



Beauty News & Notes

Best New Facial Skin Care Product Of The Year

(NAPSA)—“Beauty is truth,” wrote John Keats, “truth beauty.” Today, when it comes to beauty, the truth is that women want products that perform and are easy to use.

For example, a lathering cleansing cloth, Olay Daily Facials, was named the “Best New Facial Skin Product—Mass Distribution” at the seventh annual Cosmetic Executive Women’s (CEW) Beauty Awards. Considered the “Oscars” of the beauty industry, these awards recognize the best new beauty product introductions of the year.

“Since there are thousands of beauty products out there, finding the best can be daunting,” said Carlotta Jacobson, CEW president. “Having the industry’s top experts vote on these products gives consumers invaluable guidance in making informed decisions.”

CEW, made up of more than 1,300 members dedicated to advancing the cosmetics industry, selected the top 16 products, sold in department and specialty stores (prestige) and drugstores and supermarkets (mass). Members voted on more than 265 products that were introduced to consumers in 2000. One winner was chosen in each of the following categories: Facial Skincare, Make-up, Women’s Scent, Men’s Scent, Hair, Bath and Body, Sun and Home Environment Scent.

“Winning the CEW Beauty Award is truly an honor,” said Michael Kuremsky, marketing director for Olay. “Women have told us that they love Daily Facials, but to be acknowledged by our peers is really extraordinary.”

In addition to a prestigious award from industry insiders,



A new facial cleansing product has received both industry awards and consumer approval.

Olay Daily Facials has also received rave reviews from editors and consumers alike. It was named one of *Allure's* Beauty Breakthrough products of 2000 and received the 2001 Good Buy Award from *Good Housekeeping* (the first-ever beauty product to receive this award).

As the first lathering cleansing cloth of its time, Olay Daily Facials has literally changed the way women cleanse their faces. It provides superior cleansing, offering multiple skincare benefits (make-up removal, cleansing, conditioning and exfoliation) that improve the condition of the skin beyond basic cleansing. In addition, a recent clinical study has proven that everyday use of the product provides the same skin benefits as basic cleansing plus a monthly salon facial.

For more skin care tips, log on to www.olay.com.