

Look Like A Million Without Spending It

(NAPSA)—The ever changing faces of beauty and fashion often demand more than the pocketbook allows. Women need to understand that looking and feeling fantastic do not have to cost an arm and a leg.

“Many women have the misconception that the more they spend on their appearance, the better they will look,” states Constance Breslin, founder of CLB Associates, an image consultancy and personal shopping service in New York City. “However, with a sensible approach to fashion and beauty, all women can look fantastic and show off their keen sense of style without breaking the bank.”

Here, Breslin shares her “dos and don’ts” for looking your best on a budget:

- Do invest in timeless basics. Black pants, an A-line skirt and a crisp, white cotton button-down shirt are classics that transcend time.

- Don’t think that you have to spend a lot of money to achieve beautiful skin. Many great products found in your local drugstore outperform certain department store brands. For example, Olay Total Effects Visible Anti-Aging Vitamin Complex contains Vita-Niacin, a breakthrough complex not found in department store products. This anti-aging product moisturizes facial skin and successfully fights multiple signs of aging without costing a fortune.

- Do think twice before buying a bargain. That hot pink dress you thought was a steal will need shoes to match. The ensemble will end up costing more money than originally thought.



- Don’t create a new wardrobe each season. Buy one good outfit and build your “looks” around it. Mix and match different tops with the same pair of pants to create different styles. Accessorize outfits with the season’s “must-haves” such as shoes, handbags, scarves, and belts.

- Do take advantage of “training night” at high profile salons when you’ll be able to receive free or deeply discounted haircuts from student stylists.

- Don’t think that high-priced face lotions are the only option when treating fine lines and wrinkles. Reasonably priced products, like Olay Total Effects Intensive Restoration Treatment, effectively smooth the appearance of fine lines and wrinkles. At the same time, Olay Total Effects Intensive Restoration Treatment visibly diminishes the appearance of age spots and uneven skin tone.

- Do have fun shopping for “good deals” that make you look and, most importantly, feel great!