

Budget Stretching Beauty Ideas

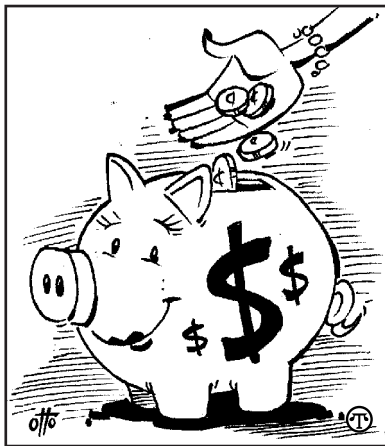
A Penny Saved: It's A Beautiful Thing

(NAPSA)—The price of beauty can be high. Last year alone, women spent over \$13 million on facial products. Before filling your makeup drawer and draining your wallet any further, you may want to let the skin care experts at St. Ives offer these suggestions on how to stretch your beauty dollar.

- **Wage a personal department store battle:** First and foremost, forget about going to the department store to buy beauty products. Instead, take a trip to the local drug store where you can find cost-effective, quality products that perform as well as their department store cousins. Drug stores are conveniently located and easy to get in and out of.

- **Know your limit:** Set a cap on how much you'll spend on any given shopping trip and stick to it. (Better yet, take that amount in cash and leave your credit cards home.) At a department store, \$20 would buy you one facial cleanser. At the drugstore, the same \$20 buys you one St. Ives Foaming Facial Apricot Cleanser, one moisturizer and one skin treatment, such as the new St. Ives Coenzyme Q10 Wrinkle Corrector Lotion.

- **Re-invent the wheel:** Think of creative uses for the products already in your makeup drawer. For instance, to achieve that matte look, apply your favorite lipstick, then lightly dust pressed powder over your lips. This will save you the cost of a new, pricey matte lipstick.



LOVELY! By becoming a less extravagant beauty shopper you'll save enough to pamper yourself by other means.

- **Size matters:** A great money-saving mantra is that quantity is just as important as quality. Sometimes it seems as if the more you pay, the less you get. You could spend about \$40 for a 2 oz. of Aida Grey Collagen Elastin Cream or \$3.99 for 12 oz. of St. Ives Collagen-Elastin Essential Moisturizer.

- **A penny saved is a penny earned:** For added motivation to become a less-extravagant beauty shopper, think of all the money you can save and use to pamper yourself by other means—either by hiring a housekeeper for a day, buying a pair of perfect-fitting jeans or getting a great new haircut.

For more ways to save, visit www.stives.com.