

Brilliant Drugstore Beauty Buys

by Charla Krupp

(NAPSA)—Drugstore beauty products have never been more innovative. It used to be that they were less trendy than their department store counterparts. Not anymore. Take a look at your drugstore beauty shelves and you'll see the latest beauty trends, colors, treatments and ingredients everyone is talking about.

I've tried hundreds of products from \$500 creams to \$1 lip glosses and I've created this list of my favorite drugstore beauty discoveries—most of which cost less than \$10.

Give a little lip. Red lips provide a dramatic finish to any look. Shades with yellow or orange undertones complement nearly all skin colors. To alleviate bleeding outside of the lip line, which is a problem for many women, try Almay's red, #36. Not just any red lipstick: It contains an ingredient called Kinetin that smoothes skin.

Accentuate a natural accessory. A gorgeous smile is always in style. I used to spend hundreds of dollars on expensive electric toothbrushes until I discovered the battery-operated Crest Spin-Brush Pro Whitening. It removes surface stains to whiten teeth while brushing away plaque and cleaning teeth.

Start with fresh skin. Moisturized skin diminishes the appearance of wrinkles and provides a smooth canvas for makeup application. I like a cream that's made to repair skin at night, such as Olay Total Effects Night Firming Cream. The vitamins and wheat protein strengthen skin so it feels firmer and looks more toned.

Indulge legs. Silky, smooth legs are essential no matter what your skirt length. Many women don't have the time or money to wax their legs. Now, there is finally a one-step razor that makes shaving easier



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than ever with blades surrounded by a block of shaving cream in a cartridge that lathers when you use it. It's called Schick Intuition and the replaceable cartridges come in a yummy cucumber melon scent.

Achieve Hollywood Hair. Full and natural hair is turning heads on the red carpet. The good news elsewhere is that celebrity hairstylist Cristophe, who has a salon in Beverly Hills and such other hot spots as St. Barths, has created his own line of shampoos, conditioners and styling products for CVS drugstores. I love it when superstar stylists make quality products accessible to every woman. It's the hair equivalent to Isaac Mizrahi designing for Target and Karl Lagerfeld for H&M.

More tips on how to be a smarter, more stylish shopper are in the latest issue of *SHOP Etc.* magazine or you can log on to www.shopetc.com.

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