

# newsworthy trends

## Women Are Moving Away From Cosmetic Surgery Look

(NAPSA)—For many women cosmetic surgeries are not the solution to looking young. Instead, more and more women are using gentler, nonabrasive methods to attain youthful-looking skin.

According to a national survey conducted by Harris Interactive, only 17 percent of American women are willing to undergo cosmetic surgery and just 27 percent have tried nonsurgical cosmetic treatments such as botox and microdermabrasion to reveal younger skin. Although cosmetic treatment extremes, such as face-lifts and laser surgery, have been on the rise for the past eight years, according to the American Society for Aesthetic Plastic Surgery, the survey's results identify a new trend in which American women are seeking alternative natural methods and skin care regimens that will yield the same youthful results as these harsh treatments.

The survey also found that nine out of ten women use a regimen to fight aging and micro-swelling—the skin's natural reaction to harsh elements. Results of repeated micro-swelling include fine lines, wrinkles, discoloration, loss of firmness and thinning skin. Additionally, the survey found that 85 percent of women prefer the convenience of at-home facial regimens to those at



**The search for nonabrasive alternatives to achieve younger-looking skin is on the rise.**

a doctor's office.

"This shift away from abrasive cosmetic treatments and surgery shows there is a growing demand for regimens that are gentle and assist in achieving younger-looking skin," said skin care expert Ann-Celeste Billings of Tahitian Noni International. "Women are purchasing facial products that combine natural ingredients to restore the skin to a supple, smooth ideal state and stop the visible cascading effects of micro-swelling."

What's more, the data shows that 87 percent of women prefer regimens with natural, rather than synthetic ingredients such

as alpha hydroxy acids, if they yield the same results. To fight micro-swelling, products containing tropical botanicals such as noni leaf and bamboo possess unique properties known to provide the following safe benefits that skin needs to stay healthy and beautiful:

- Fulfill the skin's needs with natural nutrients
- Protect against repeated micro-swelling
- Build and protect healthy skin barrier
- Improve issues from past micro-swelling, including:
  - Expression lines and wrinkles
  - Skin discolorations
  - Dark under-eye circles and lines
  - Loss of firmness and thinning.

To help, there's a natural spa quality face care line that incorporates Tahiti's natural, nutrient-rich ingredients. This facial product line focuses on every woman's individual beauty needs with 11 unique products for a daily skin-care regimen that helps fight micro-swelling from the comfort of a woman's home. Along with the proprietary tropical botanicals, TAHITIAN NONI® TePoemā™ features noni fruit and noni leaf extract which contain unique properties known to help maintain healthy skin.