

A More Realistic Idea Of What's Beautiful

(NAPSA)—Throughout history, the ideals of beauty have repeatedly changed and women have worked hard to keep up with them.

In the pursuit of beauty, women have undergone shock treatments to zap wrinkles, starved themselves, stuffed their clothes and painted their faces.

THEN: In Queen Elizabeth I's day, many women emulated the queen, powdering their skin with white lead to achieve a pale look.

Ingesting lead through makeup caused anemia, kidney and nervous system damage and could even be fatal. It also pitted the skin and caused hair loss, which may be why so many Elizabethan women shaved their hairlines and wore wigs.

In Colonial America, women washed their faces with soap that contained a significant amount of lye. This produced a ruddy blush on the cheeks but dried skin out and aged its appearance.

In the 1800s, women used rice powder to make their skin look whiter and then bit their lips and pinched their cheeks to get a red, healthy glow.

Most well-bred Victorian women did not care for makeup and washed their faces with cold water, which was said to keep skin firm.



Healthy, glowing skin is beautiful and a new cleansing tool can help achieve it.

By the 1920s, eye makeup, foundation and blush were all the rage.

For the next 80 years makeup styles were inspired by the most popular women performers, whether that meant plucking eyebrows thinner or painting them darker, getting a tan or powdering your face.

This high-maintenance approach to beauty is slowly fading away. Women are now focusing more on taking care of themselves through deep facial cleansing, getting a restful night's sleep and healthy eating habits.

NOW: With that, there is a new awareness that beauty comes in all looks, skin types and ages. Women are learning to rejoice in and embrace the way they naturally look and are taking control of their beauty routines.

Face washing is an important part of taking care of your skin and with the emergence of new tools no longer has to be a mundane chore. For example, the new Dove SkinVitalizer creates a sensory experience that helps women look forward to daily facial cleansing and actually makes it fun.

Approachable beauty routines that place an importance on efficacy, manageability and fun are becoming more common. Tools such as the Dove SkinVitalizer are easy to use and more effective at lifting away hard-to-remove makeup than manual washing. Gentle facial massaging will invigorate and energize skin while light exfoliating removes dead cells to expose younger, healthier-looking skin.

The Dove SkinVitalizer can help to reveal the glowing beauty that is really you—and thus really unique—while helping you to look more beautiful in a healthy, more manageable way. This is one trend to last through the ages.