



# Beauty News & Notes

## Bringing The Best Of Beauty From Europe To The States

(NAPSA)—The way American women shop for beauty is about to change dramatically, as something unprecedented is coming to your local drugstore. For the first time, seven of Europe's leading beauty brands are making their way to the United States. This fall, Walgreens will carry a new beauty center full of high-end European bath, body and skin care luxuries. Women in the United States will now be able to indulge in the latest beauty treatments and technologies that have previously been available only to those residing in or traveling to countries such as France, Germany, Switzerland, Spain and Greece.

The European Beauty Collection "beauty centers" will look as though they have been pulled from a high-end department store. At each Walgreens there will be expert Beauty Advisors, signature gift bags, testers, deluxe samples, and product informational panels to help shoppers navigate the extensive line.

The featured brands will include:

- Institut Arnaud Paris—a high-tech face and body care collection that has been a beauty staple in the spas of France for over 60 years

- ARTDECO—the number-one-selling cosmetic brand in German department stores and perfumeries, and also a pioneer in skin care for the face, hands and feet

- Skincode—a fragrance-free, preservative-free and color-free range of naturally based treatment products tested by the head dermatologist at the University Hospital in Zurich; the line is ideal for all skin types, including those that are most sensitive

- Spa Aquatique—carefully created regimens of professional-grade spa treatment products from the French pioneer of marine-based skin care formulas, whose leading expertise is valued by spa professionals around the world



**Women can now find the most luxurious beauty treatments from Europe in local drugstores.**

- Red Water—a natural face and body care line from Greece that features an exclusive blend of thermal spring water from Pella, organic olive oil and herbs from the Mediterranean

- La Fleur Organique—a line of organic hand, body and face care products developed in a regional park in Provence, France that incorporates natural, active ingredients produced through organic farming

- Oli—a collection of face, body and hair products, as well as dietary supplements from Spain, that combines the anti-aging properties of olive oil and olive leaf extracts with modern skin care science.

According to trend expert Lori Bergamotto, "This new concept is centered on convenience for the American consumer and is designed to help make high-end skin care products more accessible to women—and even men—across the country. Shoppers will now be able to pick up their preferred skin care products while shopping for household basics such as a toothbrush or paper towels."

For more information, visit [www.EuropeanBeautyCollection.com](http://www.EuropeanBeautyCollection.com).