

Consumer Corner

Smart Shopping ABCs

(NAPSA)—This year, make a resolution you can keep: Adopt the ABCs of smart shopping.

A: Always check the store circular for sales

Deals and steals in your local paper's circular are an excellent road map for maximizing your shopping trips. Don't forget to check online if you missed the print editions.



B: Buy store brands to save up to 30 percent

Opting for store brands when it comes to such staples as batteries, personal care items and over-the-counter medications is a great way to save. Not only are the national-brand alternatives less expensive, purchasing them needn't mean sacrificing quality. CVS/pharmacy store brands, for example, undergo the same stringent, three-phase FDA testing as their national-brand counterparts.

C: Cash in coupons for extra savings

Most retailers let shoppers use both in-store and manufacturers' coupons. Check for coupons online or in the paper. To ring up even more savings, carry a loyalty card, such as the CVS/pharmacy ExtraCare card, for instant and quarterly rewards.