

Beauty Out Of The Box

(NAPSA)—Remember the first beauty secret you learned? Perhaps it was pinching your cheeks in the absence of a blush or licking your lips if you had no gloss. For years, women have been trading inexpensive, quick beauty tips and tricks. In fact, just about every woman in the world prides herself on a signature at-home beauty secret. The chemists at Church & Dwight are only too aware of this phenomenon. The makers of ARM & HAMMER® Baking Soda have known for years the secrets concealed in the “yellow box.”

ARM & HAMMER® Baking Soda is nature's beauty secret—an inexpensive, “pure” and simple “spa in a box.” Plus, you already have it in your kitchen cabinet. The average woman doesn't have the time or the money to get to the spa for a quick facial or pedicure as often as she'd like.

Unlike the plethora of expensive at-home beauty products lining the shelves, Baking Soda is natural, gentle on skin, and has no additives—so it won't clash with perfumes or fragranced body lotions. Mixed with different amounts of water and other natural ingredients, ARM & HAMMER® Baking Soda can be used as a beauty treatment from head to toe—literally—and a one-pound box costs less than a dollar.

According to Emme, host of E! Television's *Fashion Emergency*, baking soda is the little secret that can solve any beauty emergency. “Being in the modeling industry and working with the best of the best in hair and make-up, I've learned quite a few tricks. I was thrilled to learn how well ARM & HAMMER® Baking Soda mixed with shampoo removes that build-up. I was also amazed to learn how many other little-known ways there are to incorporate Baking Soda into my beauty regimen.”

Emme, with the help of the baking soda experts at Church & Dwight, recommends the following tips to unlock the beauty in the yellow box:

First, create a spa atmosphere:

Turn on the answering ma-



chine and turn off the ringer, dim the lights, turn on your favorite relaxing CD and light a few scented candles.

Relax and soak:

Just add ½ cup of Baking Soda to your bathtub of water for a refreshing therapeutic soak. Baking Soda neutralizes acids on the skin and washes away oil and perspiration. It will leave your skin silky smooth.

Pamper yourself with a facial exfoliating treatment that's soothing and natural:

Apply a paste of 3 parts ARM & HAMMER® Baking soda to 1 part water in a gentle circular motion after washing face with soap and water. Rinse clean. This natural exfoliant will slough off dead skin gently without the use of chemicals.

Clarify hair that's suffering from product build-up:

Once a week, use a teaspoon of Baking Soda mixed in your palm with your favorite shampoo. Shampoo as usual and rinse thoroughly. The Baking Soda helps remove the build-up from conditioners, mousses and sprays to give you naturally clean hair.

To soothe your soles or prep for a perfect pedicure:

Soak your feet in a solution of 3 tablespoons of Baking Soda in a basin of warm water. Try using a pumice stone with a mixture of paste to get rid of rough spots. Your feet will smell fresher and be refreshed too!