



Easy Elegance

Refreshing News For Women On The Go

(NAPSA)—The trend for portable grooming is booming as women struggle to make the most of their day in the most efficient way. In today's world of on-the-go lifestyles and hectic 24-hour schedules—including exercise, work and family—women are searching for reliable, convenient ways to feel fresh and more confident during the day.

In a recent national online survey, two-thirds of women said that they wish they could feel fresher in professional, social and intimate situations. Studies have proven that when women feel good about themselves and their appearance, their confidence increases and their performance improves. The question is with such full schedules, how do women manage to keep that “shower fresh feeling” throughout the day?

Enter products designed for the purse rather than the bathroom. You no longer have to take a medicine cabinet with you to freshen up during the day with manufacturers focusing on mini-sized, travel versions of their products packaged to fit perfectly in your purse.

Try these simple “Grooming on the Go” time-saving suggestions and products to keep you looking great and feeling fresh during your nonstop days.

- Carry a travel toothbrush in your purse. A quick brushing between meals—even without toothpaste—can help reduce the nasty residue on your teeth.

- Use feminine deodorant spray during the day. An estimated three-fourths of women feel that feminine deodorant sprays are a convenient and discreet way to freshen up. A new option is FDS Pursonals, a portable, no-mess solution that comes in a cute, petite package and fits easily in a purse or gym bag.



A compact, portable spray can help women feel fresh and feminine all day.

- Trial sizes make life less trying. No longer just for vacationing, trial and travel sizes of your favorite products are essential to making it through any day. Cosmetic companies are also getting into the act with all-in-one travel-size compacts.

- Look at new options for brightening your look. Colgate Simply White provides an on-the-go option for whitening teeth by eliminating uncomfortable trays and sticky strips. This tiny bottle the size of a nail polish can be applied in between business meetings to easily and effectively help whiten your teeth.

- Buff up your look. Keep your shoes looking like new by carrying a shoe marker to cover up any “tired” spots before walking into a big meeting. Available in small travel sizes, this purse addition can keep you looking smart and confident.