

Be A Natural Beauty

(NAPSA)—It's a natural: the trend toward using beauty products that are all natural and easy on the environment and, at the same time, help you look your best.

The *Natural Food Merchandiser* magazine reports that American shoppers spent nearly \$36.4 billion on natural and organic products in 2002 alone—a sales increase from 2001 of 6.6 percent for natural products and 17.3 percent for organic products.

Natural products include products made from pure, plant-based ingredients that do not contain artificial coloring, synthetic fragrance or other unnecessary chemicals. Many natural products are made by companies with environmentally and socially conscious policies. According to the 2003 LOHAS Market Report, 68 million U.S. citizens (approximately one-third of the population) prefer buying from a company that upholds their moral and environmental views.

"Women who value individual style, well-being, and healthy alternatives embrace natural options when available," says Peggy Northrop editor-in-chief for *Organic Style* magazine, a magazine devoted to helping women create balanced lives that are meaningful, beautiful and satisfying.

Popular natural product lines include Burt's Bees, Kiss My Face, Tom's of Maine, Australian Organics, Jason Natural Cosmetics, Avalon Organics, Nature Boy & Girl diapers, 7th Generation, GaiaM, Emerita, EO, Zia Natural Skincare, Boiron and New Chapter Vitamins, Murray says. The advantages of using organic products are multi-layered: not only can you protect your skin and



All-natural personal care products are increasingly popular with many Americans.

health, but in many cases you protect the environment and animal life, as well.

Consumers can find natural products, Murray adds, at the new Natural Store, located at www.drugstore.com. www.drugstore.com, inc. is the leading online retailer of health, beauty, wellness, personal care and pharmacy products.

Sharon Wikstrom, senior director of merchandising for [drugstore.com](http://www.drugstore.com), inc., says, "With the comprehensive selection of natural products available through the [drugstore.com](http://www.drugstore.com)™ online store, our consumers are encouraged to make more educated choices for a healthier lifestyle."

The new [drugstore.com](http://www.drugstore.com)™ Natural Store was designed to give consumers the option of choosing natural products, ranging from cosmetics and beauty products to vitamin supplements, paper products, even diapers. The Natural Store is open 24/7, 365 days a year, for consumer convenience and offers more than 2,000 natural products, many of which cannot be found in most stores.

You can learn more online at www.drugstore.com.