

News of Women

In Search Of Bliss

(NAPSA)—When women want to get away from it all, they surround themselves with family and friends. That's the finding of a recent survey that reported close to half of the women asked said that spending time with loved ones makes them feel blissful.

Family time aside, other responses for the ways women find bliss included lighting aromatherapy candles, meditation, performing random acts of kindness, and the old standby, indulging in chocolate.

Some of the quirkier activities that help women feel blissful ranged from fishing and bird-watching to cleaning and gambling. When it came to hobbies that added bliss to the day, reading and writing was the runaway winner. Shopping came in a distant second.

The survey was commissioned by Hanes in conjunction with the company's line of intimate apparel appropriately called Pure Bliss. The survey questioned more than 1,200 women about their overall concept of bliss, defined as a time when they felt happy and relaxed. Other survey results include:

• **Bliss Out, Don't Miss Out**—Although their lives are busy, nearly 70 percent of women said they were truly blissful if not all the time, at least some of the time. Twenty-nine percent said they were rarely blissful and only three percent said they were never blissful.

• **Comfort = Bliss**—The majority of respondents confirmed that comfortable clothing just made them feel blissful.



Women are finding new and creative ways to add more bliss to their lives.

Apparently, the finding has been put to good use. According to Hilton Graham, marketing manager at Hanes, the company used the concept of blissfulness, personal indulgence and pampering when designing Pure Bliss. The collection uses soft blends of cotton and microfibers to create bras, panties and tops that Graham says flatter, pamper and soothe the skin.

• **Time To Relax**—The more time you have on your hands, the more blissful you may be. Eighty-two percent of respondents 55 and older said they are often or sometimes blissful, compared to just 57 percent of respondents ages 35-44 and 65 percent of those ages 18-34. When comparing the same age groups, 48 percent of those 55 and older relax three hours or more per day while 44 percent of 18- to 34-year-olds only have an hour or less per day of relaxation time.

For more information, visit www.purebliss.com.