | Loud Looking 3/10 | King Energy 2/10

Tigers will pounce on romance with patience, taking steady steps through any tension or confusion! They'll roar into new connections by re-evaluating their independence and fine-tuning their communication to land on the perfect love prowl.

Try: Tinder's [Photo Selector](#) feature! With their confident personality, Tigers will love selecting their best, most captivating photos to attract the right kind of attention. It's the perfect way to highlight their most powerful traits and make a strong first impression!

- **Rabbit (1987, 1999)** - Queen Energy 9/10 | Loud Looking 3/10 | King Energy 6/10

Rabbits will hop into love at a slow and steady pace, keeping things hare-monious in all areas of life! By avoiding overwhelm and focusing on quality connections, they'll be sure to nurture bonds that hop the distance.

Try: Tinder's [Likes You](#) feature! Known for their gentle and thoughtful nature, Rabbits will appreciate the chance to quickly discover who's interested and avoid unnecessary guesswork! Connecting with people who are already drawn to them, would make the dating experience smoother and more comfortable.

- **Dragon (1988, 2000)** - Queen Energy 5/10 | Loud Looking 9/10 | King Energy 6/10

Dragons will fly high through challenges with resilience, breathing fire into healthy connections and practicing gratitude to stay grounded! With every flame of determination, they'll steer clear of isolation and soar toward stronger bonds.

Try: Tinder's [Boost](#) feature! With their natural charisma, Dragons will stand out even more and attract the attention they deserve in a highly competitive dating pool.

Siew shares, "Understanding your aura can help you live life more authentically in every facet of life, across romance, career, relationships. Whatever your own personal romantic experience or goals may be, with a fair amount of effort, an ever growing trust in self and the Universe, you can develop meaningful relationships – with ourselves, others in our lives, and the world around us."

Learn more about your Chinese Zodiac Aura Forecast and tips to max your aura in the full Tinder Lunar New Year Aura Maxxing Guide [here](#).

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages – a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

¹ Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

² Defined as mysterious, reserved, and a little anti-social, but fiercely loyal to those she loves. According to Tinder data, 23% of surveyed singles are on the lookout for a "black cat" in 2025.

³ Defi

⁴ Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

⁵ Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

⁶ Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

<https://au.tinderpressroom.com/Tinders-aura-maxing-guide-helps-singles-charm-their-way-during-peak-dating-season-in-the-Year-of-the-Snake>