



Beauty News & Notes

New Nail Moisture Treatment Hands-Down Winner

(NAPSA)—Here, at your fingertips, is good news about nails.

A new nail care system was declared the winner of the Cosmetic Executive Women's (CEW) Beauty Awards for the Best New Nail Product in 2002.

The winning nail care system, Olay Total Effects Cuticle & Nail Moisture Treatment, is an innovative and convenient twist and click pen-like device that releases just the right amount of treatment onto nails to fight signs of aging, eliminate dullness, reduce hangnails, strengthen weak nails and minimize cuticle problems. It even has a fiber brush to make application neat and easy.

"This year's beauty awards race was particularly tough since there were so many wonderful products competing," says Carlotta Jacobson, CEW president. "In the end, these awards are really a victory for the consumer—they empower her to make informed decisions about the products she buys."

CEW is comprised of more than 1,400 female executives in the beauty, cosmetics, fragrance and related industries. Altogether, more than 300 products were entered for coveted awards in the categories of facial skin care, makeup (including nail products), women's scent, men's scent, hair, bath or body treatment products,

best new
makeup:
nail
product
COSMETIC EXECUTIVE
women
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A new way to improve nails was recently handed a coveted award.

and home-environment scent.

Explains Michael Kuremsky, marketing director for Olay, "This product is a winner because it addresses women's needs directly. The women we spoke to said they are always on the go. They wanted something they could use easily and quickly without any messy cleanup, so that's what we created. Now we find the Cuticle & Moisture Treatment pen pops up everywhere from pocketbooks and cars to women's desk drawers."

You can learn more about this and other beauty products online at www.olay.com.