

# CONSUMER CORNER

## Spending Power Of Teens Grows

(NAPSA)—When it comes to money, today's teens may be more responsible and independent than some people might think.

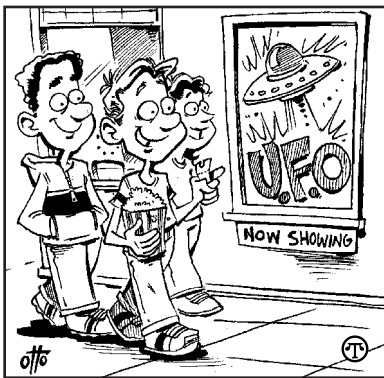
A recent study by Teenage Research Unlimited found that while teens spend nearly 100 billion dollars a year, 63 percent of that is their own money—a sign, say economists, that more teens are working than in the past. The study also indicated that teens are not just spending, but saving as well. It's estimated that nearly two thirds of American teenagers have savings accounts, 17 percent own stocks or bonds and nine percent have certificates of deposit.

When teens do buy, they tend to spend money on consumer goods or entertainment items. Interestingly, studies show teens who spend money in one consumer area (clothing, perfume and cologne, for example) tend to spend money in others (such as CDs, magazines and movies) as well.

A study by Mediamark Research Inc., found that consumers 12 and older who frequent movies are much more likely to purchase perfume or cologne than the average consumer older than 12. In addition, as movie frequency increases, so does the likelihood to purchase perfume or cologne.

Savvy companies are responding to these findings.

Davidoff Cool Water and Davidoff Cool Water Woman, two of the hottest fragrances on the market have partnered with Screenvision, a Technicolor Cinema Advertising Company, the leading in-cinema advertising company in the United



**Today's teens spend money on entertainment and consumer goods.**

States, to hand out free samples to teens attending the latest flicks during blockbuster movie watching seasons. Samples will be available at select movie theaters across the country.

Davidoff Cool Water Woman features popular oceanic, botanical and aquatic notes—such as citrus, pineapple, lotus blossom and water lily. Davidoff Cool Water, which is a favorite of teen icon Nick Carter of the Backstreet Boys, combines refreshing and invigorating scents.

Both are used by young men and women for all occasions—from shopping to movie watching.

To experience Davidoff Cool Water and Davidoff Cool Water Woman for yourself or to introduce them to that special young man or woman in your life, stop by Macy's, Lord & Taylor, Bloomingdale's or other fine department stores. And be sure to look for a sample at a theater near you.