

Consumer Corner

Take The Guesswork Out Of Skincare

(NAPSA)—Have you ever walked into a drugstore to purchase skincare products and had no idea where to begin or did not know exactly what you were looking for? If so, you are not alone.

You can save time and money saving your own skin if you heed some hints on skincare. After all, according to a recent survey conducted by Kelton Research, a leading national public opinion company, more than a third of women spend about 20 minutes in a store's skincare aisle trying to figure out which products are specifically suited for their skin. Additionally, 71 percent of women have wasted money on skincare products that were wrong for them.

In fact, many women are not only intimidated by the choices, they are also confused as to what skincare products to purchase. With the large variety of beauty products flooding the beauty aisles, three-quarters of American women admit they've been confused from time to time about the skincare products that are specifically suited for their skin.

Recognizing a need, Olay is now helping women take the guesswork out of skincare by introducing an innovative new Web site,



Many women are finding that innovative Web sites can provide personal advice about skincare concerns.

www.OlayForYou.com. The customized online service gives women more than just boxes to check. With a breakthrough new "virtual conversation" technology, it's like having a personal skincare consultant in the comfort of her own home. Women are able to enter in their skincare concerns and are then guided through a unique experience that delivers personalized product recommendations based on individual needs.

For more information on how to take the guesswork out of skincare, log on to OlayForYou.com.