

newsworthy trends

Lowering The Price Of Luxury

(NAPSA)—A number of Americans have found climbing into the lap of luxury is not as hard—or expensive—as they thought. That’s because as more consumers demand products that help them live “the good life” at affordable prices, marketers have been forced to respond.



In The House—At-home spa treatments/experiences can be an inexpensive way to pamper yourself.

For instance, many women now seek products to help create their own luxurious home spa experience. Here’s how:

- **Mood**—Soft music and lighting are musts. Try lighting some candles and playing your favorite relaxing CD. Add in fresh cut flowers, plush towels and a soft robe for an extra touch of luxury.

- **Privacy**—Help your family understand and appreciate that you need time to yourself. Hang a “Do Not Disturb” sign on your door to remind them.

- **Treatment**—Beauty companies now make spa-like products available at mass merchandisers nationwide. For example, stores now carry Lineance European Body Essentials’ depilatory products. Lineance products were previously only available in Europe. The luxurious depilatories feature herbal botanicals and emollient-rich finishing creams that help to nourish the skin and leave it smooth and sensuous. The products have very low malodor (many depilatories have harsh chemical odors) and can be used on the face, body, legs and bikini area. They can be an inexpensive way to bring a spa-like experience home.