

New Sex Symbol? It's The Woman Who Shops

(NAPSA)—Want to get sexy? Go shopping. That's right, according to a new poll, if women want to increase their irresistibility, they should (and do) reward themselves with presents—and the more expensive the gift, the better.

At least that's what the men surveyed said. It's not killer looks, not a sultry voice, not even a "great personality." What men find most sexy is how working women today gift themselves for their major life accomplishments.

Vacations, spa visits and jewelry are the top three rewards working women give themselves, according to the survey conducted by International Communications Research for Charles & Colvard, Ltd., the sole source of moissanite—the unique, near-colorless jewel known for its exceptional fire and brilliance. According to the survey, "The Big Three" achievements that apparently call for "a little something *pour moi*"—that's French for "for me"—include getting a promotion or raise (72 percent), losing weight (67 percent) and reaching a milestone birthday (61 percent).

"Women who are confident enough to celebrate their successes are not just smart and value-conscious, they are also very attractive to self-confident men," said Barbara Mooty, a vice president at Charles & Colvard.

Men say a woman who congratulates herself with gifts appears to be independent (80 percent). They also find the practice sexy (29 percent of men, all age groups), particularly if they are younger (44 percent of men age 25 to 34). Only 12 percent of males said they would be intimidated by a woman who showers herself with goodies.

So how, exactly, are working females saluting their own successes? While 71 percent agree that going on a vacation is a great reward, they are also pampering themselves with a trip to a day



Buying jewelry is one of the top three ways women reward themselves for their achievements.

spa (48 percent), buying jewels (40 percent), and another roughly 25 percent are even willing to splurge on a car.

When it comes to buying themselves jewelry, over 31 percent of women said ear studs or earrings are their top choice. Following close behind were rings, necklaces, and bracelets.

"A classic pair of earrings that can go from the boardroom to dinner is the ideal reward for a woman commemorating her personal or professional achievements," said Mooty. "And frankly, one-carat total weight moissanite earrings can be purchased for under \$500."

Interestingly enough, the survey found that women are willing to spend over \$500 on themselves.

Moissanite, one of the rarest jewels on earth, has an incredible history. In 1893, Nobel-Prize winning chemist, Dr. Henri Moissan discovered small particles of natural moissanite (silicon carbide) in a crater made by a meteorite that fell to earth in Arizona. Almost a century later, laboratory scientists developed a proprietary process for producing gem-quality moissanite crystals large enough for use in jewelry.

For more information, visit www.charlesandcolvard.com.