

Beauty News & Notes

Getting To The Root Of A Common Beauty Problem

(NAPSA)—Dealing with unwanted facial hair does not have to be a time-consuming, expensive, or even painful process.

Whether it is “heavy peach fuzz” around the lips, or a few stray hairs under the chin, for women of all ages, one of the most embarrassing beauty problems may also be one of the most treatable—unwanted facial hair.

Millions of women in the U.S. have unwanted facial hair and 45 percent of women ages 18 and older consider it a “top cosmetic concern.” The problem can be so pressing, 43 percent of these women report they remove hair weekly, and 21 percent say they remove hair every day.

Methods currently available to women to manage unwanted facial hair, such as bleaching, waxing, electrolysis, or laser hair removal can cost hundreds of dollars. In fact, the U.S. market for hair-removal products and services tops \$1.8 billion annually.

More than one million prescriptions have been written for a cream called VANIQA (eflornithine hydrochloride cream 13.9%). It is the only FDA-approved product clinically proven to slow women’s facial hair growth, which may mean less plucking, waxing, shaving, and laser hair removal.

The cream is available with a prescription from an OB/GYN, dermatologist, or any other doctor. It works painlessly by inhibiting the



An FDA-approved cream may help millions of women with a common beauty problem.

growth of facial hair deep within the follicle. The product can be used on all skin and hair types, and is relatively inexpensive.

Improvements with VANIQA use should be seen beginning within four to eight weeks. Results may vary. When side effects occurred with the cream, they generally involved mild skin irritations and resolved without treatment. If no improvement has been seen after six months, VANIQA use should be discontinued. VANIQA was not studied in pregnant women, and therefore cannot be recommended for these patients. For more information, ask your doctor, call (888)796-6361, visit www.vaniqa.com or see the ad in *Every Woman* magazine available in doctors’ offices.